

CASE STUDY

Enterprise Retail Brand Powers Customer 360 Initiative in Just 10 Weeks Using Amperity

SUMMARY

A top retail brand wanted to boost marketing KPIs and enhance customer experiences with better targeting, segmentation, and personalization. However, they struggled to connect disparate data sources and use the majority of their customer data. The brand used Amperity to provide connectors from a variety of siloed data sources, to resolve identities and build rich customer 360 profiles, and to connect to external systems for new analytics, marketing, and advertising initiatives - in just 10 weeks. Results included 16X more clicks in email, 36% higher ROAS on Facebook, and deep customer insights about the brand's highest value customers.

Data has no value if you can't use it

A top omni-channel retailer came to us with a common problem. They had great customer data from their, eCommerce site, email service provider, 3rd party resellers, and other sources, but they had trouble bringing it together to form complete and actionable views of their customers. Data were trapped in siloes, and despite efforts from their IT team, there was no sustainable and repeatable way to unify and use data at scale.

This meant that despite having a deep and loyal customer base, marketers and analysts struggled to answer basic questions like “who are my highest value customers that shop online and in-store?” and “what is the email opt-in rate of in-store shoppers?” The brand also couldn't use the majority of their data to fuel targeting, personalization, and other types of marketing programs that would set them apart from competitors. This was a huge missed opportunity to drive value for the brand and to build long-term customer loyalty.

A platform built for speed and scale

When the brand looked for a solution, speed and scale were important factors. Clickstream data alone could add up to trillions of entries, and the brand wanted to take advantage of all the signals customers were giving them. The brand prides itself on its agility, and didn't want to wait years for an integration project that might be outdated by the time that it was finished.

This led them to look for a Customer Data Platform built for the enterprise - one that could connect to all their sources and destinations while handling terabytes of data - and a team that could move quickly enough to deliver value in a few weeks. After vetting several CDPs, the brand selected Amperity, and the first initiative was a 10-week project to target an initial set of use cases..

Unlocking siloed customer data

For their initial use cases, the brand pointed four siloed data sources to Amperity: 3rd party resellers, eCommerce, email response data, and offline records from a shopper-type assessment that the brand performs in stores. Amperity provided pre-built connectors that ingested raw data from the brands sources. As new data was collected, the data flowed seamlessly into Amperity.

Amperity applied advanced machine learning-based identity resolution to de-duplicate customer records and form rich, customer 360 profiles. The data was configured in a marketer-friendly way so non-technical users could easily write queries and find what they needed. For example, Amperity derived custom attributes like lifetime value, “best customers”, product affinity, and last date of purchase. These were available for segmentation using the Amperity visual and SQL segment editors. This empowered marketing and analytics teams to explore, analyze, and use all of their data in one place.

A variety of use cases and values

Platforms are designed to be flexible with a variety of uses and users types. Customer Data Platforms (CDPs) are no different. They provide a foundation for brands to bring their data together and use it in any external system, for all kinds of marketing, analytics, and advertising campaigns. If there’s a system or use case that needs customer data, a CDP should fuel it. The retailer took advantage of the breadth and flexibility of the Amperity platform by launching several independent use cases.

ANALYTICS: CUSTOMER INSIGHTS

Amperity provides marketers and analysts with direct access and the ability to query all of their customer data. The retailer’s analytics team started with basic questions, and quickly moved on to more advanced ones. Here are sample questions that the brand began directly answering, with just a few clicks:

- What is the overlap of 3rd party reseller and online customers?
- Which retail purchasers have completed the shopper-type assessment?
- How many “Best Customers” do we have, defined as: placed three or more orders in the last year (online and retailer inclusive) OR placed four or more orders in the year prior to that OR has an Email Open Rate \geq 20%?
- What’s the 12 month value of our “Best Customers”?
- How many customers do we have with lifetime value over \$1K?
- How many customers do we have with lifetime value over \$1K who also bought in last 3 months?

In addition to getting answers to these questions, each of these queries provided analysts with a list of customers, with contact information, who could then be reached out to with personalized marketing campaigns.

MARKETING: EMAIL PERSONALIZATION

The marketing team now had access to rich customer data, and an easy-to-use, marketer-facing segment editor. They rapidly launched two new campaigns to drive business results.

First, they sent emails to all customers who hadn't purchased online in the last 6 months with a CTA to find their local store.

Next they used shopper-type data, leveraging their in-store assessment, to segment and personalize emails.

This resulted in 16X more clicks and a 2X higher-than-average open rate.

These emails also resulted in a 2X higher-than-average open rate.

ADVERTISING: FACEBOOK TARGETING

The advertising team launched three new Amperity-powered campaigns. The team created three different audiences using Amperity and Facebook:

1. "Best customers" (see definition above)
2. Lookalikes of "best customers"
3. Welcome series completers who never purchased

The team targeted created campaigns around each of these audiences, resulting in a lift in return on ad spend (ROAS) when compared to non-Amperity-powered audiences.

36% ↑

Next steps

For the retailer, these campaigns were just the beginning. The team now plans on expanding their use of the platform to include even more teams, use cases, and initiatives. Email marketing and advertising will continue to become more targeted, personalized, and efficient as the team learns more about their customers and experiments with more types of creative programs.

The brand also plans to use Amperity to power website personalization for new and repeat buyers, and based on gender and product preferences. They will also use Amperity to empower in-store staff with customer knowledge for better in-person experiences and richer relationships.

To learn more about the Amperity platform, visit amperity.com/product.

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.