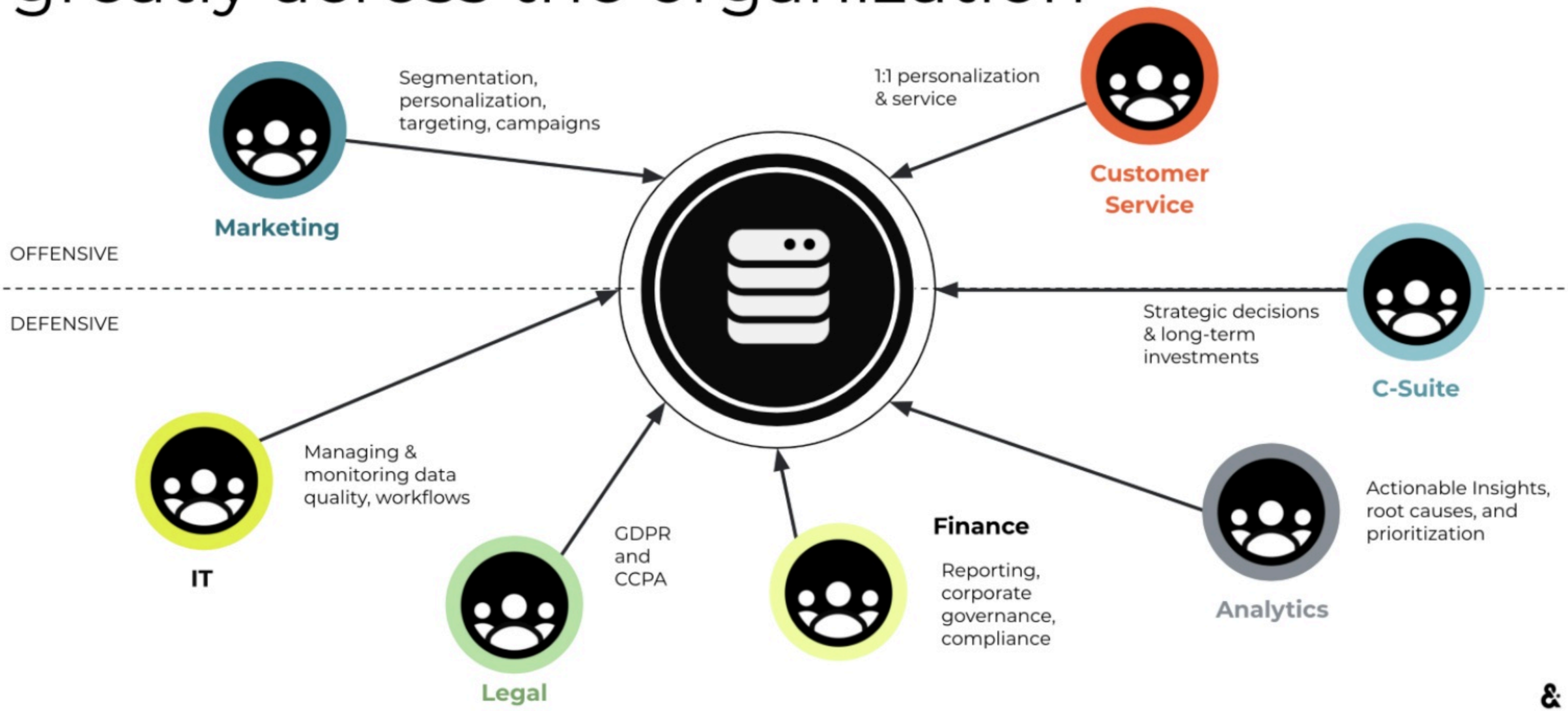
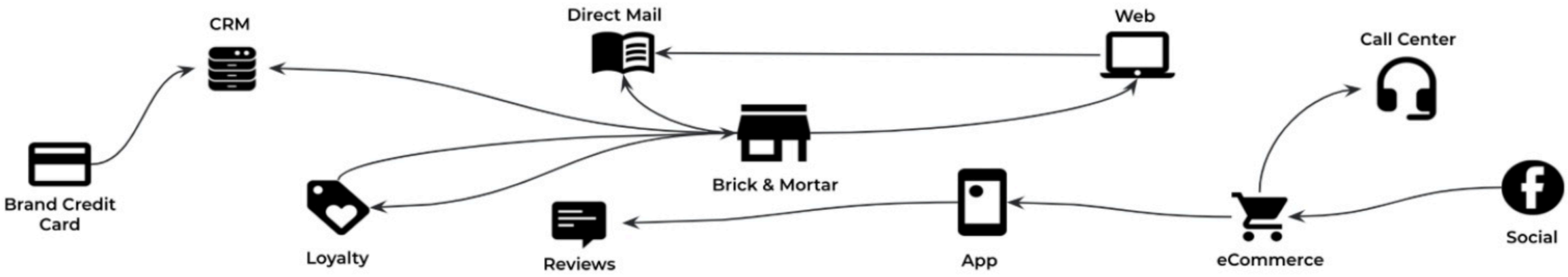
Customer-centricity responsibilities vary greatly across the organization



The customer journey is complex & disjointed



Producing inconsistent identities & data siloed in different organizations

1st Party

Returns
Loyalty
Clickstream
Email
Address
Offline Transactions
Ratings
Call Center
Mobile
Online Transactions

2nd Party

Data Sharing

3rd Party

Social profile
NCOA
Geo Location
Lifestyle
Demographics

Causing organizations to fail to use data to serve customers

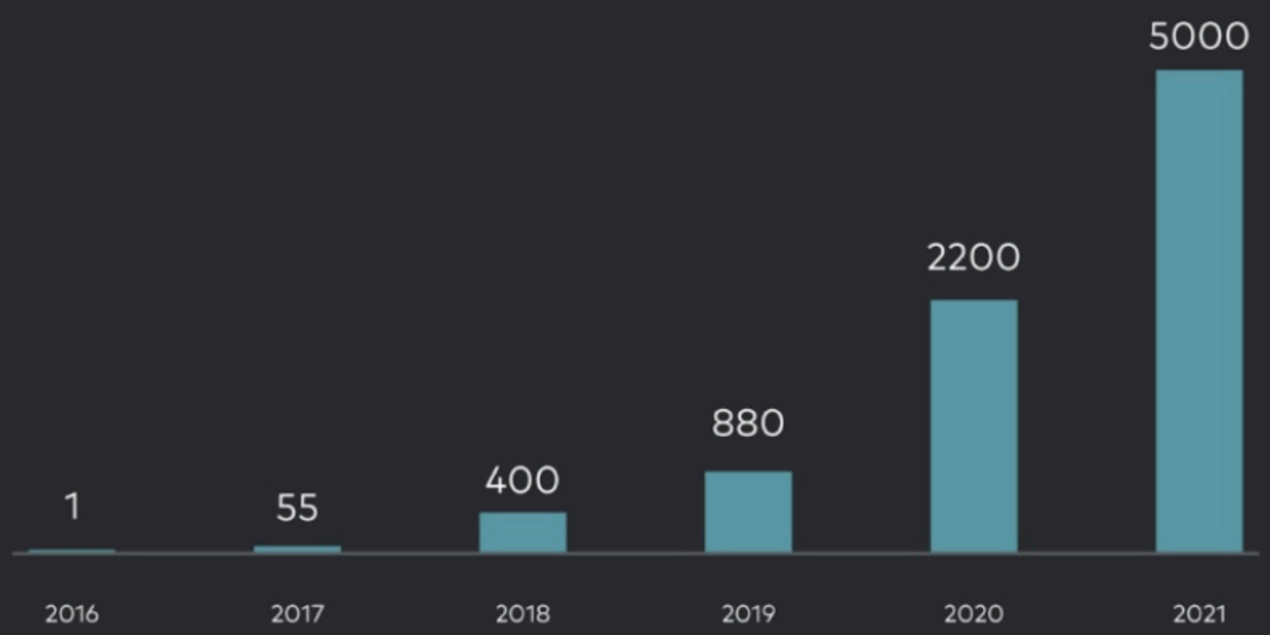
11% Only 11% of enterprises effectively use a wide variety of data types in a unified customer profile

80% 80% of customers who switch from a brand feel the enterprise could have done something to retain them

52% 52% of customers say that enterprises are generally impersonal

Enterprise scale

Customer Data Managed
TB



602 billion
Records Ingested
To date

2,317
Data Sources

423 billion
Records Egressed

1414
Destinations

3 billion
Daily Customer Experiences Powered by Amperity

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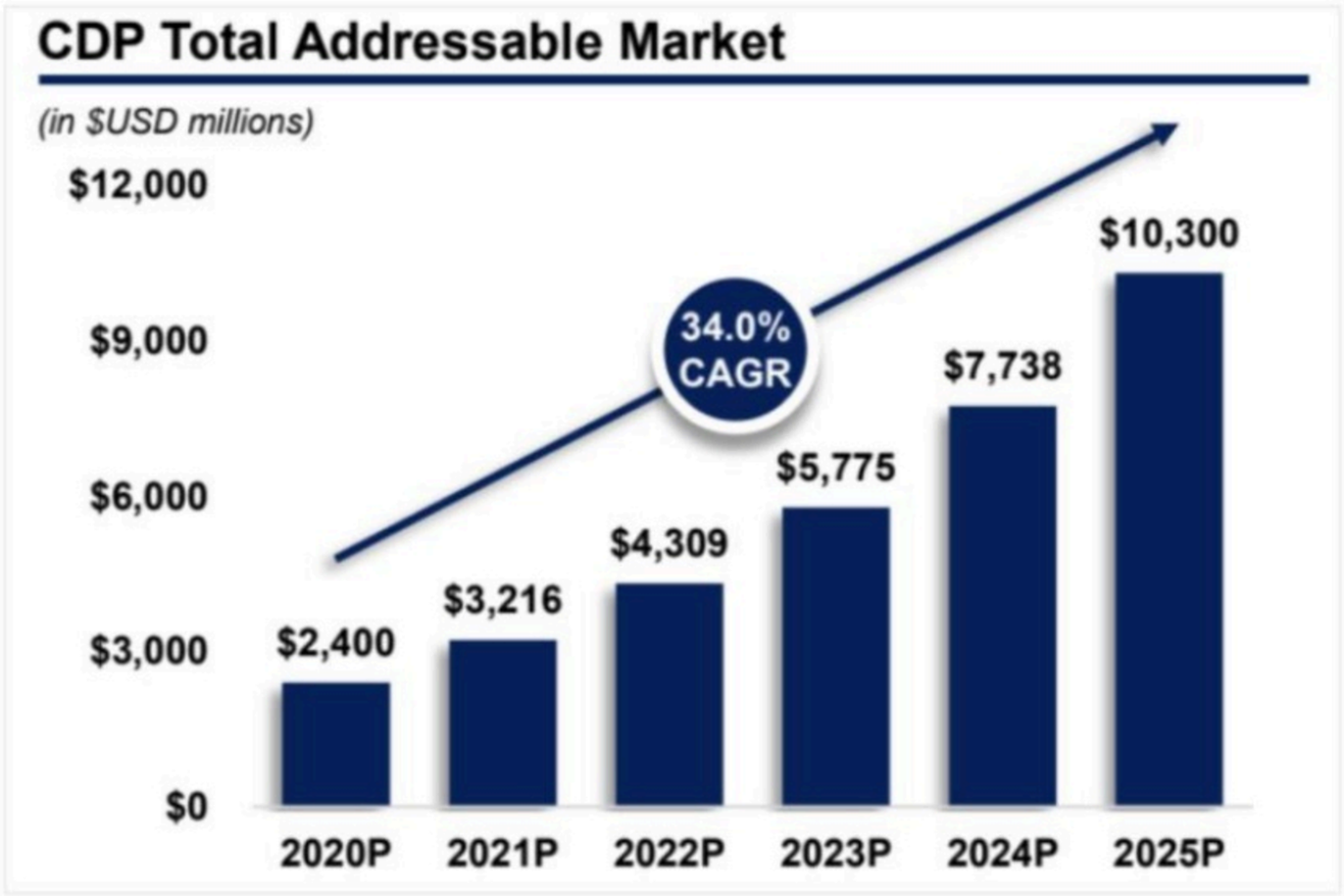
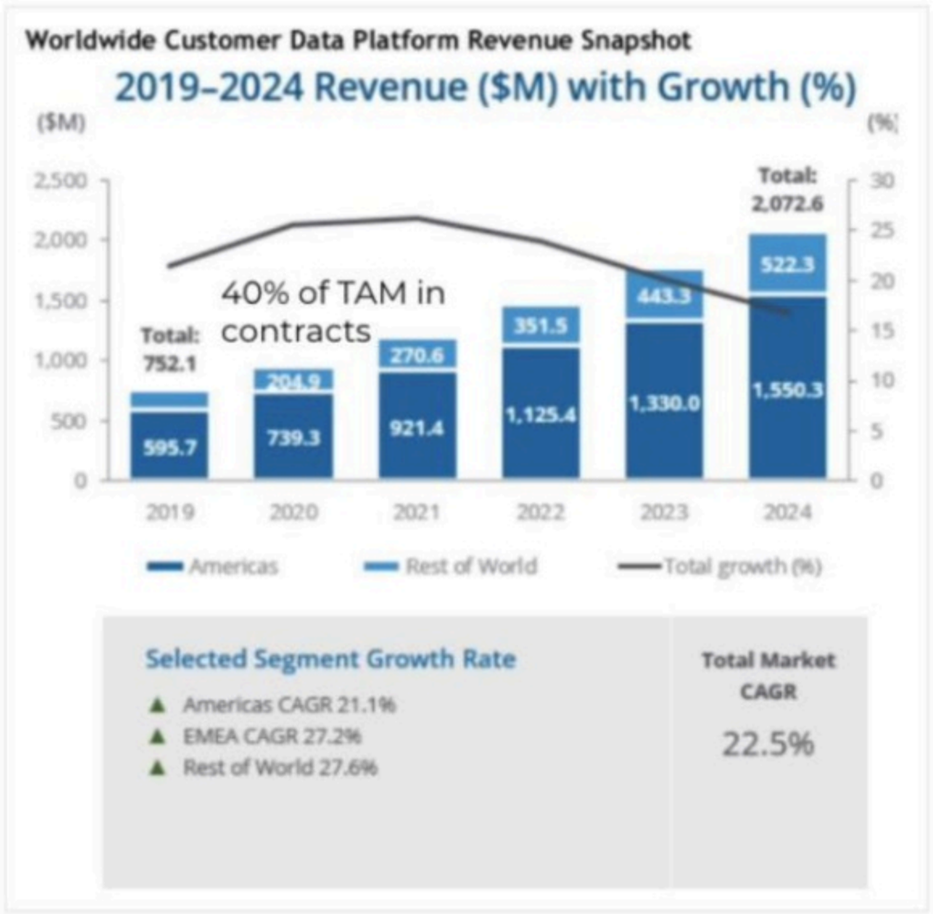
CDP market estimates



Source: DCA



Source: IDC

&

Amperity is at the intersection of an awakening to first-party data

Maniacal focus from brands on loyalty and first party ID

Cookiepocolypse driving new demand

Blue chip tech entering CDP and validating/growing market