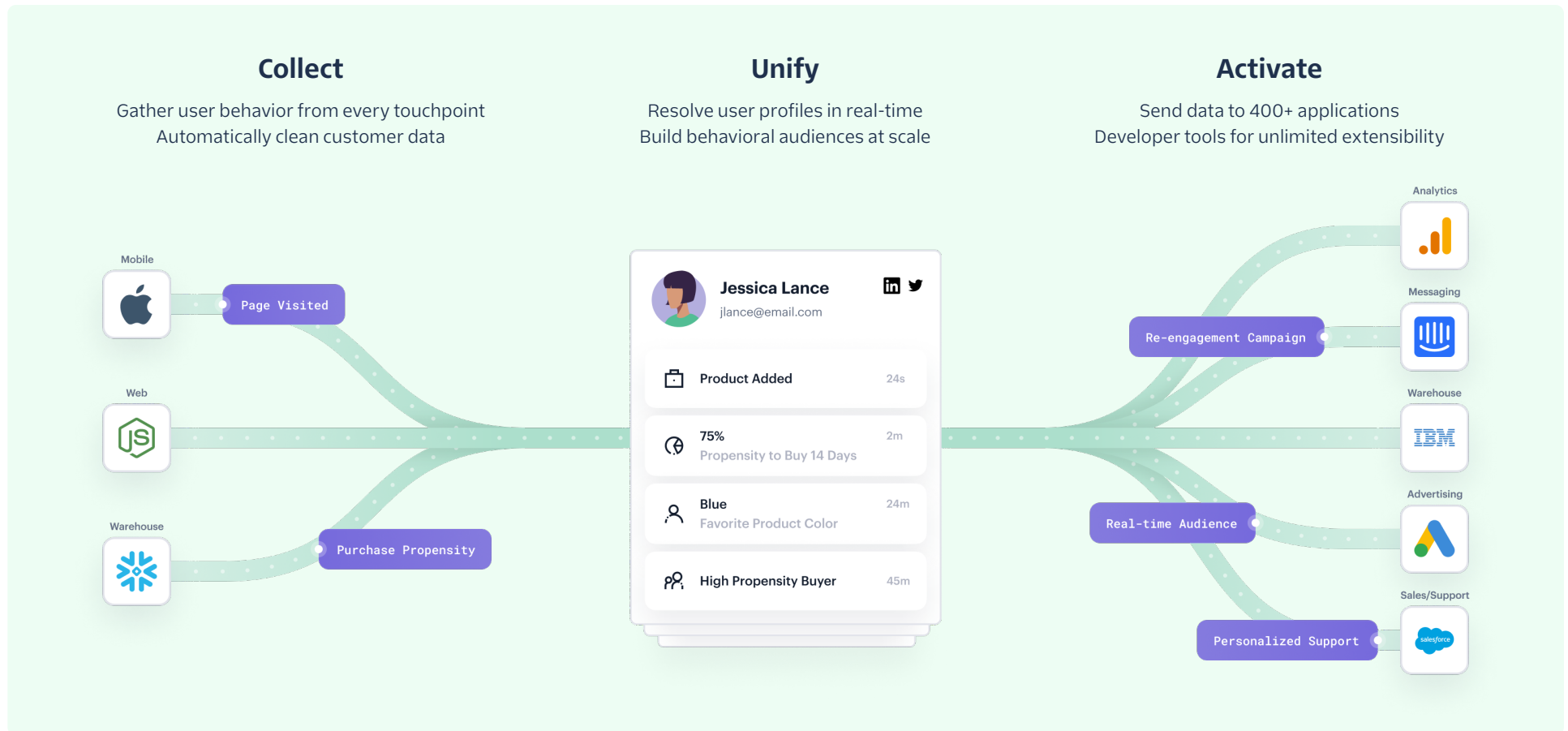# The Leading Customer Data Platform

Twilio Segment is a single platform that manages all your customer data in real-time and at enterprise scale. Segment provides a complete view of your customer so you can personalize experiences, lower acquisition costs, and increase customer loyalty and lifetime value.

25,000+ businesses remove data silos, simplify their stacks, and grow efficiently with Segment.

Collect

Gather user behavior from every touchpoint
Automatically clean customer data

Unify

Resolve user profiles in real-time
Build behavioral audiences at scale

Activate

Send data to 400+ applications
Developer tools for unlimited extensibility

Mobile

Page Visited

Web

Warehouse

Purchase Propensity

Jessica Lance
jlance@email.com

	Product Added	24s
	75% Propensity to Buy 14 Days	2m
	Blue Favorite Product Color	24m
	High Propensity Buyer	45m

Analytics

Messaging

Re-engagement Campaign

Warehouse
IBM

Advertising

Real-time Audience

Sales/Support

Personalized Support

Have absolute confidence in your data across every team and tool. Segment drives efficiency for the entire organization.

Marketers

Reach your best customers and make it count, with a real-time, end-to-end view of your interactions across every touchpoint. Build audiences, create campaigns, and analyze performance (in any tool) based on unified, trusted customer data.

- Drive a better return on ad spend and lower customer acquisition costs with impactful, personalized experiences.

- Collect and send data across an ecosystem of 400+ marketing tools - no more waiting for data integrations or .csv exports.

- Power rich audiences with automatically generated customer profiles that update in real-time on whatever channels or ad platforms you use.

Product Managers

Shorten cycle times and make stickier products with a complete view of your customers. A unified source of behavioral insight enables every team to understand your user journey, prioritize your roadmap, and deliver engaging experiences.

- No more integration backlog. Rapidly instrument every source of user data, whether it's an app, website, cloud platform, or internal server.

- Enable your preferred product analytics, A/B testing, and data warehouse tools with the flip of a switch, from our catalog of 400+ integrations.

- Automatically detect and classify PII in real-time. Streamline compliance with GDPR, CCPA, HIPAA, and more.

Engineers

We integrate, so that you can build. Don't lose time enabling new tools and running exports from the data warehouse. Simplify and standardize data access company-wide, and concentrate on the work that counts.

- Meet the needs of Marketing, Product, and BI teams by integrating new tools in minutes, not weeks. No more setup headaches, no need to push code.

- Power your data warehouse models with Segment's portable user profiles, and use Reverse ETL to send the results to other teams in real-time.

- Custom code welcome. Anything with a webhook can start talking to Segment with just ten lines of JavaScript.

"We are very happy with how easy it is to work between all of our verticals and sites, with the help of Segment. Our teams are now working in the same way, moving in the same direction. I have no doubt that Segment has been the main driver of this transformation."

Aingeru Duarte
Head of Digital Intelligence, Adevinta

Cutting campaign costs by 200% with real-time data

Adevinta is the leading online classifieds marketplace in Europe – with 25 digital brands across 11 countries, Adevinta is a 'company of companies', including eBay Kleinanzeigen.

Given its scale, Adevinta struggled with siloed data sources across its 33+ marketplaces and didn't have a unified data model, resulting in disjointed data and limited personalization opportunities.

With Segment, they standardized data collection across teams and marketplaces. And with a data governance strategy in place, they were able to activate real-time customer data to inform product roadmaps and personalize marketing campaigns. Leading to an increase in active users, customer lifetime value, and decreased customer acquisition costs.

200%
Decreased campaign costs

12%
Increased return on ad investment

25%
Engineering time saved