CASE STUDY

Mechanics of a Successful Acquisition

Large consumer brand uses Amperity to create a seamless migration experience for customers of both brands

> We feel very confident that we are going to continue to grow our guest base in a major way as we move through this integration.

Chief Commercial Officer

amperity

Merger Data Challenges

When a large consumer brand recently acquired another brand in the same industry, the parent brand needed to integrate the two brands' loyalty databases to determine which customers had dual memberships, and which had single memberships. As is typical, the two databases had distinct formatting and lacked common keys for matching customers, making integration impossible without specialized skills and technology.

It was necessary to unify the databases in order to drive targeted messages to all loyalty members across both brands. Without this, the brand was at risk of missing the opportunity to connect with their new customers in meaningful ways and drive business value for the merger.

Standard Data Matching

The parent brand brought in a top tier consulting firm to deliver a one-time unification of the two loyalty databases using standard data matching techniques. The goal was to correctly discern members of each brand from customers with dual memberships.

The engagement resulted in the identification of 72K customers with dual memberships, as depicted on the next page.
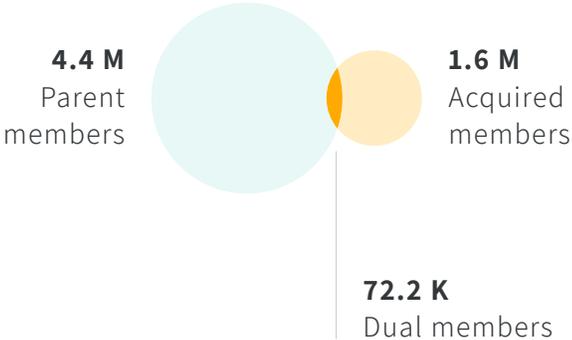
2.3x More Matches

Dissatisfied with the results, the parent brand engaged Amperity to repeat the unification using more advanced techniques. Using machine learning and massive computing power to perform probabilistic matching, Amperity was able to integrate the two databases in a matter of weeks.

Amperity found 169K customers with dual memberships, 2.3X more matches than the consulting firm was able to discern. The Amperity-produced results were more accurate because it was able to resolve the identities of individuals even when no common key was available.
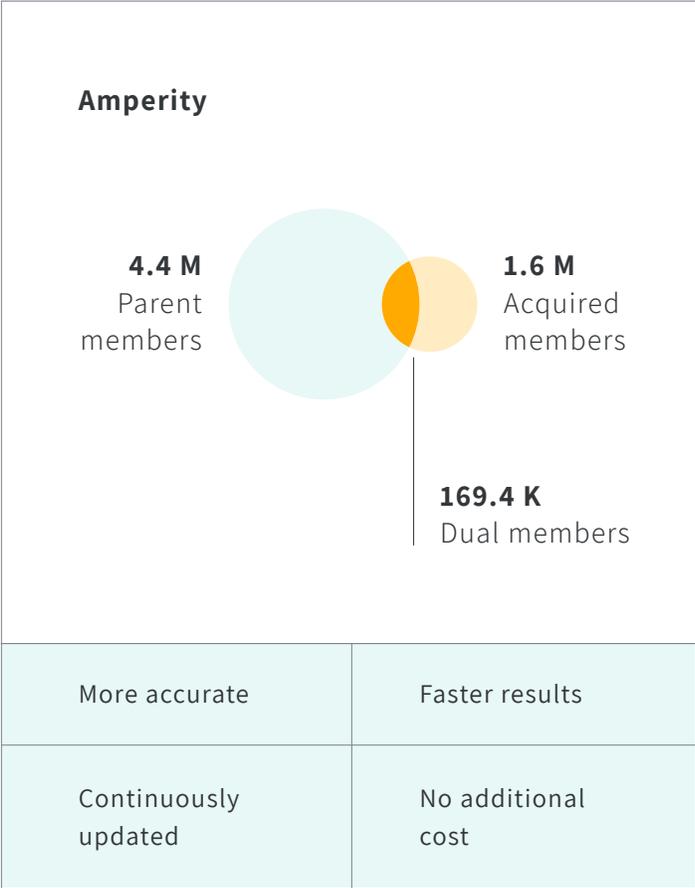
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Top Tier Consulting Firm

4.4 M
Parent members

1.6 M
Acquired members

72.2 K
Dual members

Amperity

4.4 M
Parent members

1.6 M
Acquired members

169.4 K
Dual members

More accurate	Faster results
Continuously updated	No additional cost

Operationalizing Unified Data

The parent brand operationalized the unified data with a marketing campaign that targeted new members of the acquired brand's loyalty program. The campaign, refreshed monthly, offered extra benefits to transfer membership to the parent brand, triggered at the time of sign up. For those with dual memberships, personalized incentives were offered to combine the memberships.

Value & Benefits

2.3X more matches

Targeted and personalized communications

Continuously current and accurate results

New loyalty members

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