Amperity &

Identity Resolution

Connecting the Dots and
Understanding Your Customer

Contents

It happens all too often: you check your inbox and find promotions for products you already own, multiple ads for clothing you don't like, and emails clearly meant for your partner.

This is the result of poor identity resolution.

Now picture you've purchased a pair of shoes but they don't fit you, so you contact customer service to adjust your order. They know all the details of your order without you having to wait and they make the change smoothly. Then when you log on to the site to check the tracking it's making recommendations for accessories and apparel that match the shoes you bought — personalized just for you. This only works because of quality identity resolution.

Customers provide businesses with a wealth of data — from loyalty programs, to transaction history, to email engagement — but the tricky part is making sense of it and then putting it into action. Quality data fuels consumer business and opens the path to delivering personalized marketing experiences, but companies can't personalize when they don't know who their customers are. This is why identity resolution is so important — it turns scattered data into concrete customer information, and without it, it's virtually impossible to treat your customers as the unique individuals they are.

What is identity resolution?

Identity (ID) resolution is the process of connecting and matching different data points across multiple devices and channels to form a unified view of a single customer, allowing brands to connect the dots between fragmented data to form a complete picture of an actual person.

Identity is the foundation for personalization.

Let's work backward from personalization: To **personalize**, companies need to activate strong **cross-channel** strategies. They can't build these strategies without thorough **insights** on each and every customer. And they can't generate insights without a clear **identity** for each customer.


An in-depth profile will tell you the products and services your customers prefer, the messaging they respond to, how they like to be contacted, and more — and building that profile depends on high quality ID resolution. It's the critical first step to making everything else in your marketing and service come to life.

**The Downstream Benefits of Quality ID Resolution**
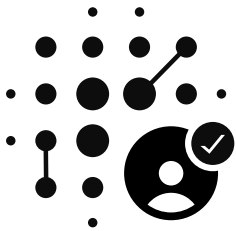
Accurate customer data foundation

- All departments across the company have the same access to customer information in real-time — this access ensures the customer will have a seamless journey at every touchpoint whether that's in-store, or online, or with customer service
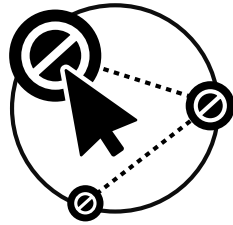
Preparation for a cookie-less future

- Builds a hearty, privacy-compliant first-party data set

- Provides a buffer against increasingly strict privacy policies that limit the use of third-party data
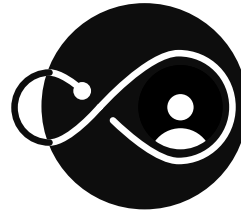
Deeper customer relationships

- Businesses can speak to their customers at an individual level, boosting customer loyalty and increasing lifetime value

- Messages can be properly personalized, meaning no more repetitive or inconsistent communication

Improved marketing performance and ROI

- Smart segmentation allows brands to create highly targeted campaigns for specific customer segments, cutting down on redundancies

- Brands have the ability to react in real-time and effectively allocate budgets, cutting down on costs

The trials and tribulations of getting ID resolution right

The goal of identity resolution is to identify the same individual within and across all data sources that contain customer information. Why is it such a tough nut to crack? A truly complete and up-to-date view of the customer must combine an individual's transactions from multiple sources — point-of-sale, e-commerce, email interactions, loyalty data, mobile app engagement, and more. It also has to include historical data as well as new data that's produced every day when customers interact with your brand. The scale and scattered nature of it all has kept effective ID resolution out of reach for most brands.
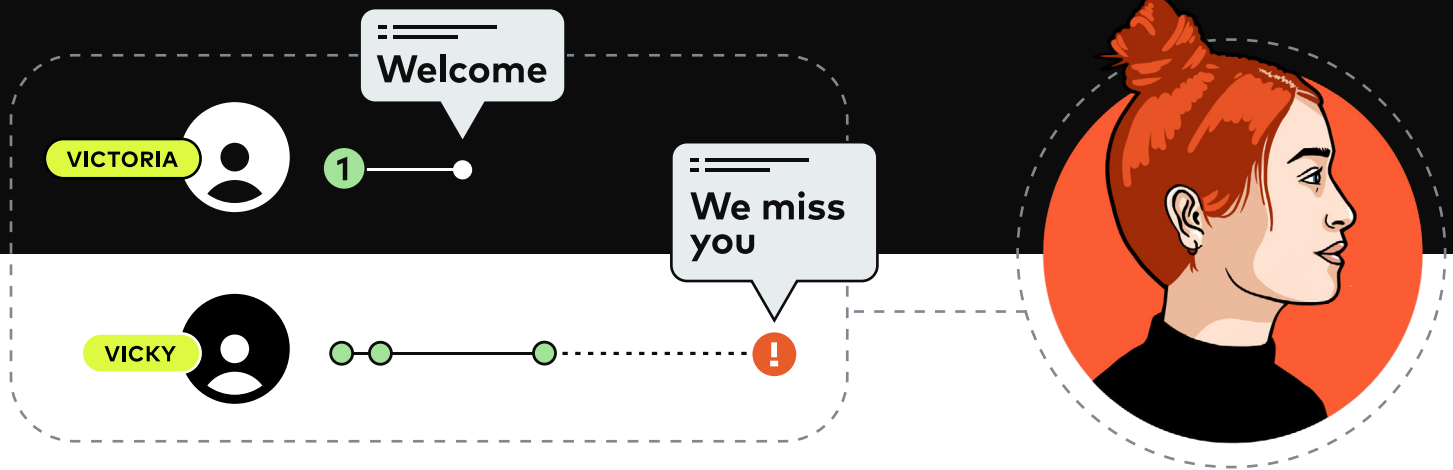
A common problem goes something like this: your brand just received a new online buyer called Victoria. You send her your welcome series. At the same time, another in-store customer called Vicky hasn't purchased from you in four months, so you sent her discounts persuading her to shop with you again. Here's the kicker — Victoria and Vicky are the same person.

Customer data is inherently uncertain

Customers are not always consistent in how they identify themselves when they engage with a brand. And sometimes they or a store associate might enter typos when updating their information. What's more, a brand's best customers are more likely to have inconsistent and inaccurate Personal Identifiable Information (PII) because they interact with the brand more often, opening the door to potentially messier data.

Techno overload

In today's technology-saturated world the explosion of customer data, channels, systems, and applications that pop up seemingly every day means there is a constant influx of new data from new sources. To achieve a single customer view, data has to first be brought together from all of these disparate systems, which requires building, maintaining, and monitoring data pipes into and out of a centralized system.

Algorithms can't predict human behavior

As people move through life, they have different emails, get new phone numbers, relocate to new places, and maybe even change their names. It's safe to assume the average person has gone through a number of these transitions in their life, and brands need to be able to keep track of these changes without losing sight of the customer.

Static algorithms and business rules devised by technical teams can't account for the ever-changing nature of human life. They tend to focus on joining records using only common identifiers like name, email address, or phone number. When those values don't match up, the identity of the customer gets obscured. This approach is rigid, lengthy, and often breaks down over time.

No communication between systems

Most systems — like e-commerce, loyalty, mobile, and point-of-sale – weren't designed to integrate with one another. Since they all use different data types and schema, and don't share the same identifiers of individuals, it's difficult to differentiate which purchaser is which. This means there's no linking key, and therefore no simple way to build a single view of the customer that includes all of their necessary information: who they are, what they purchase, and the ways they interact with your business.

What to look for in ID resolution

The right software will provide you with the core customer identity foundation upon which you can build the most accurate and comprehensive view of your customers to help you manage and grow your business. The success of your customer data foundation starts here.

The key differentiators of first-class ID resolution are:

Power

ML-based identity resolution

Machine-learning matches records, which improves match rates and accuracy over time, even when unique identifiers are incomplete, inconsistent, or unavailable, while probabilistic data linking allows human-like logic to catch inconsistencies that more rigid matching schemas couldn't process.

Transparent ID resolution process

A clear idea of the process builds trust and confidence versus black-box processes that don't tell you how they got to the "answer".

Stable customer ID

Maintains quality of data over time so you can more effectively manage long-term customer relationships.

Enterprise scalability

The ability to handle and resolve massive amounts of customer identities quickly and cost-effectively, regardless of the size of your customer data volume.

Flexibility

Simple updates and management

Easily incorporate new customer data sources without needing to format data beforehand.

Customizable to your business needs

Provides the flexibility to configure and meet your unique business needs — not one size fits all.

Expertise

Implementation and support team with deep experience and knowhow

A service team of experts who help clients across a variety of industries manage their messy customer data on a daily basis.

Identity resolution in action

Stories from Amperity users

3 billion
customer identities
resolved on a daily basis

54%
average
deduplication rate

90%+
of customer databases completely
resolved in under 90 minutes

LUCKY BRAND

Challenge

Lucky Brand wanted to deliver personalized experiences, but struggled to build a unified view of their customers.

Solution

Amperity's proprietary machine learning algorithms, designed and trained to accurately match customer records, allowed them to find the hidden connections in their data and build comprehensive customer profiles.

Results

Lucky Brand was able to correctly attribute $192 million in customer value to 1.5 million previously unknown customers, uncovering an entirely new segment of high-value customers.

Alaska AIRLINES

Challenge

Alaska Airlines wanted to increase membership numbers for their frequent flier loyalty program by marketing to non-members who had upcoming travel plans, but their marketing systems were not not able to identify non-members due to disconnected, siloed data.

Solution

Using Amperity, Alaska Airlines was able to ingest data, resolve identities, and create continuously refreshed rich customer profiles to better identify guests and understand their needs.

Results

Loyalty program messaging to guests with upcoming trips became much more effective, with a 61.1% increase in open rates, 22.5% increase in click-through rates, and 198% increase in conversion rate for sign ups.

DECKERS
— BRANDS —

66 Amperity has been of paramount importance to accelerating analytics at Deckers for a couple reasons. For one, being able to have confidence in your customer identity resolution is really the bedrock to any consumer 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. 99

Jack Bush,
Senior Marketing Analyst

EVERY SEASON STARTS AT
DICK'S
SPORTING GOODS.

66 It's given us greater reach within our customers. Our audiences grew without spending marketing dollars because Amperity helped us identify individuals that had previously been combined as 'one customer' within a household. 99

Shannon Maple,
Personalization Lead

Amperity &

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 to uncovering and activating the customer intelligence that matters. Amperity puts you on a fast track to customer-centricity, builds trust, and improves organizational alignment and collaboration. Give us 30 days to show how customer data can change your business.

Our platform enables organizations to take control of their customer data, systematically improve customer relationships, and foster brand loyalty. We provide the power, flexibility, trust, and expertise to overcome the most daunting roadblocks on the path to customer-centricity at scale.

Amperity works with 100+ leading global brands across industries:

To see if our platform might be the right choice for your brand, contact us at hello@amperity.com.