

Segmentation & Activation: Amperity vs. ESP

There are two approaches to segmentation and campaign activation: one directly within Amperity, and the other directly in the ESP, using data from Amperity that has been sent downstream to the ESP.

DIFFERENT APPROACHES

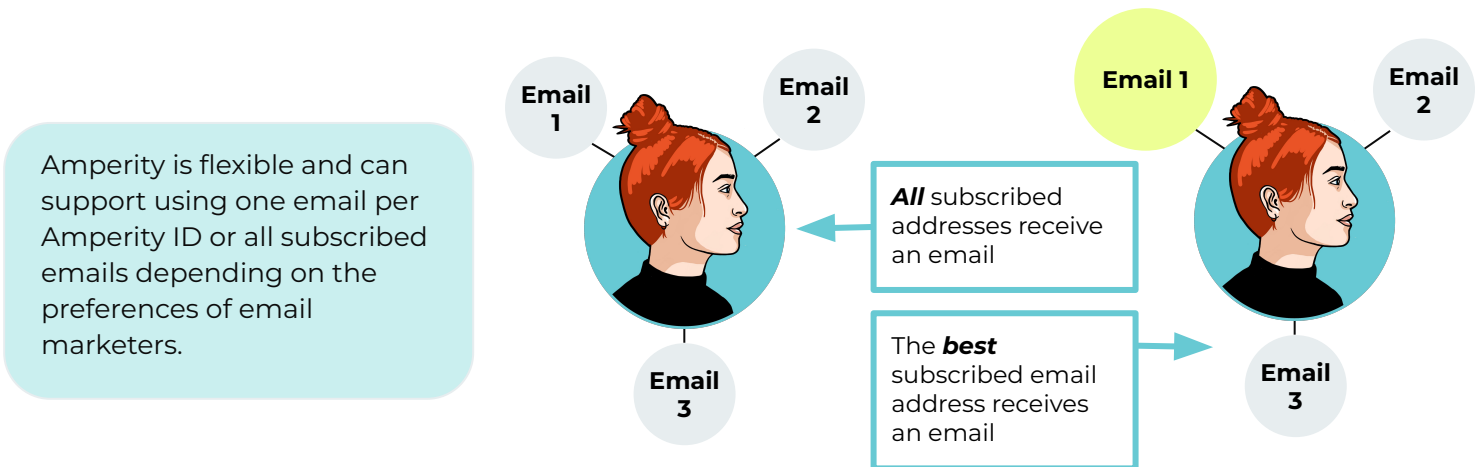
Amperity

- + Access to segment insights while building an audience
- + Channel agnostic results measurement
- + Ability to track results across a variety of sub-audiences
- + Ability to send to only the best email for those with more than one on file if desired
- + Incremental measurement available via A/B testing

Email Service Provider

- + Audience built directly in downstream system
- + Results measurement depends on data in ESP
- + Results account for email engagement
- + May email people multiple times across various email addresses
- + A/B testing capabilities depend on ESP

USING AMPERITY ID FOR EMAIL



CONSIDERATIONS & RECOMMENDATIONS

Amperity is not the end-all be-all for customer segmentation

- + Certain campaign types and journey flows lend themselves better to segmentation within execution channels (e.g. transactional confirmation emails)

Not all layers of segmentation need to be applied in Amperity

- + Further segmentation can be done using Amperity attributes in execution channels (e.g. personalized post-purchase journeys)

A mixed approach provides email marketers with flexibility

- + Efficiently build audiences within the ESP using attributes which are enhanced by Amperity stitch and data foundation (especially valid approach for emails that do not require testing or omni-channel results measurement)
- + Flexibly build audiences in Amperity when deeper insight around the segment is needed (especially useful when running complex campaign configurations requiring results tracking by sub-audience, omni-channel or incremental A/B testing)