



CUSTOMER
DATA
PROFESSIONALS
ALLIANCE™

October 16

Changing the dialogue:

using a customer data-driven
approach across the enterprise

MMA Global | DATT Unplugged

Introduction



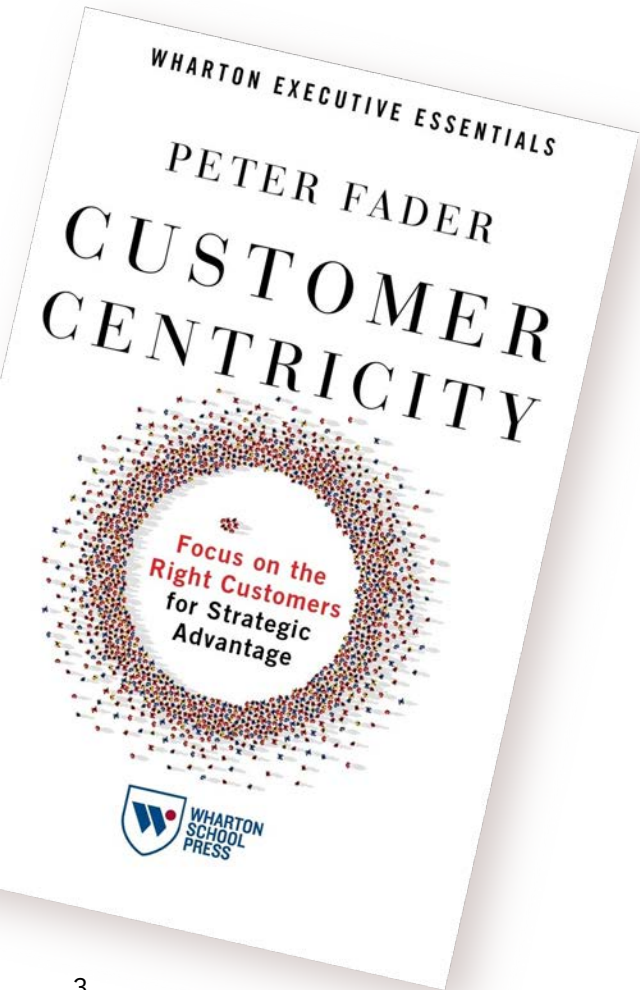
Sebastian DiGrande

Digital Leader — Big Lots,
Gap Inc., BCG



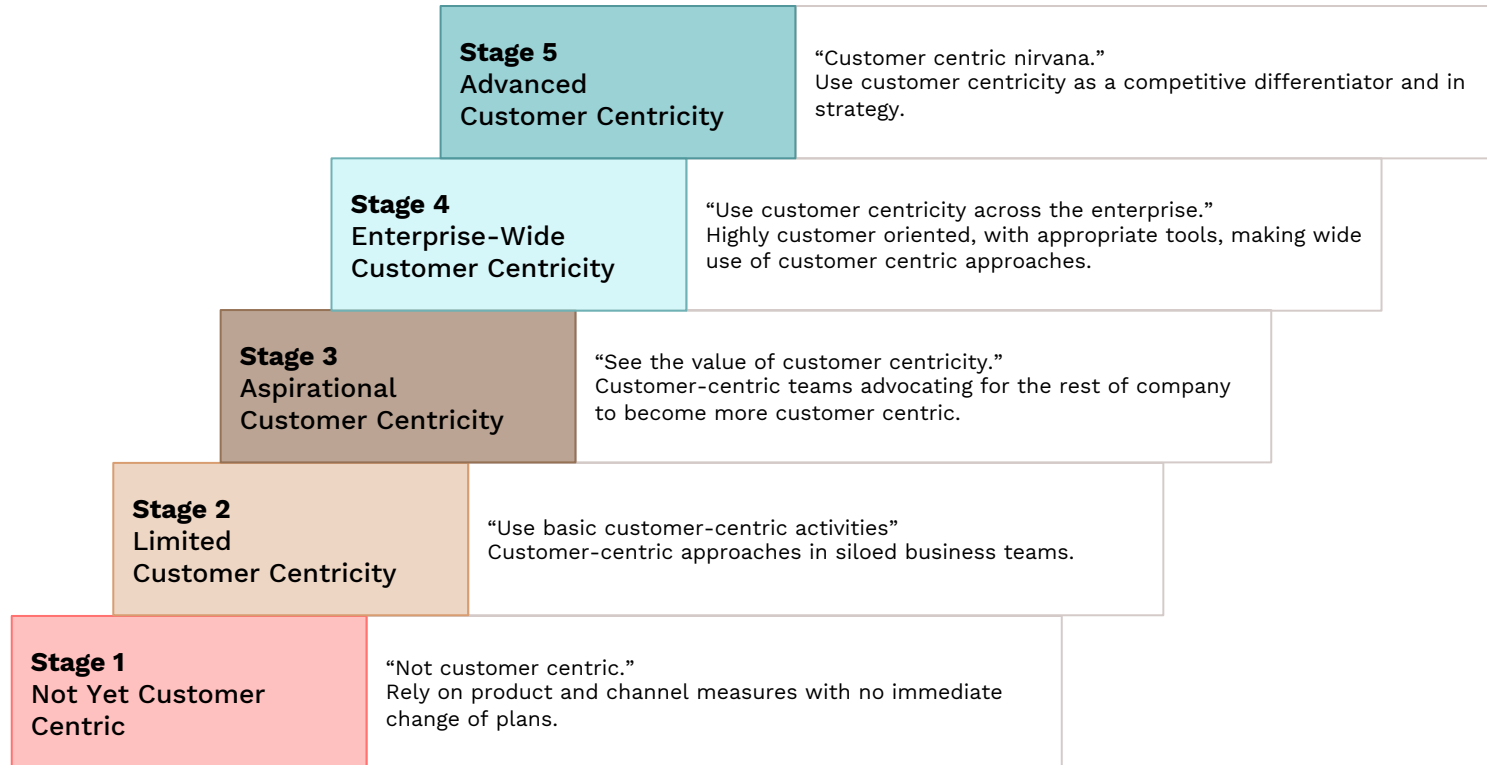
Hilary Fagan

Analytics Leder — Amperity,
Caesars Entertainment,
Amazon, zulily

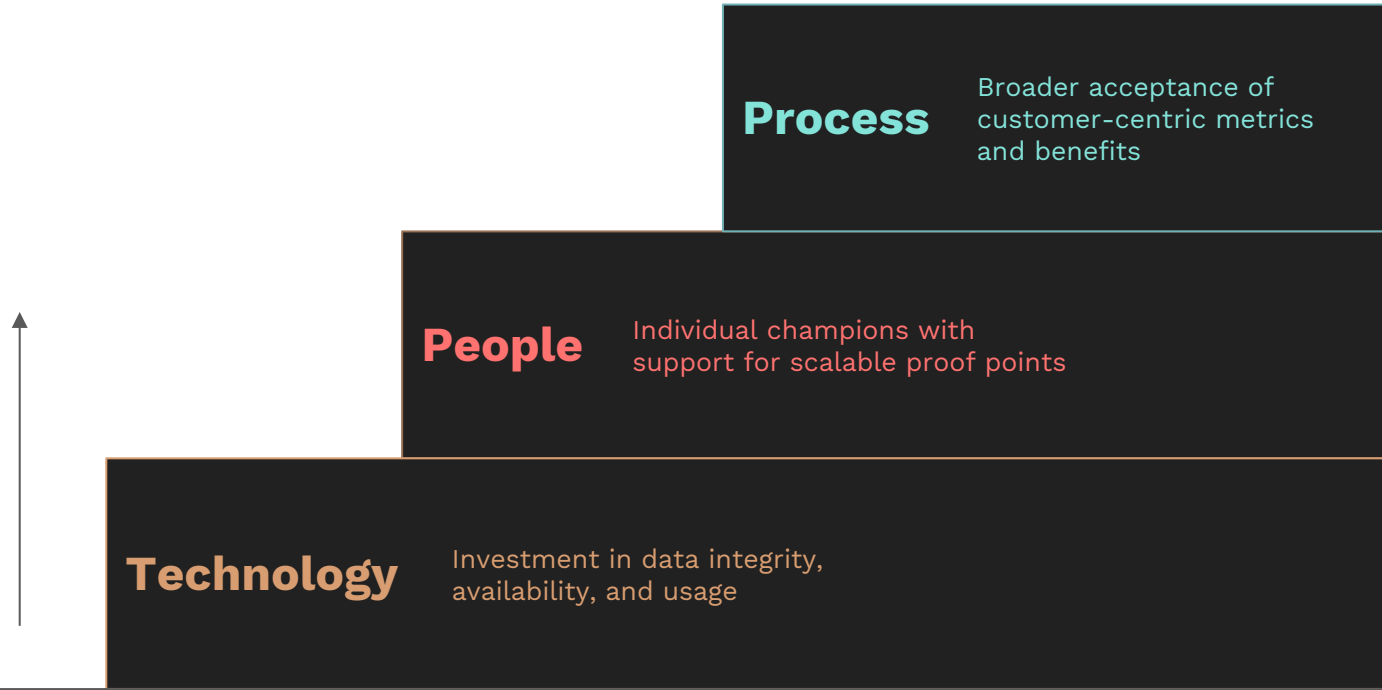


Customer Centricity is a strategy that aligns a company's development/delivery of its products/services around the current and future needs of a select set of customers in order to maximize their long-term financial value to the firm

Customer Centricity Maturity Model



Building the Foundation



Enterprise brands depend on Amperity as the **engine** that powers **data-driven customer-centricity**.

Amperity &

Customer Data Platform



Identity
Resolution



Customer
360



Intelligence
& Activation

By the Numbers

225+

Employees

Dual HQ: Seattle & NYC

2x

Revenue Growth

2020 v. 2019

\$1B+

Valuation

6+

Patents, More Pending

ID Resolution & Data Mgmt

3 Billion

Daily Customer

Experiences

3 Regions

**Use Cases in US, EMEA,
and APAC**

Serving 100+ Brands

STARBUCKS™

Alaska
AIRLINES

BFCU

DICK'S
SPORTING GOODS

NORDSTROM

WYNDHAM
HOTELS & RESORTS

Kroger

Michaels

TOPGOLF

Shutterfly

tapestry

190+ Technology Partners

Azure

Google Cloud

aws



Salesforce



Oracle

tableau

Analytics

[P]

zendesk

braze



Enterprise-Wide Customer Centricity in Practice



Melanie Allen

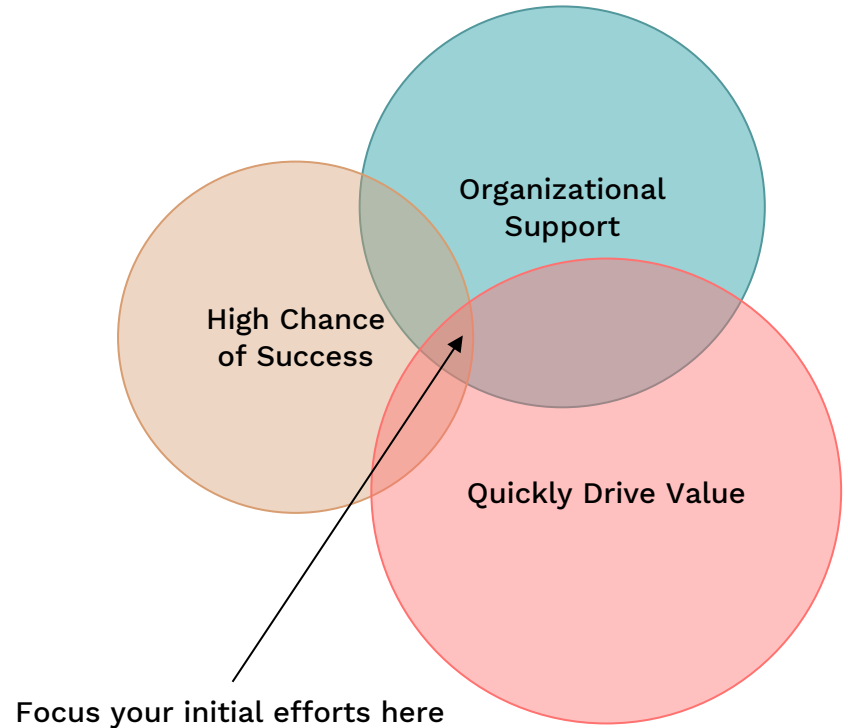
CDPa Founding Member

Marketing Leader — Brooks Running, Starbucks
Coffee Company, Procter & Gamble, 3M Company

“[This] allowed each one of the functions to come in and say, where can they use data in the customer journey? And it connected all of us to be able to see how the customer data threads all the way through many functions... from digital marketing to product development to customer service, even to our supply chain and how we can get the right product to the right customer.”

Executing on the Vision

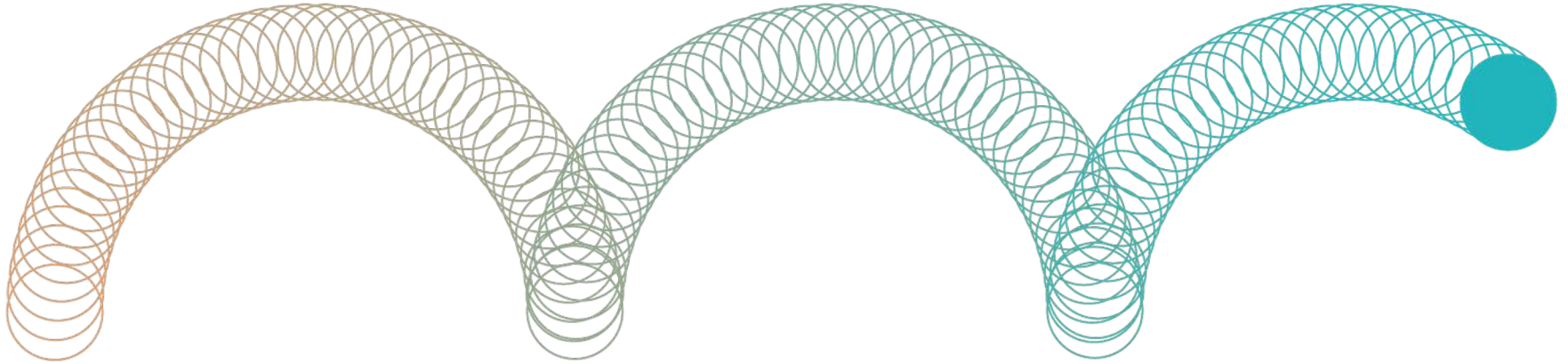
1. **Develop your customer strategy**
What does “knowing the customer” really mean?
2. **Deliver on your initial opportunities**
How do we identify a few quick wins?
3. **Build the ongoing operating model**
How do we build on our initial momentum?



Learn more at theCDPa.org



Benefits of subscribing to the CDPa



A community to share ideas and create with other leaders in the data space

A place to help you educate yourself and others

Exposure to thought leaders and people who have done the work



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Thank you.

Poll

How would you rank your organization's maturity in applying customer centric practices?

