aws marketplace

Amperity

Reviews, tips, and advice from real users








Powered by PeerSpot

Contents

Product Recap . . . . . 3 - 4

Valuable Features . . . . . 5 - 8

Other Solutions Considered 9

ROI . . . . . 10 - 11

Use Case . . . . . 12 - 14

Customer Service and Support 15

Other Advice . . . . . 16 - 17

Trends . . . . . 18 - 19

About PeerSpot . . . . . 20 - 21

©2026 PeerSpot, All Rights Reserved



Product Recap

Amperity

Amperity Recap

Amperity is a customer data platform that helps businesses unify, manage, and analyze their customer data. Designed to handle data from multiple sources and formats, it builds comprehensive customer profiles that enhance personalized marketing, customer engagement, and data-driven decision-making.

By leveraging machine learning, Amperity identifies, matches, and merges customer information, providing a unified view that businesses can use for targeted marketing. This streamlined profile eliminates data silos and allows organizations to create customer segments and insights that fuel strategic marketing campaigns. With its flexible integration capabilities, Amperity supports seamless connectivity to existing systems.

Key features include identity resolution for accurate customer identification, segmentation for targeted engagement, data governance to ensure privacy compliance, and actionable analytics for marketing strategies. These features work together to improve data quality and deliver deeper customer understanding.

Benefits that users should focus on include data unification, which eliminates redundancies and builds more accurate customer profiles; personalized marketing, which increases engagement and loyalty; and compliance management, which ensures adherence to privacy laws.

Industries like retail, hospitality, and financial services often use Amperity to improve customer data quality and derive insights that drive business strategies. By consolidating customer data, they deliver tailored experiences that meet customer needs effectively.

Amperity's pricing is typically subscription-based, varying based on data volume and business requirements. Its customer support is praised for its onboarding assistance and ongoing technical guidance, ensuring a smooth experience for businesses implementing its platform.

In summary, Amperity is a customer data platform that centralizes and refines customer information, helping organizations create unified profiles that drive personalized engagement and informed decision-making.

©2026 PeerSpot, All Rights Reserved

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- “Amperity has impacted my organization positively as it is a retail-proven tool that helps track predicted customer lifetime value, which assists us in making better business and budget decisions.”



Chandler Elmore, MBA

Community Manager at Lightsource bp

- “Amperity offers very clean data and good analytics as its best features.”



John Hur

VP of IT

- “Amperity's customer identity resolution and profile unification made a real difference for our client and our team.”



Validated user

Head of Adobe Specialists at a media company with 11-50 employees

©2026 PeerSpot, All Rights Reserved

"Amperity has positively impacted my organization by helping improve visibility into customer data and supporting better decision-making."



Avi Cherny

Automation Engineer at a tech services company with 501-1,000 employees

What users had to say about valuable features:

"In my opinion, the best features Amperity offers are its user-friendly, no-code audience feature that allows marketers on my team to group and segment customer data without requiring coding.

"The no-code audience feature helps my team work faster and smarter because it lessens the skill knowledge gap for our teams and helps me move quickly and more accurately, with the interface allowing my employees to require less upfront knowledge.."

Chandler Elmore, MBA

Community Manager at Lightsource bp

Read full review

©2026 PeerSpot, All Rights Reserved

"The best features Amperity offers are its strong data unification, relatively intuitive interface, and the ability to create a more complete customer profile. Eventually, you can combine data and really understand who this buyer is. You can come back to him because you now have his phone and address. There are regulatory matters that you cannot combine things together in one system, and using this system, we could understand who our customer is.

Amperity has positively impacted my organization by helping improve visibility into customer data and supporting better decision-making.."

Avi Cherny
Automation Engineer at a tech services company with 501-1,000 employees

Read full review

"Amperity offers very clean data and good analytics as its best features.

Amperity helps with data cleanliness by removing all duplicates, consolidating all multiple data and repetitive data, and they do a great job on cleansing our data and making it into information.

Amperity has positively impacted my organization because our marketing and e-commerce team does not require the IT team's help anymore; they are very self-driven and operating under a self-service model, and I am very happy to have that solution.

This shift to self-service has led to measurable results, such as the ease of pulling the data using AI functionality and the speed of getting data because everything is so easy to use.."

John Hur
VP of IT

Read full review

©2026 PeerSpot, All Rights Reserved

“The best features Amperity offers, in my view, include strong customer identity resolution and profile unification.

“Amperity's customer identity resolution and profile unification made a real difference for our client and our team. It is particularly strong at identifying customer records from different systems belonging to the same person, even if they do not share a common customer ID. It uses probabilistic matching, or Identity Resolution, which is stronger than the identity resolution of many of its competitors, who are limited to deterministic matching.

“The standout addition for me is that the support team was quite involved and quite responsive, which was probably the only other thing I would add.

“In terms of Amperity's AI capabilities, I think its governance and security are fairly secure and fairly sound. I think it has a strong approach to AI governance and the sensitivity of customer data. There are PII restrictions, audit logs, and similar controls to ensure that security policies are adhered to. I would say it was pretty strong.

“The accuracy and reliability of Amperity's AI output seemed fairly accurate. Very little had to be verified by me. Particularly around Identity Resolution and customer matching, it was pretty promising. I am quite optimistic about the AI capabilities as they progress into the future..”

Validated user

Head of Adobe Specialists at a media company with 11-50 employees

Read full review

©2026 PeerSpot, All Rights Reserved

Other Solutions Considered

"Before choosing Amperity, I evaluated other options, but it has been over five years, so I cannot remember what they were; there were two other solutions we looked at, and Amperity was recommended by our chief marketing officer.."

John Hur
VP of IT

Read full review

"I didn't previously use a different solution, so they did not have a prior CDP. They did evaluate Adobe Real-Time CDP as well as Tealium Customer Data Hub, but they chose Amperity over those two, I think primarily due to price.."

Validated user
Head of Adobe Specialists at a media company with 11-50 employees

Read full review

©2026 PeerSpot, All Rights Reserved

ROI

Real user quotes about their ROI:

"I haven't seen a formal Return on Investment with specific metrics, but I think they were generally happy with the solution, and they felt that it was improving efficiency.."

Validated user
Head of Adobe Specialists at a media company with 11-50 employees

Read full review

"We have seen a return on investment, with employees being happier because they have deeper insights, and it requires less work for them after the tool is set up and running.."

Chandler Elmore, MBA
Community Manager at Lightsource bp

Read full review

©2026 PeerSpot, All Rights Reserved

"I have seen a return on investment with fewer employees needed and also the speed of getting data; everything is so easy to use, including their AI-based reporting feature, so we are very happy to have that tool.."

John Hur
VP of IT

Read full review

©2026 PeerSpot, All Rights Reserved

Use Case

“My main use case for Amperity is for marketing and e-commerce, and we use all our customer data and push to Amperity to have a white glove service for data analytics.

A specific example of how I use Amperity for marketing and e-commerce is that we pull our customer information; our e-commerce department uses queries to find data such as the top 100 customers who may purchase a TaylorMade driver this year, and our marketing and e-commerce team will extract the customer list and execute the marketing campaign.

We are using Amperity for data analytics..”

John Hur
VP of IT

Read full review

©2026 PeerSpot, All Rights Reserved

"My main use case for Amperity is utilizing it as a customer data platform to consolidate fragmented consumer records into a single accurate profile.

"A specific example of how I use Amperity to bring fragmented records together is that we accept customer data from multiple sources and help consolidate customer data from various systems regardless of initial markup and schema, putting it into a format-agnostic ingestion.."

Chandler Elmore, MBA
Community Manager at Lightsource bp

Read full review

"I am exploring how to unify customer data from different sources and improve visibility across systems. We have email on one system, phone on another system, and orders on a third system, and we wanted to unify and understand what the specific user is buying.

I came up with a simple example of how I used Amperity to unify that customer data. We explored how data from different systems would be unified into a single customer view, which helped us better understand user behavior and identity gaps in our data flow. We took data from the CRM and unified it with the orders since there were gaps in this data. So we unified it and we even revealed that we thought a specific customer does not buy anything and just exists there, but it appears that he is buying continuously. It really was helpful.

It was mainly part of a broader effort to improve how we handle and analyze customer-related data across multiple tools.."

Avi Cherny
Automation Engineer at a tech services company with 501-1,000 employees

Read full review

©2026 PeerSpot, All Rights Reserved

"Our main use case for Amperity was a unified customer view to combine data from multiple sources, such as CRM, website, and offline transactions.

"For a specific example of the unified customer view in Amperity, the company was an online retailer that sold footwear, specifically leisure footwear. They wanted to combine their offline sales data with their web data to personalize experiences.

"One use case was to look at past products that users had purchased, specifically the shoe size, and to offer them similar products, so that when the user clicked through, the shoe size would be remembered. Another use case was to offer add-ons to the products. They offered maintenance and care kits specific to the product that the user had previously purchased.."

Validated user

Head of Adobe Specialists at a media company with 11-50 employees

Read full review

©2026 PeerSpot, All Rights Reserved

Customer Service and Support

“Customer support for Amperity was strong. They seemed very involved and very responsive.

“On a scale of 1 to 10, I would rate Amperity's customer support as eight..”

Validated user
Head of Adobe Specialists at a media company with 11-50 employees

Read full review

“Amperity has a very good customer service team, and if there are any concerns, questions, or issues, they address them right away.

The customer support was excellent.

I would rate the customer support a 10, but I would give it 100 if I could give 100.

I gave it a 10 because of the excellent customer service; the technology is already good, I knew that and got a good reference before we purchased Amperity, but their customer service was excellent as well..”

John Hur
VP of IT

Read full review

©2026 PeerSpot, All Rights Reserved

Other Advice

“My advice to others looking into using Amperity is to make sure you get good pricing and know your size of data. I give Amperity an overall rating of 10..”

John Hur
VP of IT

Read full review

“I would describe Amperity's integration with other tools or platforms I use as integrated well with everything, although the user experience for non-technical users does have a steep learning curve. I would describe the scalability of Amperity for growing needs as very scalable, and the data visualization and reporting for Amperity is robust, helping my team collaborate across departments by giving deeper insights into our PCLV. Amperity's support for compliance and privacy regulations is definitely robust and present.

“Regarding Amperity's AI capabilities, I find it accurate and reliable, and I do not have any concerns about its governance and security at this time.

“The advice I would give to others looking into using Amperity is to be aware of the high cost and high system implementation.

“I rate Amperity a six on a scale of one to ten, primarily because of the high cost of implementation and the limited native activation that we have..”

Chandler Elmore, MBA
Community Manager at Lightsource bp

Read full review

©2026 PeerSpot, All Rights Reserved

"On a scale of 1 to 10, I would rate Amperity overall as seven.

"My reasoning for choosing seven out of 10 is that Amperity is a good solution. It has many of the benefits of a CDP that I know from other solutions. For instance, its Identity Resolution, as I mentioned, was very strong. However, its ability to activate and send the data to destinations was weaker than some of its competitors. That is roughly a seven.

"Amperity has not been deployed into my organization. It was deployed into a client's organization, and I believe it was public cloud.

"I believe it was Snowflake, but I am not entirely sure about that.

"My recommendation to others reading reviews on PeerSpot is that Amperity's Identity Resolution is fairly strong. If they have multiple data sets with no common identifiers, it would be a standout solution versus others. However, if they require a lot of low-latency activations, it might be a bit of a weakness versus other providers.."

Validated user
Head of Adobe Specialists at a media company with 11-50 employees

Read full review

©2026 PeerSpot, All Rights Reserved

Top Industries

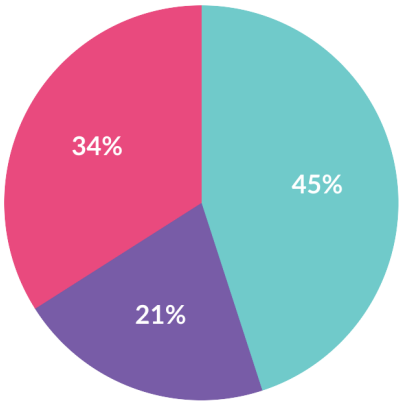
by visitors reading reviews

Comms Service Provider	13%
Outsourcing Company	13%
Manufacturing Company	9%
Media Company	9%

Company Size

by reviewers

by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

©2026 PeerSpot, All Rights Reserved

About this buyer's guide

Thanks for downloading this PeerSpot report.

The summaries, overviews and recaps in this report are all based on real user feedback and reviews collected by PeerSpot's team. Every reviewer on PeerSpot has been authenticated with our triple authentication process. This is done to ensure that every review provided is an unbiased review from a real user.

Get a custom version of this report... Personalized for you!

Please note that this is a generic report based on reviews and opinions from the collective PeerSpot community. We offer a customized report of solutions recommended for you based on:

- Your industry
- Company size
- Which solutions you're already considering

The customized report will include recommendations for you based on what other people like you are using and researching.

Answer a few questions in our short wizard to get your customized report.
Get your personalized report here

©2026 PeerSpot, All Rights Reserved

About PeerSpot

PeerSpot is the leading review site for cloud, AI, and business software. We created PeerSpot to provide a trusted platform to share information about software, applications, and services. Since 2012, over 22 million people have used PeerSpot to choose the right software for their business.

PeerSpot helps tech professionals by providing:

- A list of products recommended by real users
- In-depth reviews, including pros and cons
- Specific information to help you choose the best vendor for your needs

Use PeerSpot to:

- Read and post reviews of products
- Access over 30,000 buyer's guides and comparison reports
- Request or share information about functionality, quality, and pricing

Join PeerSpot to connect with peers to help you:

- Get immediate answers to questions
- Validate vendor claims
- Exchange tips for getting the best deals with vendor

Visit PeerSpot: www.peerspot.com

PeerSpot

244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944

©2026 PeerSpot, All Rights Reserved