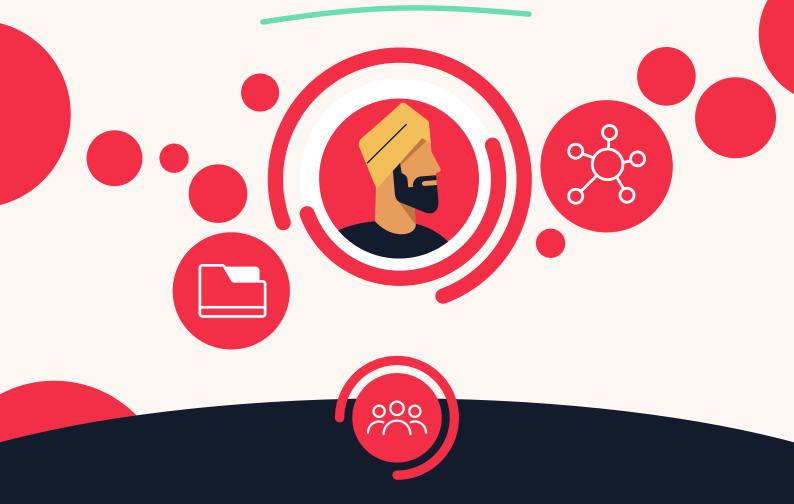# Support teams with data **activation.**

Revolutionising data collection with Twilio Segment

Twilio Segment is a trusted customer data platform that centralises consented data, enables company-wide standardisation, and ensures data compliance. Easy to integrate into your existing systems, it supports engineering teams with day-to-day data management, helping ensure uptime and removing the need for repetitive tasks.

A key feature of Twilio Segment is **data activation**: the process of taking raw data and transforming it into a clean and aggregated format so that it can be utilised to improve the customer experience. Engineers can query and access sensitive source data in the data warehouse for easier activation in downstream applications.

twilio segment

How does Twilio Segment enable data activation

A single source of truth
Collate customer data across multiple touchpoints into your data warehouse, which can then be pushed downstream for self-serve access by other teams. With all data centralised, you can draw cross-functional connections and insights that power impactful experiences.

> "End-to-end automation has been quick and easy to accomplish with Segment and has added instant value to our business."

Vishwanath Tanneeru
Lead Data Architect, Allergan

Reduce resource burden
Using one API for all customer data collection results in ease of maintenance and reduced resource consumption. This gives technical teams the space to focus on business goals and innovations, enabling them to adopt the best tools and future-proof their technology stack.

> "Segment puts the data into the team's hands and into the tools they are using every day - it's exactly what we needed."

Jay Meyering
Senior Software Development Manager, Crossfit

Adapt and iterate with ease
With one API, teams can avoid spending weeks building integrations for specific tools – instead benefiting from certain out-of-the-box features. This frees up resources and stops teams becoming pigeon-holed into a rigid solution that can't be customised.

> "We ended up redefining how we manage our data. This is what Crossfit looks like today with Segment, and I just love it."

Jay Meyering
Senior Software Development Manager, Crossfit

Supporting technical teams with a **trusted** platform

Twilio Segment cuts out time-consuming maintenance, reduces resource consumption, and increases application performance.

Interested in how Twilio Segment can help you?

Watch our demo

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