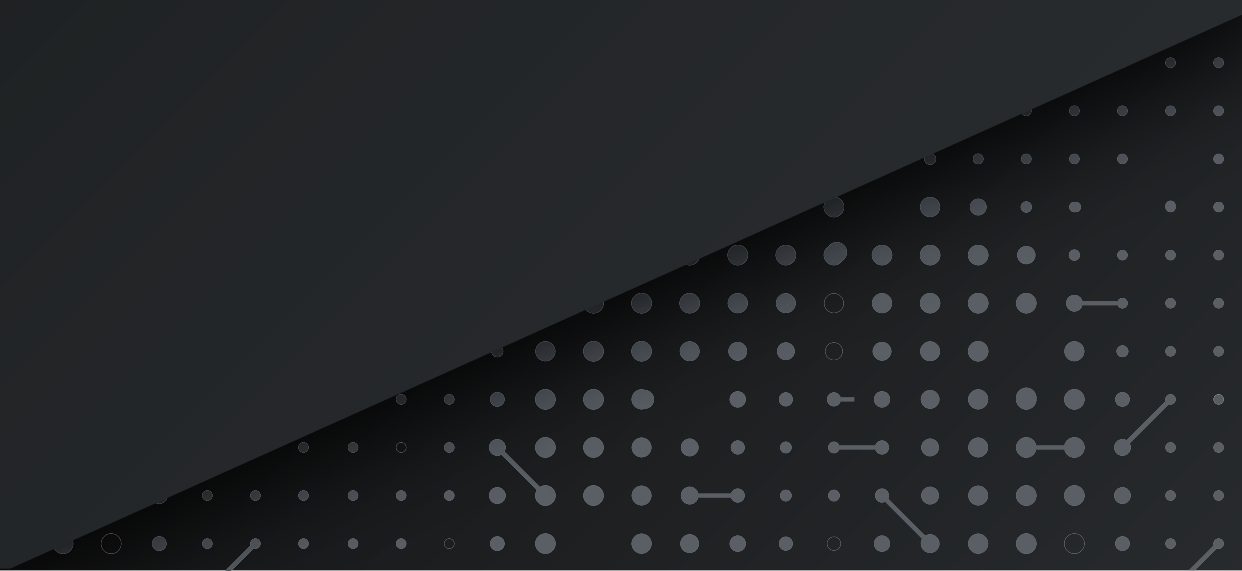




# Amperity Products: Quick Guide

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# Amperity: the Comprehensive Customer Data Platform

Bringing Trust, Flexibility and Power to Your Customer Data.

Turning customer data into better customer experiences is the core of customer-centric transformation, but brands face numerous challenges along the way. Customer data is spread across so many tools and systems that it's nearly impossible to get access to accurate, fresh, and holistic profiles. And, even if you do, business users often struggle to surface and activate insights that will truly move the needle for the business.

Amperity is the only CDP that takes a comprehensive approach to helping you use data to serve your customers. Our suite of enterprise-grade products addresses the full spectrum of customer data challenges, from identity resolution to assembling and accessing the elusive customer 360 in real-time to uncovering and activating the customer intelligence that matters. Amperity puts you on a fast-track to customer-centricity, builds trust, and enables true customer-centric alignment and collaboration. Give us 30 days to see how customer data can change your business.

 <b>AmpID™</b>	 <b>Amp360™</b>	 <b>AmpIQ™</b>
<p><b>AI-powered Customer Identity Management: Fully Flexible, Radically Transparent</b></p> <ul style="list-style-type: none"> <li>+ Multi-patented, AI-powered customer identity resolution and householding</li> <li>+ At-scale processing of identity data from all sources on a daily basis</li> <li>+ Stable, universal IDs across loyalty, email, transactions, 3rd party data and more</li> <li>+ Rich ID and household graphs with integrations for data enrichment, hygiene, standardization, and anonymous-to-known processes</li> <li>+ Radially transparent with identity exploration interface</li> <li>+ Flexible matching thresholds and fine-tune customization and controls</li> </ul>	<p><b>The Modern Customer C360: Access for All to Complete Customer Profiles</b></p> <ul style="list-style-type: none"> <li>+ Fast, raw customer data ingestion from any source (no ETL or schema mapping)</li> <li>+ Multiple, flexible databases shaped for your team, use cases &amp; systems</li> <li>+ Data consolidation &amp; processing at massive scale including all historical data, digital engagement and transactions</li> <li>+ 100s of auto-generated and custom attributes for instant actionability</li> <li>+ Unlimited real-time access through lightning-fast SQL query engine and visual UI</li> <li>+ 24/7 monitoring and alerts, built-in change management, and comprehensive visibility, audit, and controls</li> </ul>	<p><b>The Hub for Customer Intelligence and Activation</b></p> <ul style="list-style-type: none"> <li>+ Dashboards for customer-centric metrics and KPI monitoring</li> <li>+ Platform-generated insights and opportunity sizing at customer and segment-level</li> <li>+ Out-of-the-box predictive models and point-and-click segmentation</li> <li>+ Drag-and-drop UI to activate segments and cross-channel campaigns</li> <li>+ Closed-loop measurement, multivariate testing, and control groups</li> <li>+ Flexible framework to syndicate data to 100s of marketing, advertising, and attribution tools</li> </ul>

POWERED BY

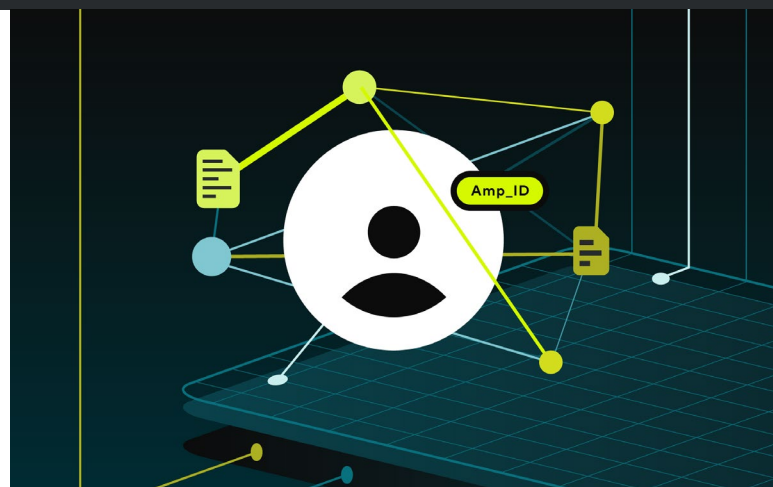


**Fully Connected Customer Data Infrastructure that Powers Our Full Suite of Products**

- + Flexible, real-time ingestion at scale with seamless integrations, APIs & 100s of pre-built connectors
- + Cloud-native and cloud-agnostic for flexibility, efficiency, and scale (AWS or Azure, you choose)
- + Enterprise-grade security and compliance (SOC2, SSO integration, audit service)
- + Self-serve change management – add or change sources, destinations, databases and more – for safe, easy updates with zero downtime
- + Real-time profile query with 100ms response time
- + Proprietary connector framework to automate delivery full databases or segments anywhere

AmpID™

# AI-Powered Customer Identity Resolution & Management: Fully Flexible, Radically Transparent



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“being able to have confidence in your customer identity resolution is really the bedrock to any customer analysis. With Amperity, we’re able to dissect how customers are stitched together at a very granular level, so if there is ever any question as to how a customer ID is generated, we’re able to speak to that with certainty.”

Jack Bush, Senior Marketing Analyst,  
Decker's Brands

## Bringing together fragmented customer identities

Consumers want brands to understand and cater to them as individuals during every interaction. When brands get this right, campaign ROI and customer loyalty skyrocket. When they don't, consumers actively switch to brands that can better meet their expectations. Because of this, teams go to incredible lengths to personalize messages, segment audiences, and build seamless experiences. But there's a hidden landmine that can destroy all of these efforts: *\*bad identities\**.

Every system has its own way of identifying customers, and the longer a person interacts with your brand, the more fragmented their identity becomes. Traditional approaches to resolving and managing identities are manual, inaccurate, and incomplete, leaving brands with a partial, and worse, erroneous view of individuals. Anonymous traffic and interactions make the problem worse as it is impossible to discern if these are potential new customers or your most loyal coming through new channels. Many solutions over-rely on costly and opaque third-party data, making teams question their entire identity foundation. Brands need a smarter identity foundation – one that both *\*builds trust with consumers\** and *\*builds trust with the teams\** that rely on it to produce the outcomes they're working for.



## AmpID™ Overview

AmpID lets you finally know every customer as an individual, across every interaction with your brand. Patented AI, trained on billions of records, accurately resolves customer identifiers, even when data is riddled with inconsistencies. Because algorithms do the work, there's no rule writing (or re-writing), and you can incorporate new identity data at any time. The result is rich, accurate individual identity and

household graphs that are stable, even when customers interact in different ways, on new channels, and with changing personal information. AmpID uses the power of compliant, 1st party data and a fully transparent approach to build a consistent, trusted identity foundation for your business, so the work you do to understand, engage, and serve your customers drives the results you want.

# Key Features of AmpID™



## AI-powered identity resolution. Every day.

Multi-patented AI automatically resolves identities on a daily basis, finding and correcting matches that other approaches routinely miss.



## Accurate identity & household graphs

Rich 1st party identity and household graphs built using industry best practices, with direct integrations for data standardization, hygiene, and anonymous-to-known linking.



## Identity stitching at massive scale

Built for scale, AmpID resolves massive amounts of identity data from any source (daily transactions, digital interactions, and full historical datasets).



## Transparent identity exploration

Transparent user interface lets you view and understand why every connection is made, building trust and adoption in your identity data.



## Universal IDs that are stable over time

AmpID provides the universal and stable identity for the entire business, connecting teams, systems, and channels for a consistent view of the customer.



## Flexibility & control

Flexibility to set thresholds, break apart records, or connect records as needed, giving you extra control over how your identities are managed.

### CASE STUDY

#### CHALLENGE

Large International Quickserve Restaurant needed a comprehensive understanding of their customers for analytics, advertising, compliance, and paid media attribution. The brand had a unified, accessible view of loyalty members' transactions and interaction data, but non-loyalty purchasers were all but invisible to marketing and data science teams. They needed a way to rapidly, scalably resolve identities for their entire customer base on a daily basis, leveraging 1st party identity data trapped in WIFI logins, billions of daily in-store transactions, and more. The necessary data was massive, trapped in silos, and used inconsistent identifiers across systems.

#### SOLUTION

The brand used AmpID to continuously ingest and resolve in-store transactions, WIFI logins, loyalty account information, and 3rd party identity data. This allowed the team to build not only a more holistic view of their entire customer base, but an accurate, 1st party identity graph, refreshed daily, that powers a single, universal customer identifier for all their systems, teams, and initiatives.

#### RESULTS

- + Amperity-generated, universal ID spans in-store transactions, store location data, loyalty program & Wi-Fi registrations
- + Correct attribution of \$100M in paid media to previously anonymous in-store purchases
- + 144% increase in marketable audience by integrating anonymous datasets
- + 8% deduplication of their loyalty program database

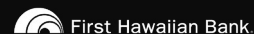


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Amp360™

# The Modern Customer 360: Access for All to Complete Customer Profiles



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“What holding us back? Data silos! Fragmented data caused by fragmented organizations leading to a fragmented customer experience.”

Sr. Director of Product Management,  
Marketing & Enterprise Customer Data,  
Retail Client

## Reaching & using inaccessible customer data

Business leaders are on a mission to drive growth from customer-centric, data-driven business strategies. And this requires data – holistic and ready-to-use customer data, accessible to all the teams and systems that need it. But for most brands, customer data remains trapped in siloed systems. Customer profiles are still fragmented. And the monolithic integration projects that aim to solve for this are painfully slow, costly, and rigid – and worse, fail to deliver most of the time.

The result? Personalization efforts flounder. Audiences can't be reached. Analysts can't unearth basic insights about the customer. Attribution is impossible. Frustrated teams operate as disjointed units, lacking the data they need for success. Brands need a modern customer data solution – one that's fast to set up, delivers on business leaders short-term goals, and meets the sophisticated, long-term demands of the enterprise.



## Amp360™ Overview

Amp360 is a cloud-based, modern Customer 360 that gives your team real-time access to truly comprehensive and actionable customer profiles. Fast, friction-free implementation and raw data ingestion incorporates data in days or weeks instead of months or years (no schema planning or pre-processing needed). Data is flexibly shaped into 100s of best practice and custom attributes, so - out

of the box - it's ready for marketing, analytics and data science Teams can directly access and explore their data with high performance visual and SQL interfaces, and automate data delivery anywhere. Amp360 helps brands leapfrog endless integration projects, expand audiences, and serve their customers by providing a reliable and complete source of customer truth to the entire enterprise.

# Key Features of Amp360™



## Customer 360 databases

Holistic databases configured for the full spectrum of customer-centric analytics, marketing, customer support, and compliance use cases, allowing multiple views and permission structures to account for uses across brands, geographies, and business owners.



## Best practice & custom attributes

Dozens of automatically-generated attributes on every profile for instant actionability, and ability to easily create new, custom attributes at any time as new use cases arise.



## Simple, at-scale integration

Raw customer data ingestion from any source, in its complete and native format, no ETL or schema mapping necessary, saving months of integration time.



## Lightning-Fast Queries At Scale

Robust SQL query engine and visual UI for the business user provides real-time access and insights across your entire customer base, while easily connecting to the business intelligence tools of your choice with our BI Connect premium feature.



## Processing of massive data

At-scale data processing, including historical data, digital interactions, and all other online and offline behavioral data, for a truly complete view of the customer.



## Monitoring & maintenance

24/7 monitoring and alerts for all ingest and egress feeds, with built-in change management capabilities that allow for safe, easy maintenance while running business as usual.

## CASE STUDY

### CHALLENGE

The retailer wanted to understand their customers and deliver the right offers and messages in every channel. But with only 50% of their customer data accessible and a 7 to 10-day lag from when data was created to when it could be analyzed and used, the team was stuck delivering the blast and batch communications of the past.

### SOLUTION

In 18 weeks, the brand deprecated their legacy Epsilon solution and replaced it with a fully unified and connected Customer 360 view powered by Amperity, with 100+ unique attributes on every profile that is refreshed daily. These profiles are now syndicated daily across the enterprise, fueling advanced analytics, direct mail, marketing personalization, and more.

### RESULTS

- + Slashed latency by 86% from 7 days to fresh data daily.
- + Corrected lifecycle status for 25% of customers (active, cooling, at-risk) by accurately attributing engagement and transactions thereby enabling the right engagement actions with those customers.
- + Enabled true customer-centricity at scale with automation of comprehensive customer data to data lake & marketing systems.

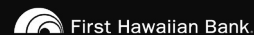


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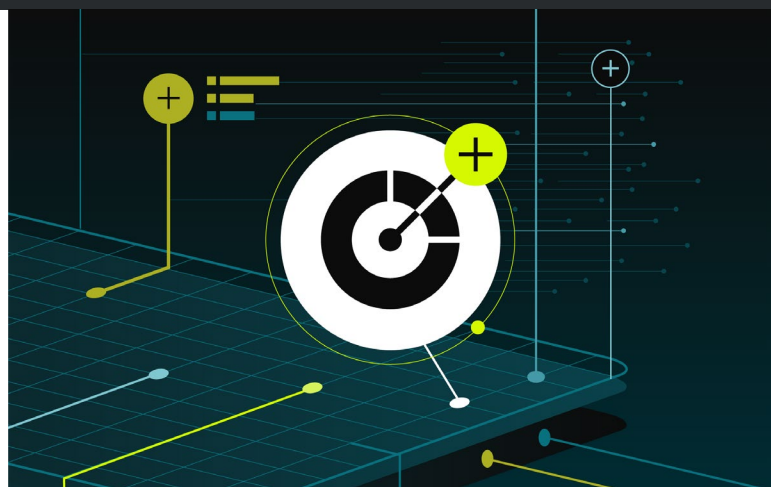


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AmpIQ™

# The Hub for Marketing Intelligence and Activation



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"What AmpIQ gave us is basically data science for marketers."

Melanie Allen,  
SVP, Chief Marketing Officer  
at Brooks Running

## Leaping the hurdles to customer-centric marketing

The pressure is rising for business leaders to shift from product-centric to a customer-centric operating model, all while continuing to deliver on near-term business goals. But the lack of customer insights and ability to prioritize opportunities, unfocused segmentation strategy, and the inability to rapidly take action, measure, and optimize programs make this impossible. The result? Brands stick with the status quo: the experience is unpersonalized, and consumer needs are unmet, driving them away from the brand.

Marketers need a modern solution to put their customer data to work - unearthing game changing intelligence, predicting customer needs, and seamlessly connecting these insights into measurable action everywhere the brand touches the customer.



## AmpIQ™ Overview

AmpIQ is a Hub for Customer Intelligence and Activation that closes the gaps between having customer data to using it to enable personalization at scale and maximize marketing performance. With a point-and-click UI,

platform-generated insights, and ML-powered predictions on every customer; marketers can create high impact segments and activate personalized journeys across channels that serve customers and grow the business.



# Key Features of AmplIQ™



## Customer health tracking

A dashboard for customer-centric metrics and KPIs that proactively highlights shifts in customer economic drivers and identifies risks and opportunities.



## Real-time insights & opp sizing

Platform-generated insights for mega-datasets at the customer and segment-level, including brand and channel behaviors, product preferences, revenue sizing and recommended actions.



## Predictions & segmentation

Out of the box predictive attributes paired with a point-and-click segment builder to easily create new segments and leverage AI in marketing programs.



## Cross-channel campaigns

Drag-and-drop UI to activate segments in cross-channel campaigns, helping you optimize channel mix, drive improved experiences and improve ROI.



## Closed-loop measurement

Closed-loop measurement, multivariate testing, and control groups let you attribute actions and spend to transactions, revenue gains and customer KPIs and health metrics.



## Connectivity anywhere

Flexible framework to automate and syndicate marketing-ready data to 100s of leading marketing, customer experience, advertising, and attribution tools and channels.

## CASE STUDY

### CHALLENGE

Omni-channel retailer had ambitions to reduce churn, grow the lifetime value of top customers, and launch more personalized customer experiences across all channels. However, the marketing team didn't have the precise customer intelligence or cross-channel activation and measurement capabilities they needed to systematically produce results.

### SOLUTION

AmplIQ generated high value audiences with dozens of insights on every customer, including predicted product affinity, likelihood to churn, future lifetime value, past purchases, and current lifecycle status. These audiences and attributes powered omni-channel, personalized offers and messages through email, Facebook, Google Search and Display Network, Criteo for remarketing, and the brand's mobile app.

### RESULTS

- + Powering omni-channel audience strategy across email, Facebook, Instagram, Google Search & Display, Criteo
- + \$20M in incremental revenue from 1st party audience strategies across digital
- + Reduced CPM by 36% driving improvements in media efficiencies
- + Drove 209% improvement in search ROAS using Amperity-managed 1st party data vs. generic Google Search audiences

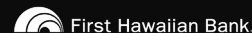


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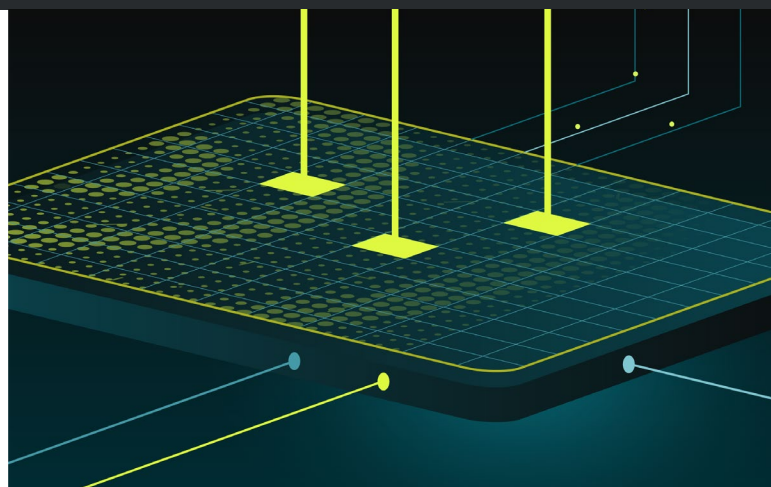
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DataGrid™

# Connected Customer Data Infrastructure: The power grid for your customer data



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"Brooks contracted with Amperity and accomplished more in our first 10 weeks working together than during the entire engagement with our former customer data provider. The technology was up and running in 90 days!"

VP of Technology  
Retail Brand

## Silos, scale & the need for ease of use and interoperability

Customer data is the foundation of your business. It powers the types of personalized marketing and experiences that drive revenue and long-term loyalty, and it provides insight into your biggest risks and growth opportunities. Yet the painful truth is that many brands can only put a fraction of their customer data to use, leaving them vulnerable to all types of disruption. Why?

The first reason is that customer data is trapped in silos, and existing methods and tooling for integrating data are manual and slow. The typical integration project takes years to complete and results in rigid, incomplete solutions that, frankly, don't age well. This leads to the second challenge. Data, use cases, and channels are constantly changing. When teams to try respond with updates, they're relegated to the back of IT's endless queue. Third, data is big and only getting bigger. Yesterday's tools can't handle the scale and complexity of today's data. Saddled with infrastructure built for a different era, brands that should be pushing the bounds of customer-centricity are instead falling farther and farther behind.



## Amperity DataGrid™ Overview

DataGrid is the fully connected customer data infrastructure that power all three products in Amperity's Comprehensive, Enterprise Customer Data Platform (AmpID, Amp360, and AmpIQ) as well as our rich partner ecosystem. Designed for speed, scale, and performance, DataGrid processes terabytes of data on a daily basis, enables real-time streaming and access, and flexibly integrates with any data source or destination

DataGrid allows you to start with one Amperity product, and rapidly onboard another as your needs evolve. Built-in change management means updates are easy, fast, and require zero downtime. It also means your foundation is always complete and always up-to-date. DataGrid is a first-of-its kind, multi-patented platform that puts you on the fast track to fully connected customer data and customer-centricity at scale.

# Key Features of DataGrid™



## Cloud-native & agnostic

High performance, cloud-native infrastructure slashes latency and easily handles data at any scale. AWS, Azure, Snowflake, Google Cloud? We connect easily with all of them.



## Fast, easy ingestion

Raw data ingestion from any source (no schema planning or pre-shaping your data), with seamless integrations, streaming APIs & 100s of pre-built connectors.



## Data delivery anywhere

Deliver data anywhere in any format, including full databases to analytics environments, segments to campaign tools, or attributes to personalization engines.



## Enterprise change management

Built-in “Sandbox” environment lets you easily and safely make changes to any part of your data foundation, including adding sources or changing your data model, with zero downtime.



## Enterprise-grade security, compliance, & governance controls

Security features built into every layer of the product, with SOC2 certification, SSO integration, PII obfuscation, user action audit service, and more, keeping your data safe.



## Real-time ingest, audience management, & activation

100ms response time ingest API, lightning-fast query engine, real-time event streaming with StreamRT (beta).

### CASE STUDY

#### CHALLENGE

Brands consistently grapple with years-long integration projects and arduous maintenance in an effort to unify and manage customer data.

**85% faster**

Integration and speed to value

#### SOLUTION

Forrester profiled customers using Amperity's Comprehensive Customer Data Platform, powered by DataGrid, to resolve identities, build a robust, actionable Customer 360 view, and to surface insights and activate data across channels.

#### RESULTS

Companies using Amperity's DataGrid saw an average **85% faster** integration and speed to value and **80% decrease** in ongoing data engineering costs with a total **993% return on investment** from marketing and loyalty improvements powered by better data.

FORRESTER®



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—BRANDS—



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