CASE STUDY

Driving Revenue with Better Personalization

Luxury brand uses Amperity to launch personalized, omni-channel holiday campaigns based on longitudinal customer behaviors, increasing campaign revenue by 13%

> This is the first product that I've come across in 30 years of marketing that actually can answer what's been the age old dilemma: how do you get a single record on the customer?
>
> **Estate Director**

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Data Siloes and Human-driven Workflows

Holidays are unique moments in the year when customers' buying behaviors change. They splurge on specialty items and go out of their way to create memories with their favorite luxury products. A California luxury brand wanted make the most of this time of year with personalized holiday campaigns that offered specialized products to highly targeted customers like holiday gifters, active eCommerce purchasers, and in-store visitors.

Unfortunately, highly targeted customer segments were impossible to create because data that represented the segmentation criteria was disconnected and siloed across their eComm system, visitor logs, loyalty data-base, guest Wifi, clickstream data, surveys, and appointment logs.

These data sources lacked common keys and IT had to manually build each customer segment, which were single use. This meant data unification was prohibitively challenging and workflows were laborious. The result was that the majority of their data went unused.

Intelligent Data Unification and Micro-segmentation

Data Sources

| Appointment logs | Clickstream data | Loyalty program | Guest wifi | Surveys | Visitor logs | e-Commerce system |

The brand engaged Amperity to unify their customer data and build actionable customer profiles from all their valuable customer data.

First the brand sent raw data from each of their seven customer data sources to Amperity. By ingesting the data in its native format, Amperity freed the team from tedious data transformations (ETL) and schema mapping, saving months of implementation time. "They asked me to just give them everything that I have, and give it to them raw and unmanipulated," said the brand's CRM Manager.

Amperity used advanced machine learning and massive computing power to accurately resolve identities and form complete customer profiles in a matter of weeks. "We didn't have to remove any kind of technology. It's just plug and play," said the Director of IT. The brand then used Amperity's segment editor to create recurring segments that were sent to their email service provider, Campaign Monitor.

Improved Marketing Performance

With Amperity, the brand went from 3-4 coarse customer segments to 47 unique lists which could be further segmented in thousands of ways. These micro-segments fueled over 30 new marketing campaigns, supersizing the productivity of the marketing team. "All this 360 information in one profile gave us the ability to efficiently segment our data in thousands of different ways. Now we can go deeper and engage with our customer in personalized ways, because we know who they are," said the Director of IT.

In the 2016 holiday campaign, the brand saw a 13% increase in revenue over the previous year due to better targeting and personalization powered by Amperity. The marketing team also saw a 546% increase in revenue from targeted holiday campaigns for a particular premium member segment.

Benefits

Fast, seamless v

Complete customer profiles

47 new streaming micro-segments

546% increase in revenue from high value segment

13% revenue increase for holiday campaign

30 new programmatic campaigns

About Amperity

Amperity is helping some of the world's most loved brands transform their marketing, analytics, and operations by unlocking their customer data. Using advanced machine learning and a large-scale, distributed data infrastructure, Amperity rapidly delivers complete and actionable customer data from all of a brand's disparate data sources. By accelerating, streamlining, and maximizing customer data unification and usability, Amperity powers improved marketing performance and new customer-centric initiatives to drive top line growth.

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