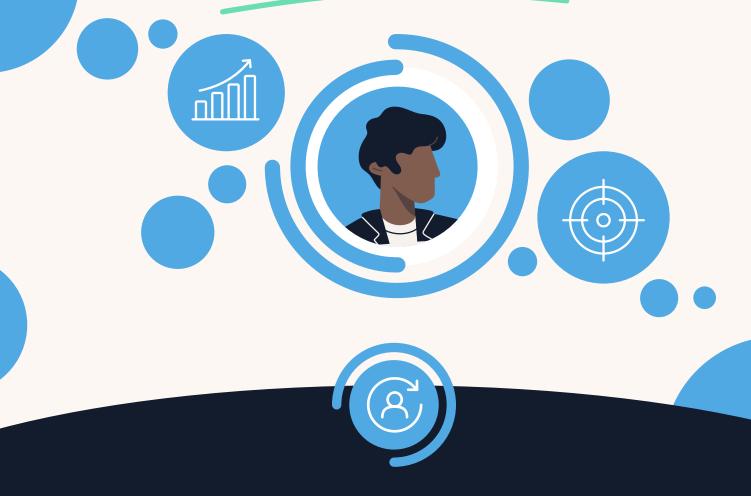# Using data to drive ad spend **optimisation.**

Unlocking customer data for marketing teams

Twilio Segment is a trusted customer data platform that centralises consented data, enables company-wide standardisation, and ensures data compliance. Through access to connected customer data, marketing teams are able to forgo silos and use real-time insights to inform effective marketing campaigns.

A key function of Twilio Segment is the ability to **optimise ad spend**. It supports marketing teams with creating funnel-based audiences, enabling them to target ad spend based on likelihood of conversion, leading to more engaged audiences and higher revenue.

twilio segment

How does Twilio Segment enhance ad spend efficiency?

Increase your reach
Leverage data from your current customer base to enable advertising platforms to identify potential leads with comparable traits, known as lookalike audiences. This allows you to prioritize customers likely to convert, thereby reducing expenditure on less promising prospects.

Inform effective campaigns
Build personalised campaigns with higher ROAS by delivering relevant advertising. Create more precise targeting with pre-built Predictive Audiences like "ready to buy," "dormant," and "high LTV," that you can launch with just a few clicks.

Generate performance benchmark
Pull data directly from sources such as Facebook Ads and Google Ads and load into your data warehouse to get a baseline of which channels and ad campaigns are working, and which are not – helping inform decisions of where to focus spend.

We rely on Segment pretty heavily to feed all of the platforms to understand where the breakdowns are within the customer journey."

Regan McGregor
Senior Growth Marketing Manager, Adevinta

"With Segment, we have a full view of the customer, from the first time they hit our site to post-purchase and onwards."

Brad Greene
Senior Director of Marketing Technology, Camping World

"Before Segment, there was no central hub of information, it was always very loose. It was like spaghetti, trying to work out what's going on with the customer.

Nicole Bowes
Head of Product, Vervoe

Supporting marketing teams with a **trusted** platform

Twilio Segment helps increase ROAS through access to centralised data that enables marketers to maximise advertising reach and impact.

Interested in how Twilio Segment can help you?

Watch our demo

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