

CERTIFICATION PREPARED FOR

**AMPERITY, Inc.**

AUDIT COMPLETION DECEMBER 3, 2020  
Recertified January 2022

CONFIDENTIAL



HEREBY GRANTS THIS

# RealCDP CERTIFICATE 2022

PRESENTED TO

**Amperity**

Entitled to be known as a RealCDP™ and authorized to display the RealCDP™ badge for successfully completing a comprehensive evaluation and providing satisfactory proof that meets all qualifications set forth by the Customer Data Platform Institute.

In Witness Thereof, this Seventeenth day of January 2022.

A handwritten signature in blue ink that reads 'David M Raab'.

**DAVID RAAB**  
President, CDP Institute



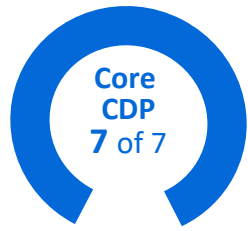
A handwritten signature in blue ink that reads 'Vernon Tirey'.

**VERNON TIREY**  
RealCDP Auditor



Confidential Report For: Amperity

Audit Complete Date: 12/3/2020



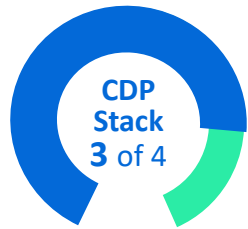
- ✓ Ingest Data
- ✓ Maintain Data
- ✓ Store Historical Data
- ✓ Unified Customer Profile
- ✓ Privacy
- ✓ Share Customer Data
- ✓ Real Time Data Updates

**Amperity meets all RealCDP certification criteria with Amperity 3.0.** This CDP system is an Enterprise level CDP for B2C companies and comes in four modules. The base module is **DataGrid**, a Customer Data Infrastructure platform that is delivered with any of the three AMP modules: 1) **AmpID** (Customer ID Management), 2) **Amp360** (Unified Customer Profiles), and 3) **AmpIQ** (point & click Customer Intelligence and Activation). Companies can purchase any of the three Amp modules separately or together (again, DataGrid included). The complete solution (all 3 modules) provides the capability to ingest, store, unify, enrich, analyze and activate customer data at any level of granularity. There are distinct user interfaces for IT, analytics, and marketing. DataGrid allows for no-ETL data ingestion and makes self service data integration easy with virtually any customer data source: changes can be made in sandboxes. Unified customer profiles based on a 1st party customer identity graph are available through the AmpID module. No code data management capabilities in Amp 360 allow end-users to easily build and share data sets. The system supports unlimited amounts of data of any kind in AWS or Azure. This system is true multi-tenant and is SOC 2 Type II compliant.



- ✓ Channels Supported
- ✓ Data Sources Supported
- ✓ 3rd Party Applications
- ✓ Real Time Processing
- ✓ Data Hygiene
- ✓ End User Training

**The AmpID Customer Identity management and Amp360 Unified Customer Profile modules enrich core CDP capability.** Unified Customer profiles can be enriched in Amp360 with additional (calculated) attributes and 3rd party data if needed through Amperity's 3rd party data marketplace. NCOA and CASS enrichment/validation are supported. Complete customer profiles can be queried directly to create and access customer database segments (including segments of one) in real time. Segments can be pushed into activation systems on demand or at desired frequency. Amperity comes with pre-built inbound and outbound connectors to most marketing systems (close to 200 integrations). Traditional source to target mapping and ETL development is not required to support data hygiene. Implementation includes user training, workshops, bootcamps, and documentation.



- ✓ Analytics & Reporting
- ✓ Model Building & Scoring
- ✓ Personalization
- ✗ Journey Orchestration

**AmpIQ provides modeling, analytics and personalization but does not include customer journey orchestration capabilities.** The AmpIQ module comes with an extensive library of actionable insight dashboards and a visual segment builder for data modeling and activation. This module includes historical customer analytics as well as predictive modeling. Segments can be activated across multiple channels (with the ability to split test across channels) and can be scheduled as well as be rule-based. Amperity is a multi-tenant solution and supports multi-brand/division use cases with separate management while allowing for analytics and activation across divisions.

## OTHER

The AmpID Stitch Cluster Graph provides a leading edge transparent and intuitive data visualization to help a broad range of users including marketing, analytics, compliance, and the tech team explore, analyze, and configure processing (eg probabilistic and deterministic merge), monitor, and manage data.

## SUMMARY

**Amperity 3.0 is an enterprise multitenant CDP with a rich set of no-code capabilities built with end users in mind.** This RealCDP delivers all core, enhanced, and CDP stack capabilities except for Customer Journey Orchestration. The next generation ML and data visualization capabilities are unique and deliver data hygiene and ID Resolution without the need for painful data mapping and ETL rule building which speeds up implementation without losing best practices rigor.



# Amperity, Inc. Findings

The CDP Institute audits 17 CDP related capabilities. Below are the high-level findings for Amperity, Inc.

Requirements fall into three categories:

- ✓ Meets All Requirements
- ✓ Meets Some Requirements
- ✗ Meets No Requirements

CAPABILITY	TYPE	Findings
✓ Ingest Data	Core CDP	Meets all requirements
✓ Maintain Data	Core CDP	Meets all requirements
✓ Store Historical Data	Core CDP	Meets all requirements
✓ Unified Customer Profile	Core CDP	Meets all requirements
✓ Privacy	Core CDP	Meets all requirements
✓ Share Customer Data	Core CDP	Meets all requirements
✓ Real Time Updates	Core CDP	Meets all requirements
✓ Channels	CDP Enhancement	Meets all requirements
✓ Data Sources Supported	CDP Enhancement	Meets all requirements
✓ 3rd Party Applications	CDP Enhancement	Meets all requirements
✓ Real Time Processing	CDP Enhancement	Meets all requirements
✓ Data Hygiene	CDP Enhancement	Meets all requirements
✓ End User Training	CDP Enhancement	Meets all requirements
✓ Analytics & Reporting	CDP Stack	Meets all requirements
✓ Model Building & Scoring	CDP Stack	Meets all requirements
✓ Personalization	CDP Stack	Meets all requirements
✗ Journey Orchestration	CDP Stack	This CDP supports but does not deliver a customer journey orchestration solution

# Directory of Audited CDP Capabilities

For a full description of CDP capabilities please see the [RealCDP Audit Guide](#). Below is a brief description of each CDP capability reviewed in the RealCDP Certification Audit. To qualify as a RealCDP a vendor must fully support all Core CDP capabilities.

CAPABILITY	TYPE	DESCRIPTION
<b>Ingest Data</b>	Core CDP	Data ingestion and data capture capabilities for all data types
<b>Maintain Data</b>	Core CDP	Maintain and manage all required customer and demand-side data
<b>Store Historical Data</b>	Core CDP	Store all detailed historical and longitudinal data required by Users
<b>Unified Customer Profile</b>	Core CDP	Create and manage unified customer profiles
<b>Privacy</b>	Core CDP	Manage personal identifiers, consent & privacy management, privacy enforcement
<b>Share Customer Data</b>	Core CDP	Distribute and/or syndicate data wherever (and ideally whenever) needed
<b>Real Time Updates</b>	Core CDP	Capture, update, share, and decision data in real time
<b>Channels</b>	CDP Enhancement	CDP supported Channels and available Connectors to capture and distribute data
<b>Data Sources Supported</b>	CDP Enhancement	Third Party Applications that provide, pre-integrate, and or support the CDP system
<b>3rd Party Applications</b>	CDP Enhancement	Third Party Applications that provide, pre-integrate, and or support the CDP system
<b>Real Time Processing</b>	CDP Enhancement	Enhanced Real-time processing update capabilities (ideally in sub-second speed)
<b>Data Hygiene</b>	CDP Enhancement	Data scrubbing, filtering, standardizing, formatting, and matching capabilities
<b>End User Training</b>	CDP Enhancement	End User training, workshops, documentation, and educational materials
<b>Analytics &amp; Reporting</b>	CDP Stack	Report building and sharing for data, program performance and customer analytics
<b>Model Building &amp; Scoring</b>	CDP Stack	Model development and data scoring in support of targeting and decisioning
<b>Personalization</b>	CDP Stack	Customer Personalization solutions including tools, technologies, and techniques
<b>Journey Orchestration</b>	CDP Stack	Customer Journey Orchestration solutions for multi-touch, multi-channel marketing