

Harnessing Customer Data To *Fuel Growth*

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- Design, Marketing & Technology graduate
- Sales & Marketing Leader - Amperity
- Podcast Host - Created For Marketers
- Board Director - LifeChanger Foundation



Sam Bessey

- Technology graduate
- Technology & Solutions Leader - Amperity
- Moonlight developer
- Over a decade in MarTech

Australia Industry **Headwinds**

Australian Privacy Upheaval

- **38 new privacy laws** impacting how companies collect, manage and use customer data
- **Comm Bank fined \$7.5m** after it sent more than 170 million emails that did not comply with Australian spam laws
- **AustralianSuper sued over alleged \$69m** failure to detect and act on duplicate accounts


The Rise of A.I. in Business

- **Content creation is still the #1 use case**, due to companies not having trusted customer data
- **Integration, data preparation and maintenance** can be up to 4x more than the software cost
- **AI & ML specialists are the #1 most in-demand role**, yet also among the hardest to fill, taking 30-50% longer than average

Retail Media Acceleration

- **Retail media explosion**, to be worth \$100Bn by 2027 across 1PD rich organisations.
- **Safari lost third-party cookies in 2017, Firefox in 2019**. Since then, roughly 50% of the internet has been without third-party cookies
- **2024 Google begins** to fully remove third-party cookies from their ecosystem - **on pause**

Let's **talk** about
**basketball, electric
cars, & agriculture.**

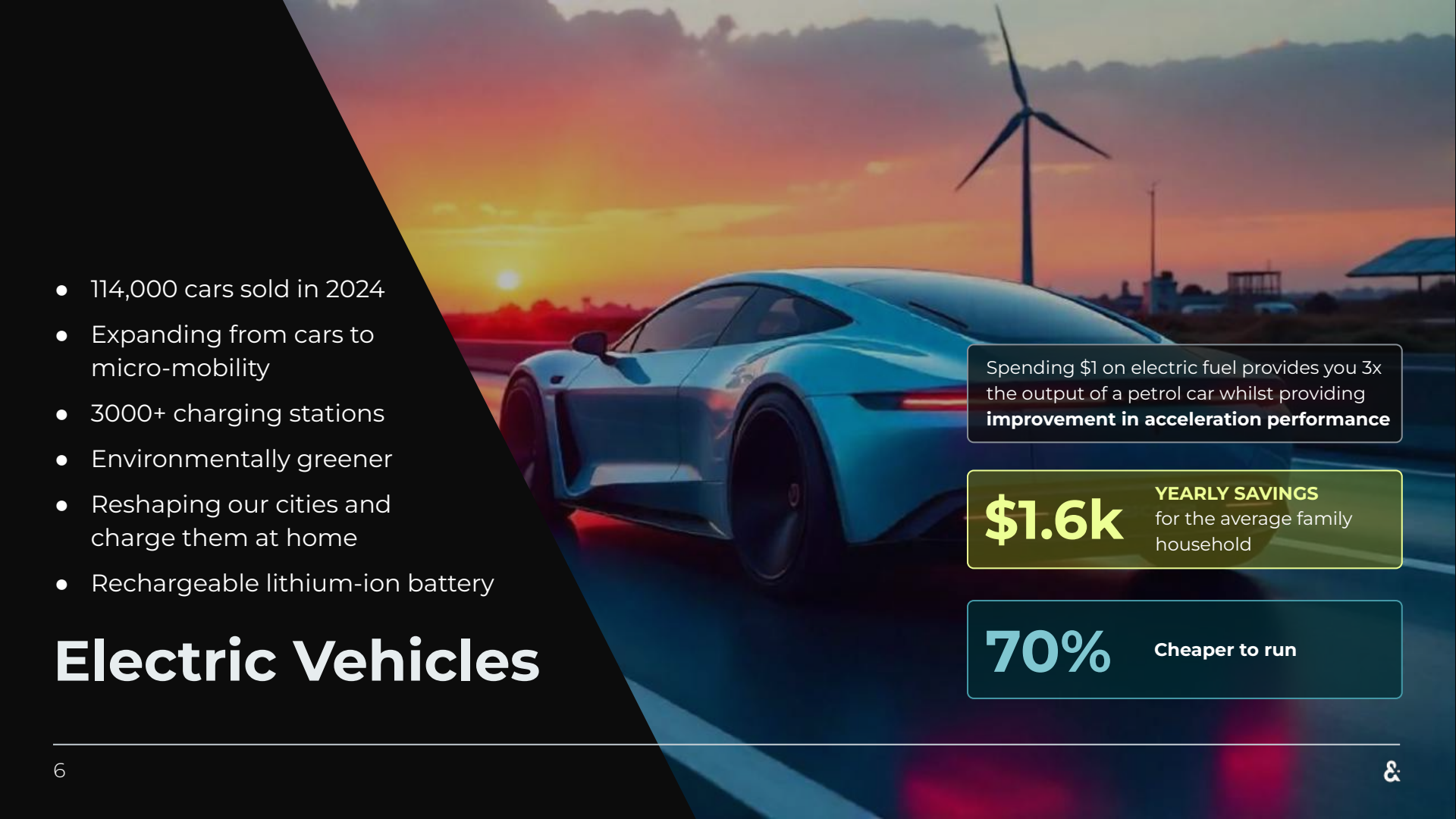
- 
- Rookie of the year
 - 3 x Olympic medals
 - 2 x NBA MVP
 - 4 x NBA champion
 - 21 Seasons in the NBA
 - Averaging 30pts, 8rbs & 6asts
 - 40 years of age

Lebron James

He believes a strict diet, nutritious foods, and a 4-day-a-week workout routine are **essential to his performance.**

\$1.5M **PER YEAR**
on his body, nutrition
and fitness routine - **10%**

10hr of sleep every night

- 
- 114,000 cars sold in 2024
 - Expanding from cars to micro-mobility
 - 3000+ charging stations
 - Environmentally greener
 - Reshaping our cities and charge them at home
 - Rechargeable lithium-ion battery

Electric Vehicles

Spending \$1 on electric fuel provides you 3x the output of a petrol car whilst providing **improvement in acceleration performance**

\$1.6k

YEARLY SAVINGS
for the average family household

70%

Cheaper to run

- Centuries Old
- Best wines in the world
- 150 wineries in the Hunter
- 8th most attractive wine market
- Birthplace of Australian wines
- Nicknamed - Wine Country

Hunter Valley

The cloud cover and gentle sea breezes from the Pacific Ocean keep things cool **enough for quality grapes to grow.** The soil's ability to hold water and feed the plant nutrients it needs to grow.

120+ **YEARS OF GROWTH**
Some vineyards boasting vines over a century old

950mm of yearly rainfall

Let's all agree that
fuel source matters.

Getting it right directly
impacts **performance & productivity**

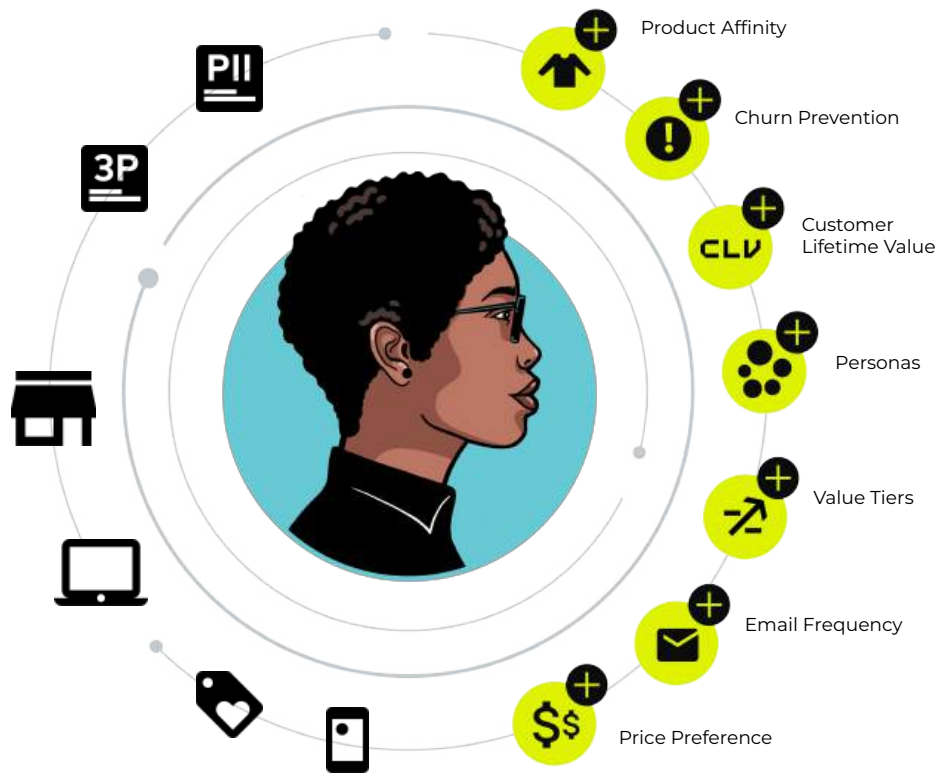
Fuel Source

=

Customer Data



Customer metrics drive business metrics



The Three Most Important Metrics

1 Net Profit

$(\text{Customer Acquisition Cost} / \text{Lifetime Value}) - \text{Overheads}$

2 Customer Acquisition

$\text{Advertising Cost} / \text{Volume of New Customers}$

3 Net Retention

$(\text{ARR} + \text{Expansion Revenue} - \text{Churned Customers}) / \text{ARR}$

Why Do These Metrics Matter?

1 Net Profit

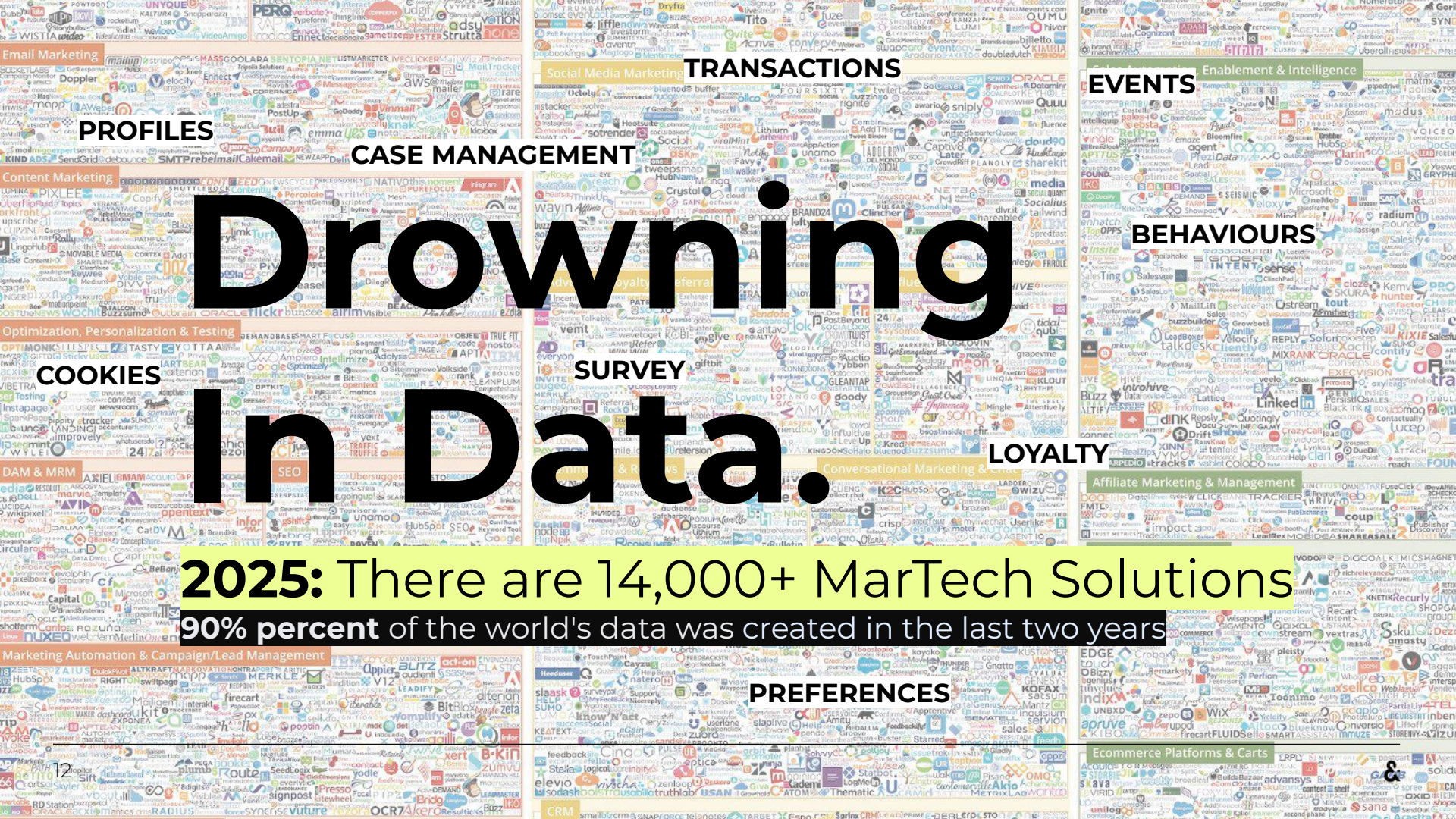
Know the **next best step** to take for every customer

2 Customer Acquisition

Know who are the right customers to **acquire**

3 Net Retention

Know which customer relationships to **maximise**



Drowning In Data.

2025: There are 14,000+ MarTech Solutions
90 percent of the world's data was created in the last two years

PROFILES

CASE MANAGEMENT

TRANSACTIONS

EVENTS

BEHAVIOURS

LOYALTY

SURVEY

PREFERENCES

Accelerators

to extracting
value from
customer data



Build Around
the Warehouse



Identity
Resolution



Actionability

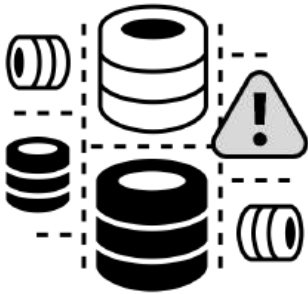


BUILD AROUND THE WAREHOUSE

Packaged Solutions

Pre-built, end-to-end suite of customer data tools

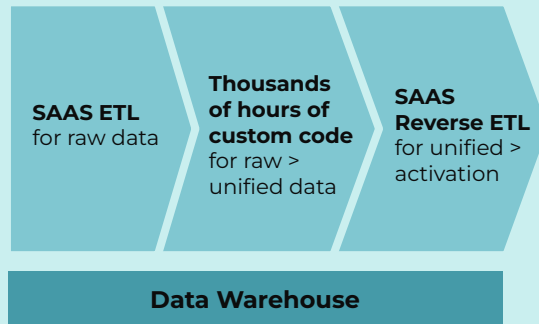
- Creates new data silo
- Hard to connect to modern tech stacks



Composable Solutions

Modular approach using disparate tools connected to a data warehouse

- Lacks customer data toolset
- High, hidden IT burden

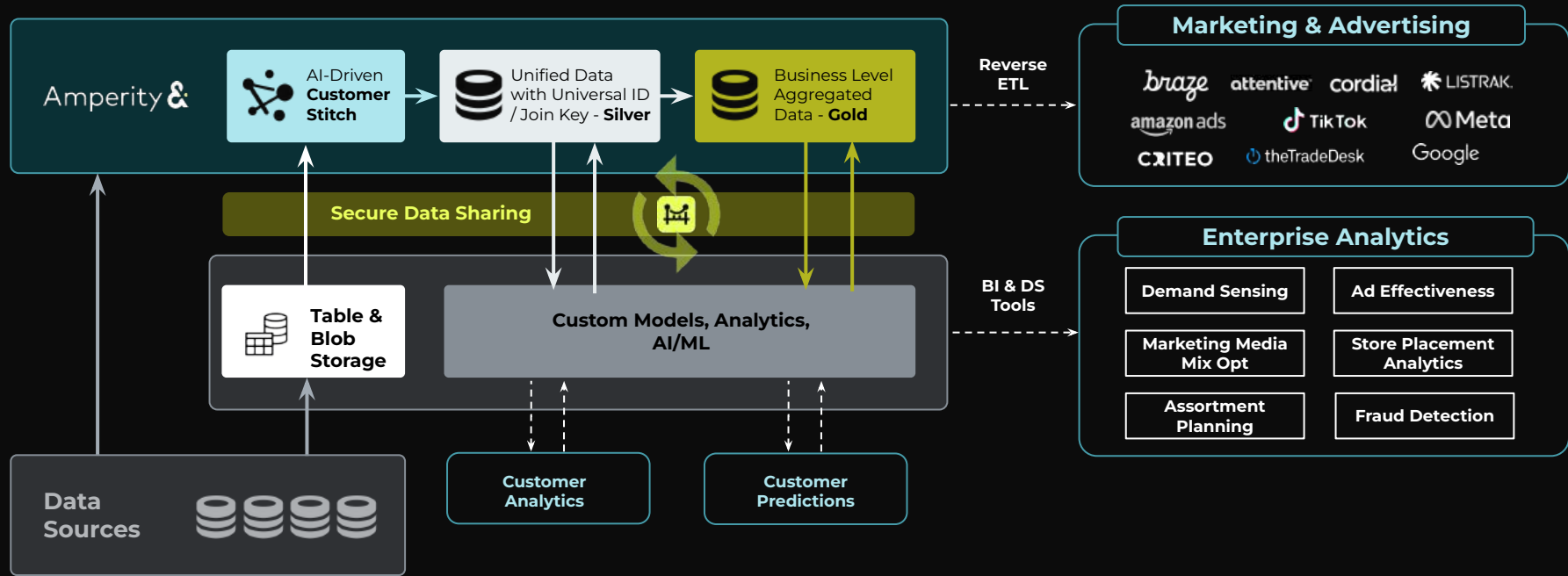


What if we combine the two concepts?

- Same control
- Less IT risk
- Full-feature set

Amperity &

Amperity: Built Around the Warehouse





IDENTITY RESOLUTION

Every tool assumes data has been refined

Alex Reynolds

n/a
257 Sunshine Rd., Brighton
04555 605 501
Loyalty ID# 815AG

Alex Rynolds

alex.reynolds@hotmail.com
252 Windham Rd, Carlton
n/a
Loyalty ID#: NA

Ally Reynolds

alexandrar@gmail.com
252 E Windham, Carlton
04555 605 501
Loyalty ID# 5092

```
import difflib

def calculate_similarity(str1, str2):
    return difflib.SequenceMatcher(None, str1, str2).ratio()

def resolve_identities(records, threshold=0.8):
    resolved = {}

    for record in records:
        name = normalize_name(record['name'])
        matched = False

        for key in resolved:
            if calculate_similarity(name, key) >= threshold:
                resolved[key].append(record)
                matched = True
                break

        if not matched:
            resolved[name] = [record]

    return resolved
```

Refining data never ends

COMPLEXITY

Customer data is constantly changing, sparse, and inconsistent.

USABILITY

Unifying profiles is always happening. Rules-based algorithms can't keep up.

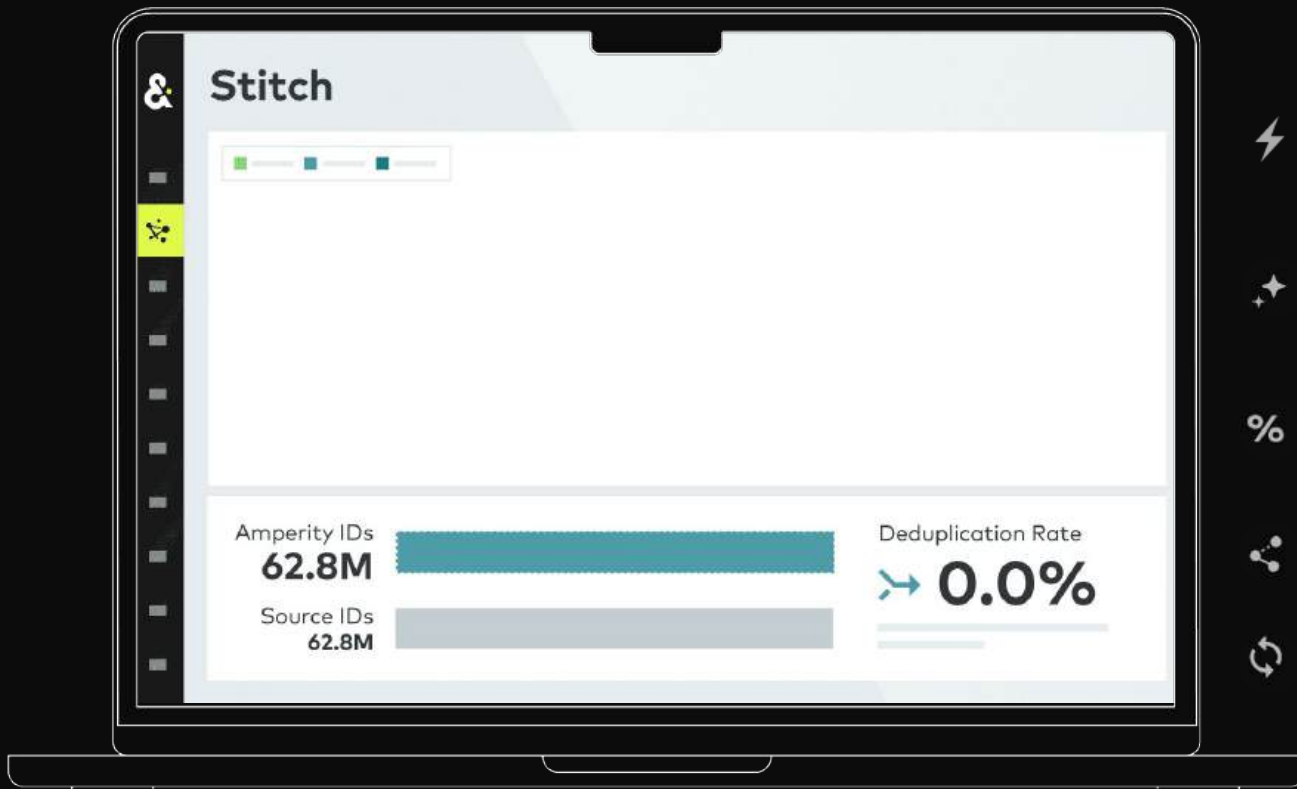
DELIVERY

Every APIs or endpoints require data to be cast differently

AVAILABILITY

Managing access, changes, and errors across your architecture is difficult.

Unify Records | Increase Data Quality



Amperity Stitch



10 Patents

In probabilistic data matching & stable ID creation



45+ Algorithms

Find "hidden connections" between unlinked and duplicate records



Probabilistic PII scoring

Accounts for sparse data and weak matches



Transitive matching

If A and B match, and B and C...



Continuous refresh

Stability & improvement

The *Two Sides* of Perfecting Identity



PERSONALISING CONTENT

Alex Reynolds

alexreynolds@gmail.com

First Purchase

Favourite Brand

Last Purchase

Customer Lifetime Value



PRIVACY DSAR REQUEST

Full Name: **Loyalty**

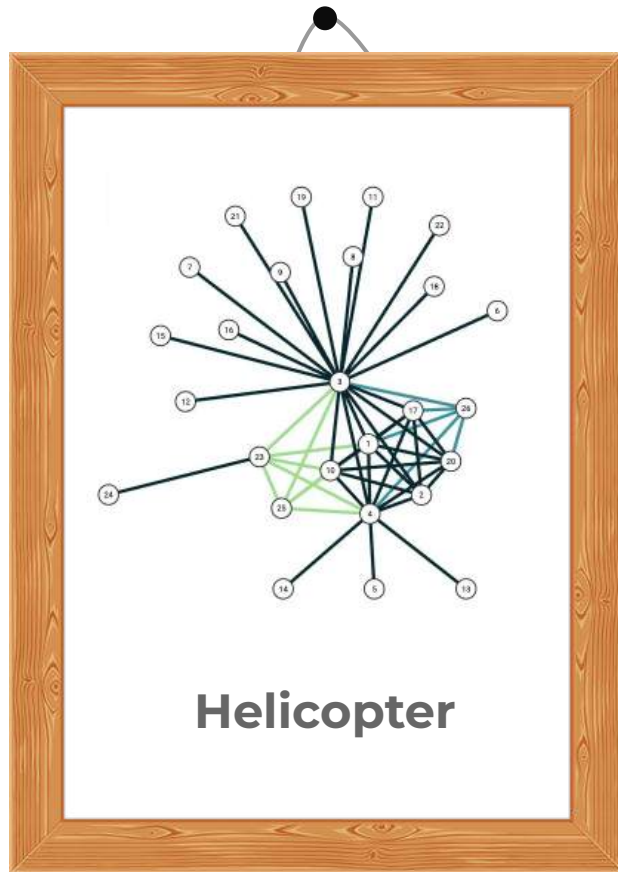
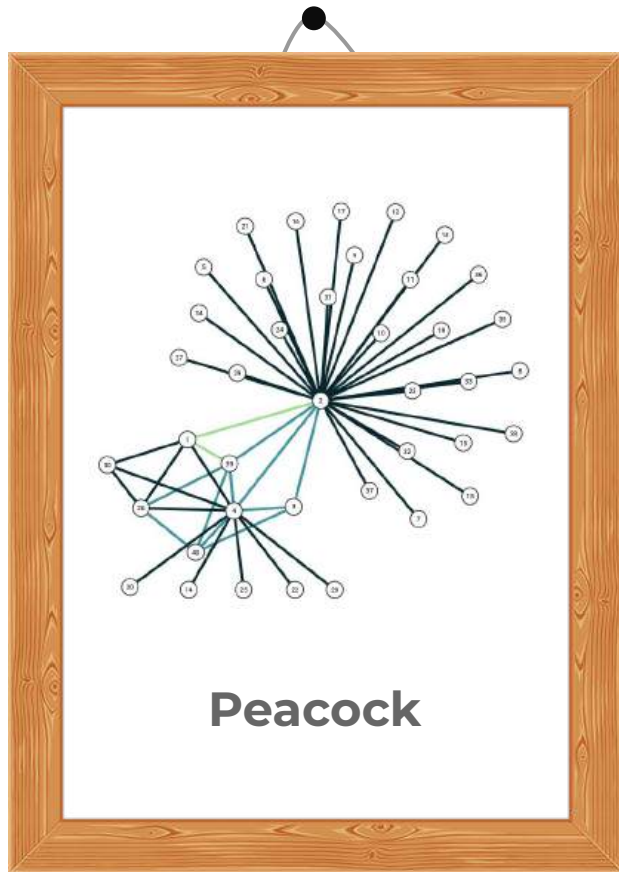
Email address: **ESP**

PII: **Point of Sale**

Preferences: **CRM**

Transactions: **eCommerce**

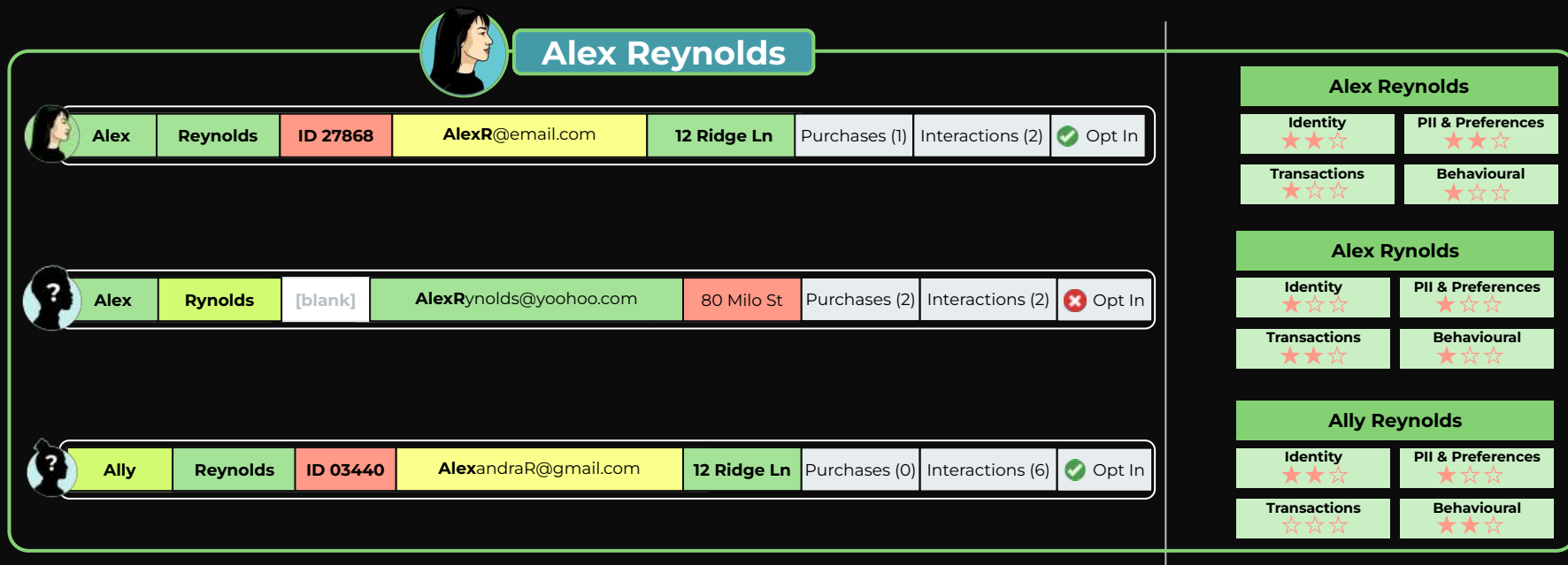
Predictions: **Lakehouse**



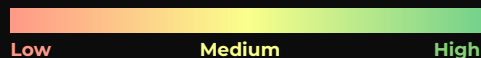


ACTIONABILITY

Data *Stitching*



Match Strength



Data *Stitching*



Alex Reynolds

FIRST NAME	LAST NAME	# Loyalty IDs	Most Engaged Email	Address	# Purchases	# Sessions
Alex	Reynolds	2	AlexR@email.com	12 Ridge Ln	3	10

Alex	Reynolds	ID 27868	AlexR@email.com	12 Ridge Ln	Purchases (1)	Sessions (2)	✓ Opt In
Alex	Rynolds	[blank]	AlexRynolds@yoohoo.com	80 Milo St	Purchases (2)	Sessions (2)	✗ Opt In
Ally	Reynolds	ID 03440	AlexandraR@gmail.com	12 Ridge Ln	Purchases (0)	Sessions (6)	✓ Opt In

Alex Reynolds	
Identity ★ ★ ★	PII & Preferences ★ ★ ★
Transactions ★ ★ ★	Behavioural ★ ★ ★

Match Strength



Customer Data Model *Acceleration*



Preferred Name: Alex Reynolds

➤ 150+ OOT Box Attributes

alexreynolds@gmail.com

Alex

First Purchase

Email Open

areynolds@company.com

Reynolds

Last Purchase

Email Click

+61 402 567 990

Delivery Address

Discount Shopper

Abandoned Basket

eComm ID #200-292-292

D.O.B

RFM

Product Category Intent

App ID #B1234CD-E123

Favourite Brand

Average Order Value

Location

Loyalty #90093

Email & SMS Opt-in

Customer Lifetime Value

Service Request

Household #110332

Data Sharing Opt-in

Primary Buyer

Click & Collect StoreID

Identity Key Chain

PII & Preferences

Transactions

Behavioural

Business Outcomes

Once a trusted data foundation is created

Privacy Compliance

The Privacy 360 interface displays a 'Customer 360' view with a 'Database Privacy 360' section. Below this, a 'CUSTOMER PROFILE' section shows various attributes. A search bar is visible with the text 'Run in 0.34 sec | 1-30 of 38'. A 'GDPR PK List' section is also present, with a search bar and a list of search criteria including 'GDPR CCPA Search', 'CCPA Requests', 'GDPR CCPA Search', 'ID Graph Option A', and 'ID Graph Option B'. A 'Run Query' button is at the bottom.

AI Prompting & Model Acceleration

The SQL Query Editor shows a query for 'High Value Customers' with the following SQL code:

```
1 SELECT  
2 count(*) AS Customers_Spent_Over_5  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18
```

The AmpGPT interface shows a prompt: 'What's the revenue by product subcategory for platinum customers purchased during February of last year? Graph it, please.' Below the prompt is a bar chart titled 'Revenue by Product Subcategory for Platinum Customers - Feb 2023'.

Media Activation

The Media Activation interface shows a 'Segment Insights' section with a table of customer segments. The table has columns for 'Segment', 'Revenue', and 'Active Customers'. The data is as follows:

Segment	Revenue	Active Customers
Target Customers	\$854,764	834,110
1-2nd Repeat Orders	\$893M	854,416

Below the table is a 'Churning Customers' section with a bar chart showing the distribution of churning customers across different segments.



THANK YOU

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