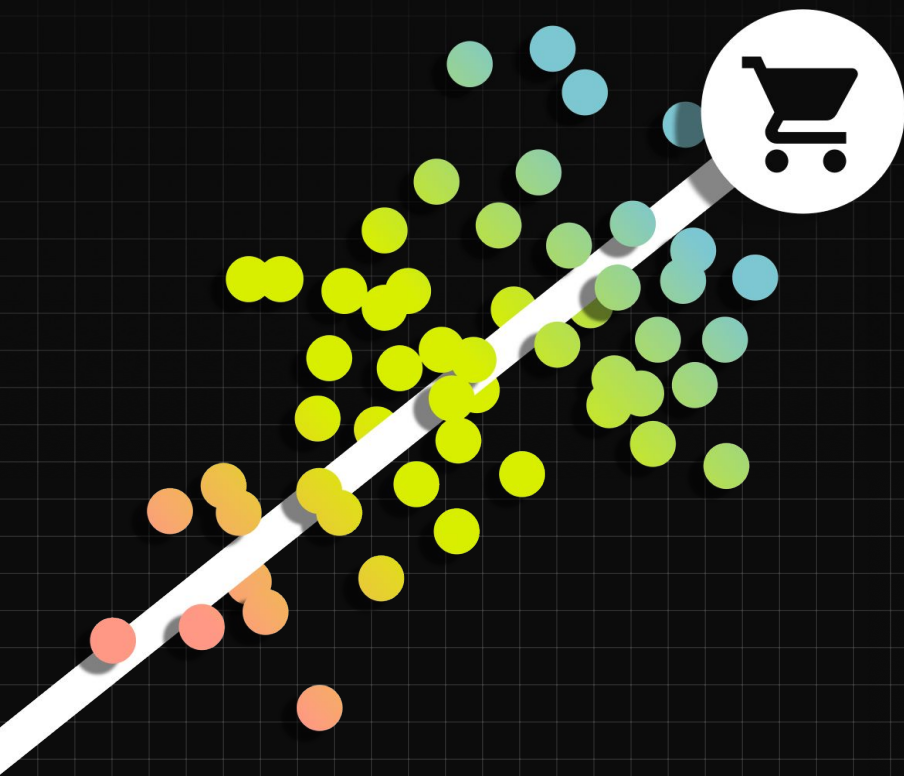


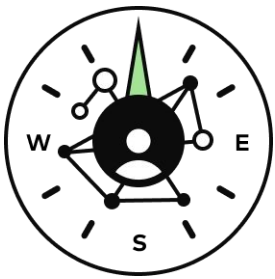


DELIVERING ON YOUR DATA

Analytics: Retail Solution Brief



Four types of analysis to
help uncover data-driven
insights and supercharge
your business

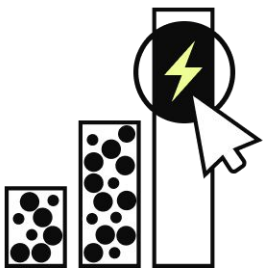


Let the data lead the way.

Everything you want to know about your customers is in their data: where they are in their lifecycle, if they have the characteristics of a high-value customer, what, when, and where they buy — and when you have access to this knowledge, you can make smarter decisions, market more effectively, and drive brand loyalty.

How Amperity supercharges your analytics

We function as the hub of your customer reporting and analytics infrastructure and help business, analytics, and marketing teams easily access the data they need to make the most informed decisions. Our novel approach to identity resolution unifies your data into one single view of the customer — this provides your whole team with a single source of truth to work from, eliminating silos and giving you the in-depth customer insights needed to deliver relevant experiences.



An always-fresh view of your customer means you can make decisions with the most up-to-date information, while we partner with you to identify what data you need to generate reports and supply it to the Business Intelligence (BI) tool of your choice. With Amperity, your analytics team doesn't need to spend hours on data engineering. Instead, they can use their time to analyze data and uncover findings to drive your business forward.

Business Performance

Examine business performance using customer metrics across time periods, customer lifecycle, products, and channels to fuel data-driven decisions and activation.

Questions to Ask

1. What channels are driving the most revenue?
2. How many customers were new to my brand in a period of time? How many are returning?
3. Which customers are the most valuable to my brand? What types of actions are they taking or purchases are they making?
4. How much of my revenue is coming from customers I know and can market to?
5. What products are driving more of my revenue/profit?
6. Are our highest-value customers more valuable because they're making more orders of equal value, or because they are making an equal amount of orders at a higher AOV?
7. How do loyalty customers perform versus non-loyalty?
8. Have our in-store customers measurably changed from this time period last year?

Marketing Use Cases

One-time buyer activation

If you have more one-time buyers than repeat ones, build a program that focuses on bringing those buyers back for more via a targeted welcome series

Multi-channel activation

If valuable customers are shopping using different channels, create a program to entice in-store shoppers to purchase online, and online shoppers to buy in-store

Analysis to Use

Use the **Executive Dashboard** to understand business performance across your customer base and identify trends and opportunities.

Executive Dashboard

Last Week

100K Buyers in Week	\$10M Revenue	\$100 \$/Customer	40K New Customers	\$50 AOV	3.3 UPT	\$15 AUR
+5% YoY	+10% YoY	+3% YoY	+20% YoY	+5% YoY	+1% YoY	+5% YoY

OCT 2022 to Date

200K Buyers in Month	\$15M Revenue	\$75 \$/Customer	120K New Customers	\$50 AOV	2.5 UPT	\$20 AUR
+3% YoY	+2% YoY	+5% YoY	+4% YoY	+3% YoY	+1% YoY	+5% YoY

Manually Set Quarter 2022 Q3

Select Channel All

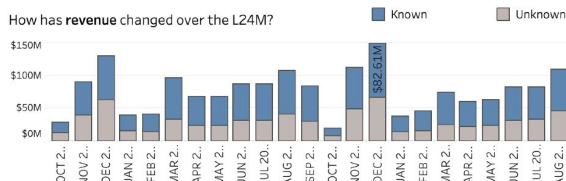
2022 Q3 to Date

2M Buyers in Quarter	\$125M Revenue	\$62.5 \$/Customer	1.5M New Customers	\$60 AOV	5 UPT	\$12 AUR
+15% YoY	+10% YoY	+5% YoY	+25% YoY	+4% YoY	+3% YoY	+8% YoY

FY2022 to Date

6M Buyers in Year	\$400M Revenue	\$67 \$/Customer	5M New Customers	\$55 AOV	3.7 UPT	\$15 AUR
+15% YoY	+10% YoY	+4% YoY	+20% YoY	+1% YoY	+3% YoY	+5% YoY

How has revenue changed over the L24M?



How have order metrics changed over the L24M?



Sample figures

Customer Preference

Evaluate the product preferences of your customer base to build more intelligent marketing, merchandising, and customer cultivation strategies.

Questions to Ask

1. What products/SKUs are driving the most revenue?
2. What baskets are my high-value customers purchasing?
3. What products are most commonly purchased with my highest revenue-producing product?
4. Is there a difference between in-store and online in terms of highest-value product(s) and basket assortment?
5. What products can we pair on an endcap as being highly complementary of each other?

Marketing Use Cases

Merchandising

Identify each customer's top shopping category and make sure their regular purchases are always in stock

Personalized upsell strategy

Develop a targeted product upsell strategy that pairs a customer's first product category with logical subsequent purchases

Customer cultivation

Pinpoint which products high-value customers usually buy on their first visit, and use those as signs for white glove support or customer care

Analysis to Use

Use the **Basket Analysis** to understand what products are most commonly purchased together, how those pairings drive order frequency, revenue, or customer lifetime value and what merchandising, buying, and marketing strategies to develop.

Basket Affinity By Product Category

	Grand Total	LONG SLEEVE SHIRTS	JACKETS	SHORT SLEEVE TOPS	NECKLACES	BAGS	SKIRTS	DENIM JEANS
Grand Total	12,196,272	1,185,731	1,130,527	1,109,073	1,000,139	988,750	968,285	956,070
	100.00%	9.72%	9.27%	9.09%	8.20%	8.11%	7.94%	7.84%
LONG SLEEVE SHIRTS	1,185,731	1,185,731	192,314	171,004	116,174	95,343	139,326	115,296
	100.00%	100.00%	16.22%	14.42%	9.80%	8.04%	11.75%	9.72%
JACKETS	1,130,527	192,314	1,130,527	140,511	103,885	94,255	118,250	136,090
	100.00%	17.01%	100.00%	12.43%	9.19%	8.34%	10.46%	12.04%
SHORT SLEEVE TOPS	1,109,073	171,004	140,511	1,109,073	92,430	98,430	111,357	106,983
	100.00%	15.42%	12.67%	100.00%	8.33%	8.87%	10.04%	9.65%
NECKLACES	1,000,139	116,174	103,885	92,430	1,000,139	56,680	80,064	70,487
	100.00%	11.62%	10.39%	9.24%	100.00%	5.67%	8.01%	7.05%
BAGS	988,750	95,343	94,255	98,430	56,680	988,750	63,648	62,180
	100.00%	9.64%	9.53%	9.95%	5.73%	100.00%	6.44%	6.29%
SKIRTS	968,285	139,326	118,250	111,357	80,064	63,648	968,285	99,596
	100.00%	14.39%	12.21%	11.50%	8.27%	6.57%	100.00%	10.29%
DENIM JEANS	956,070	115,296	136,090	106,983	70,487	62,180	99,596	956,070
	100.00%	12.06%	14.23%	11.19%	7.37%	6.50%	10.42%	100.00%
GRAPHIC TEES	913,573	93,917	75,668	85,840	59,134	166,402	76,548	51,082
	100.00%	10.28%	8.28%	9.40%	6.47%	18.21%	8.38%	5.59%
DRESSES	869,855	148,058	125,235	131,663	78,006	83,144	118,044	54,221
	100.00%	17.02%	14.40%	15.14%	8.97%	9.56%	13.57%	6.23%
CASUAL TOPS	784,730	78,518	84,175	105,008	79,923	55,501	72,208	113,198
	100.00%	10.01%	10.73%	13.38%	10.18%	7.07%	9.20%	14.43%

Sample figures

First-Party Data Assessment & Portfolio Management

First-party data is crucial to an effective marketing and analytics strategy. Amperity's unique ability to resolve customer identities allows you to evaluate your total first-party capture by store, demographic, or brand to understand gaps and your overall marketing reach.

Questions to Ask

1. What are reasonable benchmarks for PII capture for our stores? By store type or by region?
2. How valuable is PII to cultivating the customer?
3. At what point in the customer journey is PII easiest to acquire?
4. What is my rate of change with PII capture this week vs. last week? This month vs. last month?

Marketing Use Cases

Store Ops

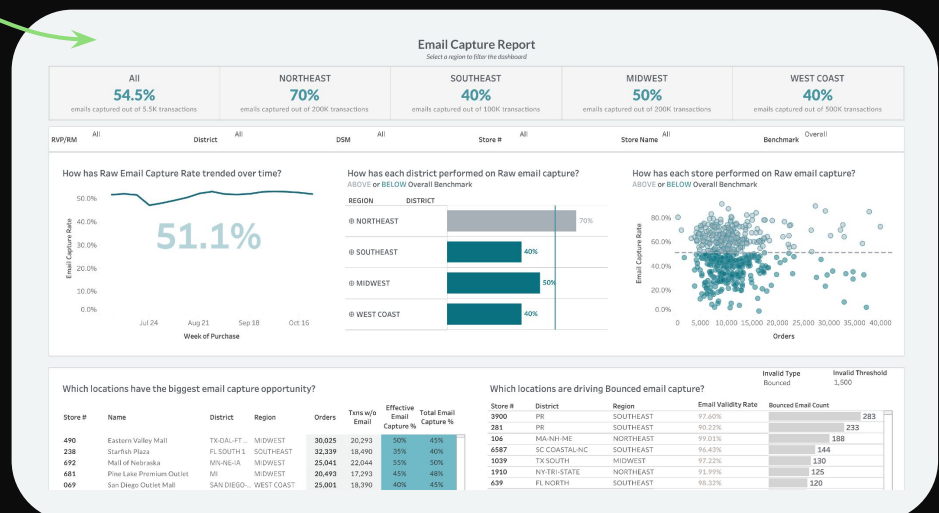
If PII capture is a particular concern for your brand, share a report (weekly, monthly, or quarterly) with Store Ops leaders to identify which stores in their district need to improve PII capture and track the change over time

Marketing list expansion

Capturing new PII (email, phone) at checkout can help grow your marketing list

Analyses to Use

- A. Use the **First-Party Data Capture Report** to track how well your brand is capturing PII in-store and which stores are best at it; identify if the PII recorded provides new data or bolsters an existing Amp ID.**
- B. If you're a multi-brand company, use the **Portfolio Assessment** to determine which brands excel at capturing first-party data, learn from them, and employ those strategies company-wide. As your PII capture improves, use Amperity to analyze your overall marketing reach by brand.**



Sample figures

First-Party Data Capture — Improving PII capture leads to more accurate reporting on revenue and customers and helps to more precisely identify your total number of buyers.

Customer Lifecycle

Develop a solid point-in-time journey for your customers and use that knowledge to effectively personalize messaging for buyers based on what stage they are in their lifecycle. Use this information to better understand conversion rates and optimize the time and type of offer to boost rates.

Questions to Ask

1. What is the average time between first and second purchase? How about for high-value customers?
2. How many customers sit outside the high-value bucket?
3. Where do a majority of my customers sit within their journey?
4. How many orders before a customer joins the loyalty program?
5. How many new customers are coming in every year versus churning?
6. How many customers are lapsed or lost?

Marketing Use Cases

One-time buyer activation

Create a program that focuses on bringing one-time buyers back for more via a targeted welcome series

High-value activation

For customers that are predicted to be just below high-value, send a targeted product email featuring specific products that high-value customers usually purchase

High-value acquisitions

Acquire new customers by creating lookalike audiences in paid channels using high-value customers

Re-engagement campaign

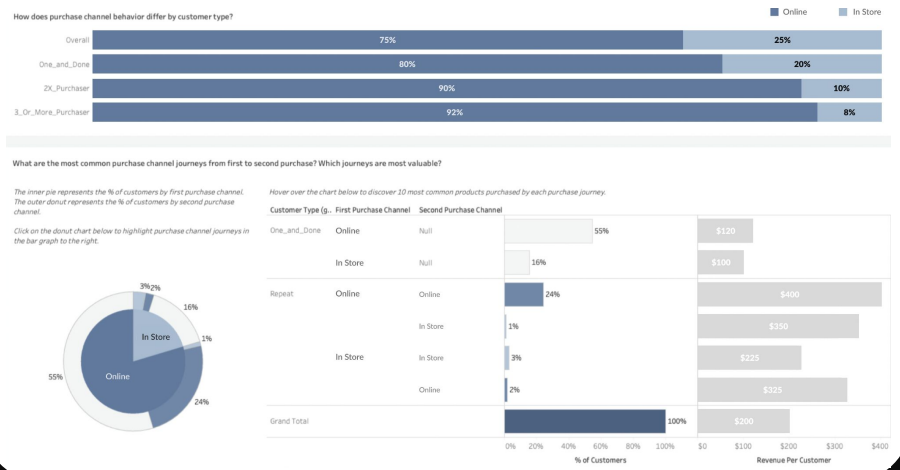
Bring back lapsed or lost customers with a discount or offer

Analyses to Use

A. Use the **Customer Lifecycle Analysis** to know what to do when a customer purchases a certain product, how product adoption changes over time, and what actions to take with individual customer segments to encourage future purchases.

B. Use the **One-and-Done Analysis** to evaluate your customer base to determine the most opportune time during the purchasing lifecycle to re-engage one-time buyers and convert them to repeat customers.

Purchase Channel Journey



Sample figures

Make your data work for you.

With Amperity, you can answer critical questions that amplify your business and decide the best course of action based on data-driven insights.



Get in touch to learn more about how Amperity can take your analytics strategy to the next level.

hello@amperity.com