

Leverage Behavioral/Interaction Data in AmplIQ

The Amperity platform allows you to bring together all your data sources in one holistic customer 360 database, which can then be leveraged to activate many marketing use cases. We can ingest behavioral/interaction data like email, SMS, or Google Analytics among these sources.

This quick guide walks through how this data can be paired with predictive models to target your customers better.

OVERVIEW

Engagement data will live in the customer 360 database, and is available for segmentation and campaign activation. Layering engagement data on top of predictive model scoring can help marketers identify areas of opportunity in a wide selection of use cases. Below is a list of AmplIQ models and example sources of engagement data.

AmplIQ is powered by three predictive models:

- + Predictive Customer Lifecycle Value (pCLV)
- + Churn Propensity Model
- + Product Affinity Model

Note: predictive uses customer and transactional data.

Behavioral/Interaction data source examples:

- + Email: opt status, clicks, opens, bounces, received, etc.
- + Clickstream: cart history, browse category/page, viewed product, wishlist, search terms, etc.
- + SMS: opt status, clicks, opens, received, etc.

EXAMPLE USE CASES



Personalize campaign messaging to unengaged high-value customers

Customers may be more responsive to personalized messaging. Connect with your high-value customers on a more personal level if current BAU campaigns are showing low engagement.



Reactivate high-value churning customers that engage with your brand

Layer engagement data in your churn program to escalate an offer to customers who are engaging with your brand and are predicted to be high-value.



Explore different channels to target unengaged high-value customers

An unengaged email user may be more responsive via other channels such as social or SMS. By layering engagement data and pCLV, you can identify high-value customers and test different channels.



Layer product affinity data and site browsing interactions to create cross-selling journeys

Customers bring higher value when they purchase multiple categories. You can personalize a cross-selling journey by combining product affinity ranking and clickstream data.



Identify which messaging drives higher engagement with your high-value customers

Generate segment insights to identify whether your high-value customers are more likely to engage in promotional messaging, clienteling outreach, or personalized recommendations.



Leverage predictive CLV and engagement data to personalize the 1x buyer journey

The second purchase can be a challenge for many brands. Identify your high-value customers with pCLV and see how they engage with your brand to personalize their 1x buyer journey experience.