

# Amperity & Microsoft Customer Data Management

Helping Brands to  
Know Their Customers



Amperity is partnered with Microsoft to revolutionize the way companies connect and use their customer data, helping them identify, understand, and serve their customers. Amperity's unique technology powered by the unlimited scalability of Microsoft Azure gives companies a comprehensive and actionable view of their customers for the first time. This view improves marketing performance, fuels accurate customer insights, and enables world-class customer experiences.



## Amperity Product Overview



### At-Scale Ingestion From Any Source

Billions of records ingested in their complete and raw form -- no data transforms or schema mapping.



### Intelligent Matching

Machine learning matches all your records -- no linking keys or business rules required.



### Comprehensive Profiles

Unified and actionable views with insights like LTV, likelihood to churn, and product affinity.



### Visual and SQL Segmentation

Business and technical teams can directly explore and segment data in seconds.



### Data Sent To Any Destination

Send segments or full databases to any team or system across the organization.

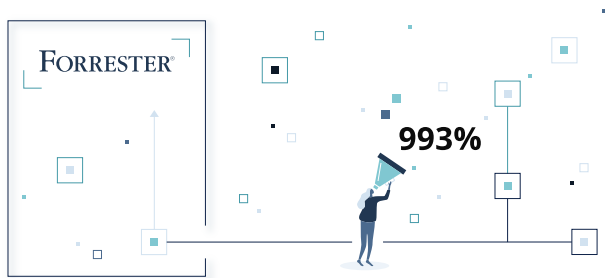
“ The Amperity platform enables us to build a more complete, current, and connected view of the customer than any other platform on the market. ”

**Michael Relich**  
Chief Operating Officer  
**LUCKY \* BRAND**

## Amperity Value and Benefits

Amperity customers, on average, experienced a **993%** return on investment. This ROI was the result of increased revenue from Amperity-powered use cases and efficiency and productivity gains from Amperity's better data management.

*According to the Forrester Total Economic Impact Report*



**190%**

increase in loyalty registrations due to precise, timely, and personalized communications.

**45%**

cost savings by eliminating duplicate records across email and direct mail.

**5%**

improvement in ROAS through better targeting and timely suppression of remarketing and advertising campaigns.

**15%**

increase in revenue per email from targeted and relevant product recommendations, add-ons, and upsells.

**85%**

faster ingestion and integration of new data sources.

**80%**

productivity improvements for ongoing data management.

### Scalable

"We pull in data from point-of-sale, social media, credit card transactions and mobile devices, and analyze it to create personalized campaigns for more than 4 million guests who have given us permission to contact them directly. Technology from Amperity Inc. helps us stitch all of that disparate data together."

*Chief Experience Officer, Casual Dining*

### Intelligent

"Amperity allows us to execute probabilistic customer matching. We see much better match rates with high degrees of accuracy – and the ability to quickly resolve identities allows us to rapidly change marketing strategies and messages."

*SVP of Digital, Retail*

### Flexible

"Amperity lets you easily integrate additional data sources at any time (demographics, geo areas) and make updates to fields."

*VP of eCommerce and Analytics, Retail*

### Fast

"It took us eight months to stand up our data in Oracle. We integrated the exact same data with Amperity in less than 2 weeks."

*Director of Customer Loyalty, Travel & Hospitality*

“ We contracted with Amperity to run a 10-week proof of concept and ended up accomplishing more during the test than during the entire engagement with our enterprise provider. The technology was up and running within 90 days. ”

**Mark McKelvey**

VP of Information Technology

