

Luxury Retailer Elevates Loyalty with AI-Powered Segmentation

439%

better segmentation results with Amperity CLV model

16,000+

new purchasers identified

100s

of hours saved each month previously spent running queries for 1 campaign

THE CHALLENGE

Limitations remain with self-built tool

Luxury retailers understand a luxury experience is just as important as the premium products they sell. Despite their efforts, one globally renowned luxury brand faced significant challenges in unlocking their data to build personalized campaigns. Fragmented customer records meant they could not accurately assemble their customers' journeys across devices or after milestone life events, like moving. The discordance led to a misunderstanding of the value of customer segments.

Addressing the problem, Global Director for CRM and Loyalty said: "We have goals to drive more customer-centric personalization and better understand our customers, but the data has been a limitation. For years, we did a lot of work internally growing our first-party database. We had multiple records for each customer with different PII and couldn't resolve. This process brought different challenges in making sure that data was all connected, clean, and ready to be used."

Leadership recognized the need for accurate customer profiles that could be scaled across the business to create smarter segmentation. Fragmented first-party data meant their reporting could only look back at a past purchase for a single profile and then offer the same item again, instead of identifying one person with different profiles and attributes. This also made predictive modeling virtually impossible.

THE SOLUTION

Rising above with Amperity

Leadership identified the first step in improving the customer experience as aligning the business on its core use cases for growth and customer retention, helping them truly focus on their data needs.

"Data limitations were a real challenge for us. Amperity demonstrated how to solve this with the Stitch process. Uncovering data we couldn't see before provided immediate incremental value. Usability of our data was one of our big challenges, and Amperity provided the solution."



Global Director of CRM and Loyalty

The Global Director of CRM and Loyalty reflected, "Bringing the key stakeholders in IT and digital and consumer marketing to the table highlighted the need to work off a common understanding of the customer. We understood the problems and how to solve them together. All the stakeholders are super excited."

By unifying customer, device, and household data, they were able to drive greater results across their 50 markets. Building Unified Customer Profiles required ingesting millions of rows of data across 20 separate data sources with hundreds of profile attributes. Ultimately they choose Amperity to unify customer profiles in a way that empowers non-technical teams to use lifetime value and propensity models.

THE RESULTS

Personalization achieved with predictive CLV

Amperity's predictive CLV model for segmentation outperformed historical methods by 439%, identifying 16,000+ new purchasers previously overlooked. Using personalized campaigns based on buying tendencies of high-value customers, this luxury brand made repeat buyers out of one-time buyers, and reduced churn with discount offers at specific intervals of last purchase. "Amperity allows us to become more customer-centric, and success metrics reflect that. By leveraging the predictive segmentation, we enhance our strategies and our ability to make better decisions. Achieving data-driven personalization across channels and democratizing data across various business units were big wins," he mentions.

The ability to centralize and query data efficiently across marketing and IT teams also led to significant improvements in operational efficiency. IT saves hundreds of hours each month that were previously used to query data, merge tables and custom attributes, all for a single marketing campaign. "We launched Amperity with a few initial use cases, and that's only the tip of the iceberg. We have a plan to scale this across all marketing channels, sales channels, and across all customer touch points in the life cycle."

Amperity's comprehensive customer data platform enabled the luxury retailer to overcome their data challenges and achieve a unified view of their customer's journey. Now they drive customer-centric strategies that deliver tangible business results and a more personalized customer experience expected of a luxury brand. By embracing innovation and collaboration, IT and marketing teams transformed their data management approach and built solid bridges for future growth and success.