

A customer data platform built for the needs of the enterprise

## Why Amperity?

- No changes needed to customer's existing data structure.
- Tightly integrated products reduce the lift on IT teams.
- Quick and efficient implementation on AWS.
- Joint business opportunities with AWS and Amperity
- Budgetary efficiency.
- More flexibility and time to build the right model for use cases.
- Higher quality customer profile input for modeling.

## Product overview

Amperity built on the Amazon Web Services (AWS) Cloud enables you to store, resolve, and manage all your first-party customer data and helps ensure it is robust, reliable, and accessible so you can tailor and measure your customer interactions. With Amperity powering the customer profiles behind AWS services like Pinpoint, Connect, and Personalize, brands can build a customer-centric engagement experience throughout every customer touchpoint.

## Product features

### AmpID

AI-powered Customer Identity Management: Fully Flexible, Radically Transparent

- AI-powered identity resolution
- Identity stitching at massive scale
- Universal IDs that are stable over time
- Accurate identity and household graphs
- Transparent identity exploration

### Amp360

The Modern Customer C360: Access for All to Complete Customer Profiles

- Customer 360 databases
- Simple, at-scale integration
- Processing of massive data
- Lightning-Fast Queries At Scale
- Monitoring & maintenance

### AmpIQ

The Hub for Customer Intelligence and Activation

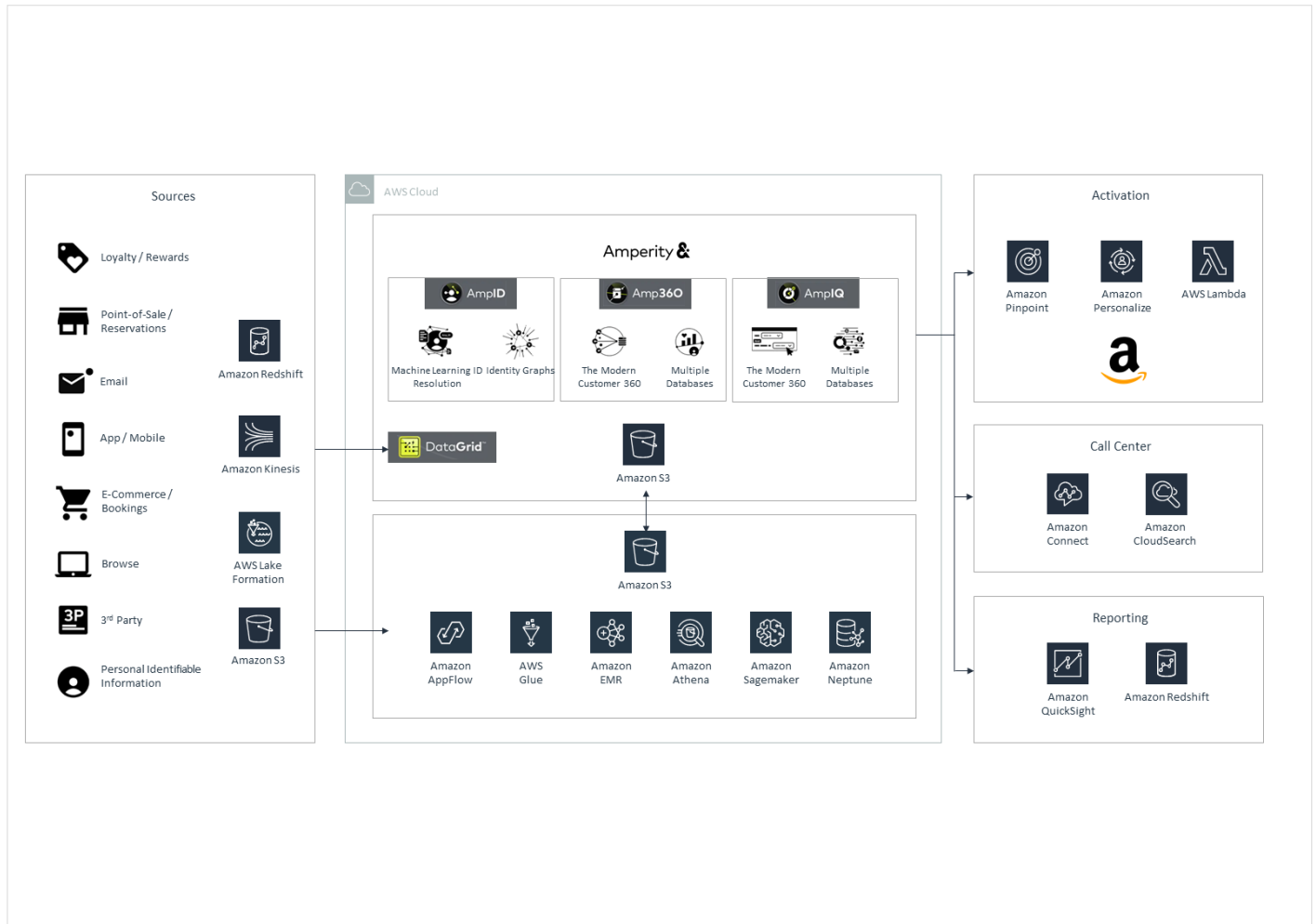
- Customer health tracking
- Real-time insights & opp sizing
- Predictions & segmentation
- Cross-channel campaigns
- Closed-loop measurement



## How it works

Amperity has revolutionized the way brands identify, understand, and connect with their customers by leveraging AI to deliver a comprehensive and actionable Customer 360. This unified view improves marketing performance, fuels accurate customer insights, and enables world-class customer experiences.

Amperity's schema-less design simplifies the architecture and management of the customer profile and elevates the quality of analytics projects.



## Differentiators

- **Patented AI Driven Identity Resolution**

Modern probabilistic solution to link customer records across silos of messy data

- **Flexible and Robust Customer 360 Databases**

Accurate, up-to-date, unified profiles offering complete transparency and control

- **Built for Collaboration**

Easy to use with the flexibility to adapt to the needs of each department and their preferred technologies

- **Enterprise-Grade**

The scale, security, and speed necessary for global consumer brands

- **Industry leading ROI and Guidance**

90 days to value guided by a team of specialists' w/ industry experience

# Brooks Running increases their data visibility, personalization, and analytics with Amperity's Customer Data Platform

## Challenge

Brooks Running lacked a single source of data and needed to gain valuable insights and metrics to assess its performance and personalize the customer experience. Without a single view of the customer, they struggled to identify their needs and personalize effectively.

## Solution

By positioning Amperity at the center of their tech stack, the Brooks team created a Customer 360 that could be used across the enterprise, unlocking the ability to put their runner-centric mindset into action.

## Benefits

- Improved paid search click-through rates by 260%
- Email open rates increased by 2.4x
- 15% increase in paid social engagement metrics
- 128% return on advertising spending
- Unlocked value within 10 weeks with Amperity

“Amperity is crucial to our tech stack. In order for us to have a 360 view of the runner and then use runner data for analytics and marketing segmentation, a CDP is necessary. Our tech stack is always changing, and very dynamic so the ease of plugging in partners is also critical.”

Melanie Allen, Chief Marketing Officer, Brooks Running



## About Brooks Running

Brooks Running is an athletic equipment company that designs and markets sneakers, clothing, and accessories. Also known as Brooks Sports, it is headquartered in Seattle, Washington, and sells products in 60 countries.

## Amperity &

### About Amperity

Amperity helps brands get to know their customers, make strategic decisions, and take the right actions to deliver better customer experiences and strong business outcomes. We're a customer data platform that provides intelligent capabilities across data management and unification, analytics and insights, and activation.

## Data Points

85%

Faster integration and speed to value

54%

Average deduplication rate

90%+

Of customer databases completely resolved in under 90 minutes

3 billion

Customer identities resolved on a daily basis

## Additional Resources

- [How Wyndham Hotel & Resorts Drove Customer Insights](#)
- [Great Human Reconnection](#)



Solution available in [AWS Marketplace](#)