twilio
segment

The **Customer Engagement Stack** 2024

March 2024 — v.1.0

Chapter 01

Introduction

Introduction

Welcome to the second annual edition of 'The Customer Engagement Stack', our yearly exploration of the leading tools and tactics businesses around the world are using to elevate customer interactions.

As we step into 2024, it's evident that customer experiences have become the ultimate differentiator in a fiercely competitive market. At the same time, Artificial Intelligence (AI) and machine learning (ML) have emerged as pivotal forces, revolutionizing the way businesses interact with their customers.

This paradigm shift has led to the evolution of the traditional tech stack into something more dynamic and customer-centric: what we like to call the Customer Engagement Stack.

Central to this new stack is the Customer Data Platform (CDP), a tool that unifies data to fuel unparalleled customer experiences. However, the journey towards efficient and fully integrated customer data infrastructure is fraught with challenges. Recent research shows that almost **one-third (30%) of business leaders** are overwhelmed by the amount of data across their organizations, which is expected to more than double in size by 2026.

In our comprehensive **2024 CDP Report**, we explored over 12 Trillion API Calls to provide an updated perspective on the technology ecosystems that shape customer interactions. Based on our findings, we've identified the top categories and the most impactful applications that are now critical components of the modern Customer Engagement Stack.

As you navigate this guide, you'll learn how the right tools and tactics, with a CDP as your cornerstone, can revolutionize your organization. Embracing this data-driven approach will pave the way for better customer connections, accelerate business growth, and solidify your position as a market leader.

A/B Testing
Customer Success
Advertising
Warehouses
Analytics
Email
CRM
Screen Recording and Heatmaps
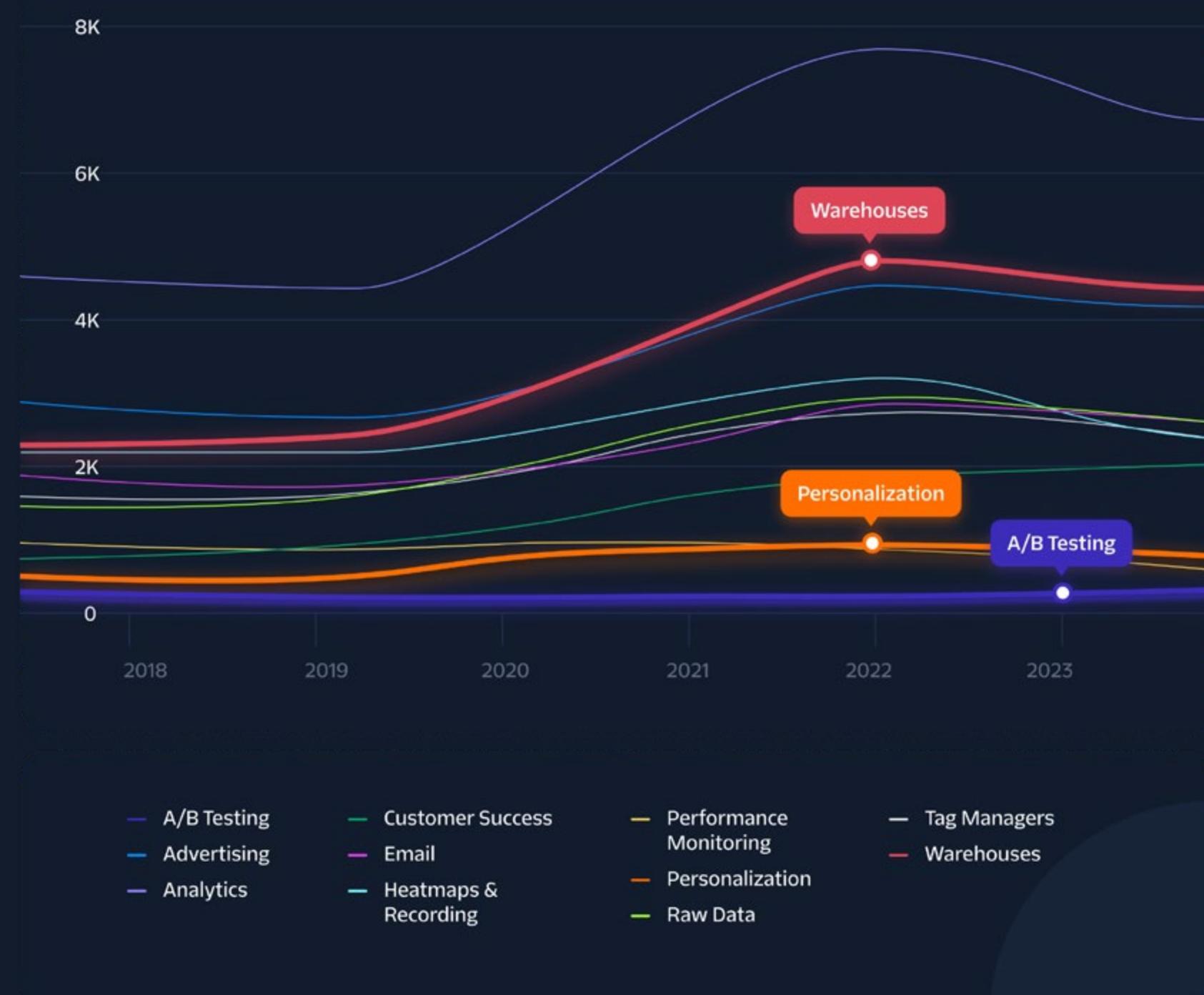
Chapter 02

Top **destination categories** through the years

Top destination categories through the years

Destination Growth on the Twilio Segment Platform Over the Last Five Years

Legend:
— A/B Testing
— Advertising
— Analytics
— Customer Success
— Email
— Heatmaps & Recording
— Performance Monitoring
— Personalization
— Raw Data
— Tag Managers
— Warehouses

Before we get into the leading tools across the customer engagement stack, let's first plot the trajectory of the different categories of tools on the Twilio Segment platform over the past five years.

This graph not only illustrates a growth pattern – it narrates the evolving priorities of businesses in an increasingly data-centric world.

Data warehouses, represented by the bold red line, have undergone an extraordinary surge, particularly notable from 2020 onwards. This trend can be attributed to several factors:

- Increasing challenges faced by data architects and platform leads, such as fragmented customer data and the need for efficient real-time data processing
- The market demand for platforms that offer integration flexibility with existing systems and scalability to meet evolving business needs
- Businesses outgrowing the limitations of traditional CRMs in favor of versatile, computation-ready data warehouses, spurred by the need for a single source of truth

The expansion of data warehouse usage reflects a broader shift toward data centralization, quality, consistency, which are critical for leveraging AI and analytics effectively. Data warehouses enable a holistic view of customer interactions and behaviors, driving more informed decision-making and personalized customer engagement strategies.

We've also seen a consistent upward trend across all categories, from A/B Testing to Personalization, reflecting how businesses are integrating a diverse range of tools to collect, analyze, and act upon data.

Analytics, shown in the robust brown line, is the number one destination category on the Twilio Segment platform, forming the backbone of data-driven strategies. However, the introduction of **Google Analytics 4 (GA4)**, with its user-centric and event-based measurement model, has reshaped the category, steering away from session-based tracking and gearing up for a cookieless future.

The blue line – Advertising – also shows substantial growth, suggesting a pivot to data-driven marketing in response to challenges like the deprecation of third-party cookies and the evolution of privacy-first tracking initiatives such as **Google's Topics API**, which has significant implications for future advertising practices.

While the growth in Customer Success and Email categories may appear modest, their roles in a holistic engagement strategy remain critical. In an economy marked by uncertainty, savvy businesses are intensifying their focus on customer retention, recognizing the **cost-effectiveness of nurturing existing relationships** over acquiring new customers. These platforms are instrumental to driving customer retention, facilitating sustained engagement through strategic communication and support.

We can also surmise from the purple line (for Heatmaps & Recording) that businesses are keen on understanding user interactions and system health at a granular level, feeding this data back into the warehouse for a 360-degree view of operations.

Chapter 03

A/B testing

A/B testing

A/B testing is a critical component of an effective customer engagement strategy. By testing different variations of web pages, emails, or ads, businesses can determine which elements are most effective in driving customer behavior. Below we'll explore some of the top A/B testing tools on the Twilio Segment platform to understand the unique features that can help businesses take their customer engagement to the next level.
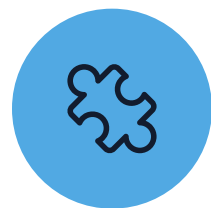
Optimizely

Leading digital experience platform, Optimizely, allows teams to create and optimize digital experiences through data-driven experimentation. It offers a user-friendly interface for A/B and multivariate testing across web and mobile, and shows experiment performance and statistical significance to make decision-making easy. Optimizely also has powerful personalization capabilities, allowing teams to create hyper-targeted experiences for different segments of their audience.

Recipe: **A/B test your tech stack**

In this recipe, you'll learn how to design, run, and analyze an A/B test to determine what marketing tools are generating the most ROI.

Explore: **Optimizely features overview**

Apptimize

Apptimize is an A/B testing and release management platform that helps mobile teams drive engagement and revenue through experimentation. It allows users to experiment with different app experiences, messaging, and features without the need for code releases, and it supports a variety of test types including A/B testing, multivariate testing, and feature rollouts. Apptimize also has a powerful visual editor that allows users to design and modify app experiences without any coding skills.

Explore: **Apptimize features overview**

AB Tasty

AB Tasty is an intuitive experimentation and personalization solution. It allows you to modify sites using a visual editor, without writing any code, and without technical knowledge. You can then measure which versions of your pages produce the best results for your objectives (pageviews, registrations, purchases, etc.). To run a test simply install our tag on the different pages of your site. Once the tag has been added, you don't have to worry about it anymore, because the same tag allows you to run all your future tests.

Explore: **AB Tasty features overview**

Visual Website Optimizer

Visual Web Optimizer (VWO) is an all-in-one optimization platform that allows teams to optimize their web experiences through experimentation and personalization. It offers a user-friendly interface for A/B testing and multivariate testing, as well as powerful personalization capabilities. VWO also has a range of other optimization features, such as heatmaps, session recordings, and surveys, to help teams better understand their users and optimize their experiences accordingly.

Explore: **VWO features overview**

Chapter 04

Advertising

Advertising

With so many different advertising platforms available, it can be challenging to choose the right ones for your business. In this section, we'll introduce you to some of the most popular advertising tools used by Twilio Segment customers today. These tools allow you to target specific audiences and deliver personalized messaging, making it easier to engage and convert potential customers.

Meta Pixel

The Meta Pixel is a piece of code on your website that can help you better understand the effectiveness of your advertising and the actions people take on your site. You'll also be able to see when customers took an action after seeing your ad on Facebook and Instagram, which can help you with retargeting. As the leading advertising tool on the Twilio Segment platform, some of its top features include conversion, tracking, and remarketing, so marketers can manage ads from one platform.

Explore: **Pixel features overview**

How to use lookalike audiences and audience suppression

Advertising and ROAS optimization

You can use data on your existing customers to let advertising platforms find prospects with similar characteristics–lookalike audiences. This information also helps you exclude misfits with ad suppression. Both of these approaches help increase your advertising efficiency.

When implementing lookalike audiences and ad suppression for your campaigns, avoid these two common mistakes:

1. Working with out-of-date customer data by manually uploading CSVs to your advertising platform.
2. Suppressing too many ads, for example, by excluding existing customers who might want to purchase a different product from you.

Your ads are always based on real-time customer data when you connect Segment to your advertising platform. You can also use Segment's Personas feature to create custom audiences for more granular personalization and ad suppression. For example, you can put your big spenders in a separate audience from budget shoppers.

Read step-by-step instructions here.
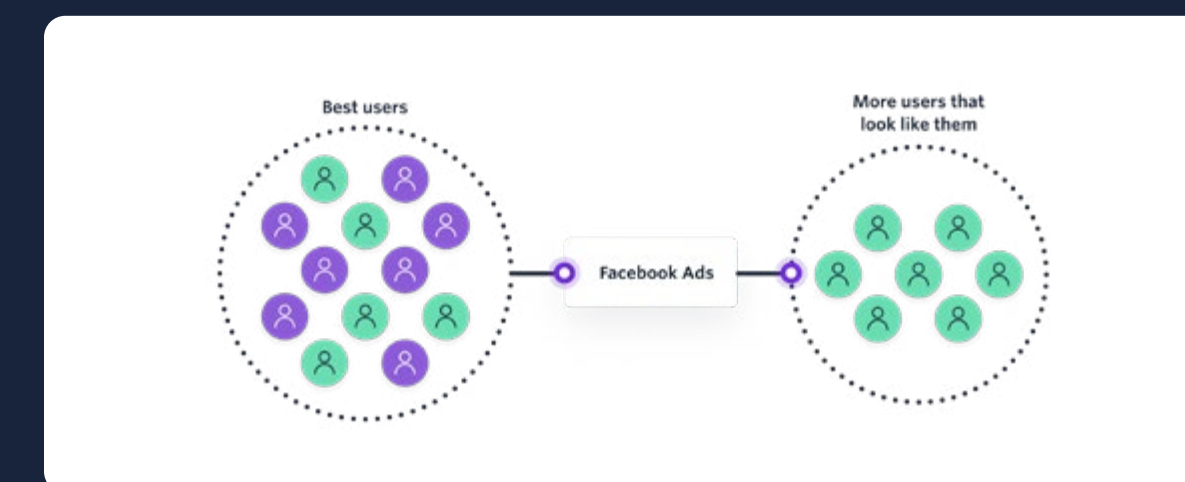
Google Ads

More than 80% of businesses worldwide use Google Ads for advertising and pay-per-click (PPC) campaigns on Google's search engine results pages, YouTube, and other websites within the Google Display Network. Be seen where your customers are searching, browsing and watching across the web with these features:

- Search trend research and creation of targeted cross-platform Google ads with keyword planner
- Custom Google ads based on country, city, region, or distance from location
- "Customer Match" to market campaigns to target audiences using customer data like email addresses

Explore: **Google Ads features overview**

LinkedIn

Business and social networking platform, LinkedIn, turns 21 years old in 2024. With **1 billion members** worldwide, the platform offers businesses a variety of advertising options, including sponsored content, sponsored InMail, and display ads. Unique features of LinkedIn ads include the ability to target specific job titles, industries, and company sizes, as well as retarget users who have engaged with a business's content or website.

Explore: **LinkedIn Audiences features overview**

Bing Ads

With over 100 million daily active users and as the **default search option for Chat-GPT**, Microsoft's Bing had a big 2023. Bing Ads is Microsoft's advertising platform that allows businesses to place ads on Bing search results pages, as well as other Microsoft-owned properties like MSN and Outlook.com. The ability to import campaigns from Google Ads, target specific demographics or locations, and track conversions using a Universal Event Tracking (UET) tag are just a few of the features Bing Ads has to offer.

Explore: **Bing Ads features overview**

Chapter 05

Analytics

Analytics

By analyzing customer data, businesses can gain valuable insights into their customers' behavior, preferences, and needs, which allows them to create more personalized, targeted experiences. In this section, we'll explore some of the top analytics tools being used on the Twilio Segment platform and highlight their unique features and use cases.

mixpanel

Mixpanel

Mixpanel is a comprehensive product analytics platform that provides real-time data and insights to help businesses understand how users engage with their products. Its powerful tools enable companies to track user behavior across devices and channels, analyze user interactions, and segment customers based on their actions, enabling them to optimize their product and marketing strategies.

Recipe: **Measure product KPIs to determine product growth**

This recipe will teach you how to determine, track, implement, and measure KPIs in Mixpanel, which will serve as leading indicators for revenue growth or churn.

Explore: **Mixpanel features overview**

Google Analytics 4

Google Analytics 4

Google Analytics 4 (GA4) is Google's new analytics property, for both websites and applications. GA4 has machine learning at its core to help give you a more complete understanding of your customers across devices and platforms. Emerging in response to changing online privacy norms and consumer patterns, GA4 offers in-depth insights into user interactions, tracking engagement, revenue generation, and retention.

Explore: **GA4 features overview**

Amplitude

Amplitude is a comprehensive digital analytics platform that seamlessly collects and interprets user behavior across digital platforms like websites and mobile apps. Its robust capabilities allow businesses to analyze user engagement, discover patterns, and categorize users based on their behavior. This empowers businesses to make data-driven decisions and execute optimization strategies that enhance user experience and drive business growth.

Explore: **Amplitude features overview**

Identify high-value users with historical count analysis

Data activation

Conversion analysis is not always as clear cut as a first or last touch moment. This recipe helps to identify the moments that turn new users into high-value customers with an analytics tool like Amplitude and Segment CDP. Historical count (the number of times an action was performed) can help you to answer burning questions such as:

- What drives users to subscribe-watching their first or fifth video?
- Does creating a second or fourth project drive an account to renew?
- How many products does an online shopper need to view before making a first purchase?

From there, you can create more high-value experiences for customers. Effectively build core behaviors or launch new products with a clear understanding of your conversion moments.

Whether you've been building off of hunches, defining product analytics, or trying to drive new behavior with experiments, milestone analysis points to the exact moment of conversion. Resulting in better visibility of churn risks and higher customer retention.

Read step-by-step instructions here.

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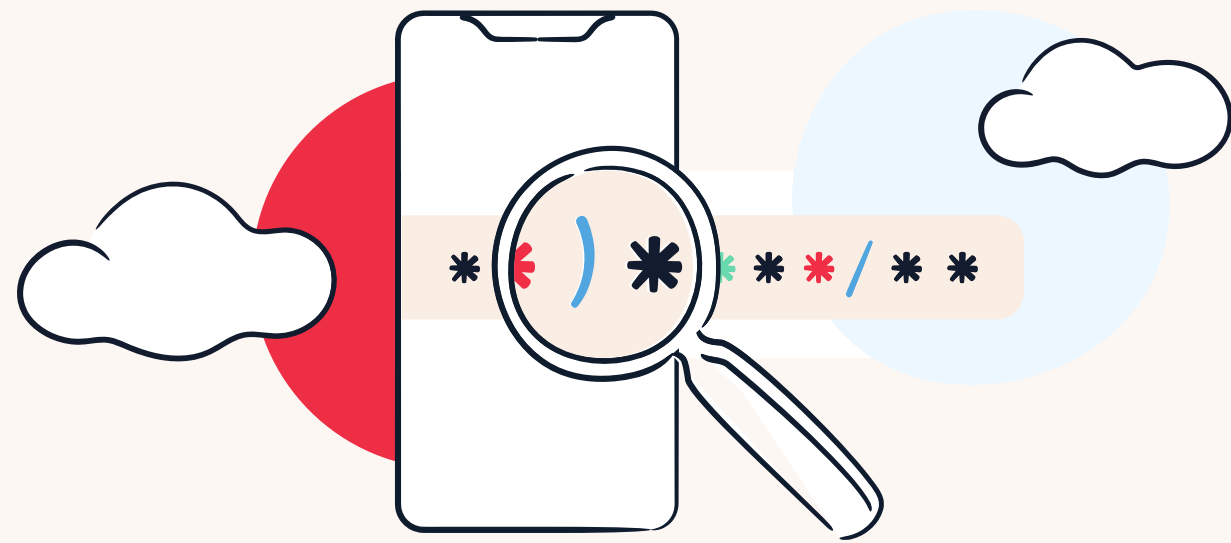
Heap

Heap is an easy-to-use digital insights platform that automatically captures and tracks user behavior across websites and mobile apps. Its powerful tools enable businesses to analyze user interactions, identify trends, and segment customers based on their actions, enabling them to optimize their product and marketing strategies.

Explore: **Heap features overview**

FullStory

Fullstory is on a mission to help technology leaders make better, more informed decisions by injecting behavioral data into their analytics stack. Fullstory unlocks the power of quality behavioral data at scale so enterprises can get closer to their customers' true sentiment and intentions – predicting what they want, creating personalized experiences, increasing conversion, improving loyalty – and driving revenue.

Explore: **Fullstory features overview**

Chapter 06

CRM

CRM

CRM (Customer Relationship Management) is a critical category of technology for businesses in their customer engagement efforts. By leveraging CRM tools, businesses can manage their interactions with customers, track their behavior and preferences, and build stronger relationships. In this section, we'll round up some of the top CRM tools on the Twilio Segment platform and highlight their key features, which allow businesses to create more personalized customer experiences.

INTERCOM

Intercom

Intercom is an AI customer service platform that helps businesses connect with their customers through personalized, targeted messaging. It enables businesses to send messages through multiple channels like email, in-app messages, and push notifications. Real-time and automated messaging allows businesses to engage with customers when they are most active and save time by sending personalized messages to customers at the right time.

Explore: **Intercom features overview**

Freshsales

Freshsales is a CRM platform that helps businesses manage their sales pipeline and customer relationships. It has a range of features like lead management, deal management, and email tracking that enable businesses to track customer interactions and sales activities. Freshsales also offers its AI-based lead scoring system to help businesses prioritize their leads based on their likelihood to convert.

Explore: **Freshsales features overview**

HubSpot

HubSpot is an all-in-one marketing, sales, and service software that helps businesses manage their customer relationships from end-to-end. Its leading offering is its free CRM that allows businesses to manage their customer data and interactions in one place. HubSpot also offers a range of automation features that help businesses save time by automating repetitive tasks, and it integrates with a range of other tools to create a seamless customer experience.

Explore: **Hubspot features overview**

Salesforce

As a long time leader in the space, Salesforce is a cloud-based CRM platform that helps businesses manage their customer relationships, sales, and marketing activities. It boasts features like customizable dashboards allow businesses to monitor and track their sales performance in real-time. Salesforce also offers a range of automation features that help businesses save time by automating repetitive tasks, while integrating with a range of other tools to create a seamless customer experience.

Recipe: **Set up lead scoring to improve sales efficiency and accelerate pipeline**

In this recipe, you'll learn how to set up lead scoring, send those lead scores to your CRM, and keep your sales team focused on the most important accounts.

Explore: **Salesforce features overview**

Chapter 07

Customer
success

Customer success

Customer success involves managing the customer journey from initial purchase to continued use of a product or service, with the goal of ensuring customer satisfaction and loyalty. By leveraging customer success tools, businesses can proactively monitor customer behavior and preferences, provide targeted guidance, and offer personalized support. To give you the complete overview, we'll take stock of the leading customer success tools being used on the Twilio Segment platform.

Zendesk

Zendesk is a cloud-based customer service platform that offers a suite of tools to help businesses manage customer relationships. The platform offers a multi-channel support system that allows for customer interactions across a variety of channels such as email, chat, phone, and social media. Zendesk also features advanced analytics and reporting tools to help businesses monitor performance and identify areas for improvement.

Recipe: **Break down data silos between your sales and support teams**

In this recipe, you'll learn how to keep sales and support aligned by enriching your user profiles with information from Salesforce and syncing that data to Zendesk.

Explore: **Zendesk features overview**

Satismeter

Satismeter is a customer feedback management platform that helps businesses measure customer satisfaction and improve customer experience with in-app and email surveys that can be customized to meet specific business needs, automatic trigger-based surveys, and real-time feedback analysis.

Explore: **Satismeter features overview**

Qualtrics

Qualtrics is a platform designed for gathering and acting upon customer and employee experience data. It enables real-time creation and management of contacts with minimal IT resources, offers precise targeting for survey outreach, and facilitates the routing of customer feedback response data back through Segment to any organizational endpoint.

Explore: **Qualtrics features overview**

Totango

Totango is a customer success management platform that helps businesses improve customer retention and loyalty. The platform includes real-time customer insights, automated customer engagement campaigns, and customer health scores based on a variety of factors such as usage patterns and engagement history.

Explore: **Totango features overview**

Help Scout

Help Scout is a customer support platform that enables businesses to manage customer interactions across multiple channels. A shared inbox, knowledge base management system, and automated workflows help streamline customer service processes on the platform. Help Scout also offers advanced reporting and analytics tools to help businesses monitor performance and identify areas for improvement.

Explore: **Help Scout features overview**

Chapter 08

Email

Email

In this section, we'll highlight some of the most powerful email tools available to modern businesses, and how they can help to create meaningful customer experiences. From automated campaigns to A/B testing and dynamic content, these tools provide a range of features to help businesses of all sizes connect with customers more effectively.

Customer.io

Customer.io is an email marketing automation tool that enables you to send behavior-triggered emails, push notifications, and SMS messages to your customers. Its unique features include a drag-and-drop campaign builder, customer profiles that allow you to store customer data, and real-time analytics that provide insight into your campaigns' performance.

Explore: **Customer.io features overview**

Increase conversion with personalized lifecycle campaigns

Repeat purchase + upsell + campaign personalization

Personalized email campaigns based on buying personas can increase conversions by nudging people forward to the next stage of your funnel until they complete it.

First, split your users into different audiences according to factors like demographics, behavior, and lifecycle stage. Then, map out the sections of your funnel by working backward from your ultimate goal, usually to convert someone to a paying user.

Set up tracking events in Segment that correspond with your funnel stages. For example, when someone signs up for a free account, that event could signal they've moved from acquisition to onboarding in your funnel.

Create personalized emails for each persona and lifecycle stage once you've set up your tracking events. The campaign flow will look like a matrix, and you can do this in email marketing tools that connect to Segment, for example, Customer.io.

Measure your email campaign through two lenses once it's running:

1. Its impact on your core metrics, which you can do with A/B tests
2. The performance of individual emails by keeping an eye on their open and click

Read step-by-step instructions here

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MailChimp

MailChimp is a popular email marketing tool that allows you to send marketing emails, automated messages, and targeted campaigns to your audience. It offers a variety of email templates, including a drag-and-drop builder, and allows you to segment your audience based on demographics, behavior, and more. MailChimp's key features include A/B testing, which enables you to test different email elements to optimize your campaigns, and e-commerce integration that allows you to track purchases and revenue from your campaigns.

Explore: **Mailchimp features overview**

Braze

Braze is a customer engagement platform that enables you to send personalized messages across channels, including email, push notifications, and in-app messages. It offers a variety of targeting options, including segmentation, behavior-based triggers, and real-time user data. The platform also includes an AI-powered recommendation engine, which allows you to suggest products or content based on user behavior, and advanced reporting that provides insights into engagement and conversion rates.

Explore: **Braze features overview**

ITERABLE

Iterable

Iterable is a cross-channel marketing automation tool that allows you to send personalized messages across email, SMS, push notifications, in-app messages, and direct mail. It offers a drag-and-drop campaign builder, advanced segmentation, and real-time analytics. Iterable's unique features include workflow automation, which allows you to create complex campaigns with branching logic, and predictive analytics that help you identify the best time to send messages to your audience.

Explore: **Iterable features overview**

AIRSHIP

Airship

Founded in 2009 as a pioneer in push notifications, Airship's platform gives brands the user-level data, engagement channels, AI orchestration and services they need to deliver push notifications, emails, SMS, in-app messages, mobile wallet cards and more to exactly the right person in exactly the right moment – building trust, boosting engagement, driving action, and growing value.

Explore: **Airship features overview**

Chapter 09

Personalization

Personalization

MOVABLE INK

Movable Ink

Personalization tools are designed to tailor customer engagement by leveraging data to provide a customized experience. These tools analyze customer interactions, preferences, and behaviors to deliver relevant content, recommendations, and offers in real-time.. This section will delve into some of the leading personalization tools available on the Twilio Segment platform, highlighting their key features and how they contribute to creating a more personalized and engaging customer journey.

Movable Ink is a powerful platform that empowers marketers to transform data into unique personalized content for each customer at the moment of engagement. By combining customer data and AI, marketers can leverage Movable Ink to ensure that customers see the most relevant message in email or mobile to improve conversion, loyalty, and engagement.

Explore: **Movable Ink features overview**

Talon.one

Talon.One is a promotion and loyalty solution that helps brands streamline the process to run and scale their incentive campaigns. The Talon.One platform allows companies to easily build rich promotional campaigns at scale, across both in-store and online channels. Brands can then track the effectiveness of those promotions or loyalty programs and offer personalized offers, target specific products, and increase sales by applying promotions at the shopping-cart level.

Explore: **Talon.one features overview**

Elastic Path

Elastic Path is a leading composable commerce platform that allows marketers and merchants to launch dynamic storefronts and shoppable content that adapts in real-time using conditional rules about when and what to offer shoppers. In just a few clicks, digital teams can personalize shopping experiences for their top customers with loyalty experiences, offer discounts or exclusive savings, target past customers with win-back offers, and target abandoned carts with hyper-relevant promotions.

Explore: **Elastic Path features overview**

Contentful

Contentful is an intelligent composable content platform that enables both technical and non-technical users to easily create, manage, publish, and expand distinct content experiences. The Contentful Platform, Contentful Studio, and the Contentful Ecosystem combine the flexibility of composable content with the intelligence of AI, empowering digital teams to drive business momentum through collaboration, speed, and scale.

Explore: **Contentful features overview**

Chapter 10

Screen recording
& heatmaps

Screen recording & heatmaps

Screen recording & heatmap tools allow businesses to gain an in-depth understanding of their customers' behaviors and preferences by recording user sessions on websites and mobile apps. With this data, companies can identify pain points, areas for improvement, and opportunities to enhance the customer experience. In this section, we'll take a closer look at some of the top screen recording & heatmap tools on the Twilio Segment platform and explore their leading features.

hotjar

Hotjar

Hotjar provides a suite of tools designed to analyze and optimize user behavior, allowing businesses to tailor their customer engagement strategies for maximum impact. With Hotjar, businesses can generate heatmaps that reveal which areas of their website or application are most popular or problematic for users. Additionally, Hotjar's feedback tool enables businesses to gather valuable customer insights and use that data to drive engagement. By identifying key areas for improvement, businesses can optimize the user experience, increase engagement, and retain customers.

Explore: **Hotjar features overview**

Crazy Egg

Crazy Egg is a powerful heatmap tool that empowers businesses to analyze and optimize their customers' experiences. With Crazy Egg, businesses can generate heatmaps of user activity, enabling them to identify popular or problematic areas of their website or application. Additionally, Crazy Egg's visual analytics capabilities allow businesses to track user behavior and optimize the user experience to drive engagement. By understanding how users interact with their website or application, businesses can create a seamless and engaging experience that keeps customers coming back.

Explore: **Crazy Egg features overview**

Inspectlet

Inspectlet's screen recording and heatmap tools provide businesses with valuable insights into their customers' experiences. With Inspectlet, businesses can watch recordings of user sessions, track user behavior, and analyze the user experience in real-time. This enables businesses to identify areas of their website or application that may be causing frustration or confusion, and make data-driven decisions to enhance customer engagement. Inspectlet also allows businesses to identify patterns in user behavior, allowing them to optimize their customer engagement strategies and improve retention.

Explore: **Inspectlet features overview**

Chapter 11

Warehouses

Warehouses

Customer data can come from a wide variety of sources, and it's crucial to have a reliable and scalable way to store and manage that data. This is where data warehouses come in - they allow you to store large amounts of customer data in one place, making it easier to analyze and derive insights from. In this section, we'll cover some of the most popular data warehouses used by Twilio Segment customers today, including BigQuery, Postgres, Redshift, and Snowflake.

BigQuery

BigQuery is a powerful data warehouse offered by Google Cloud that enables businesses to analyze large datasets quickly and efficiently. With BigQuery, businesses can store, manage, and query their data, making it easy to gain valuable insights into customer behavior and improve their marketing efforts. BigQuery is highly scalable, allowing businesses to easily handle large volumes of data, and is compatible with a wide range of third-party tools and services.

Explore: **BigQuery features overview**
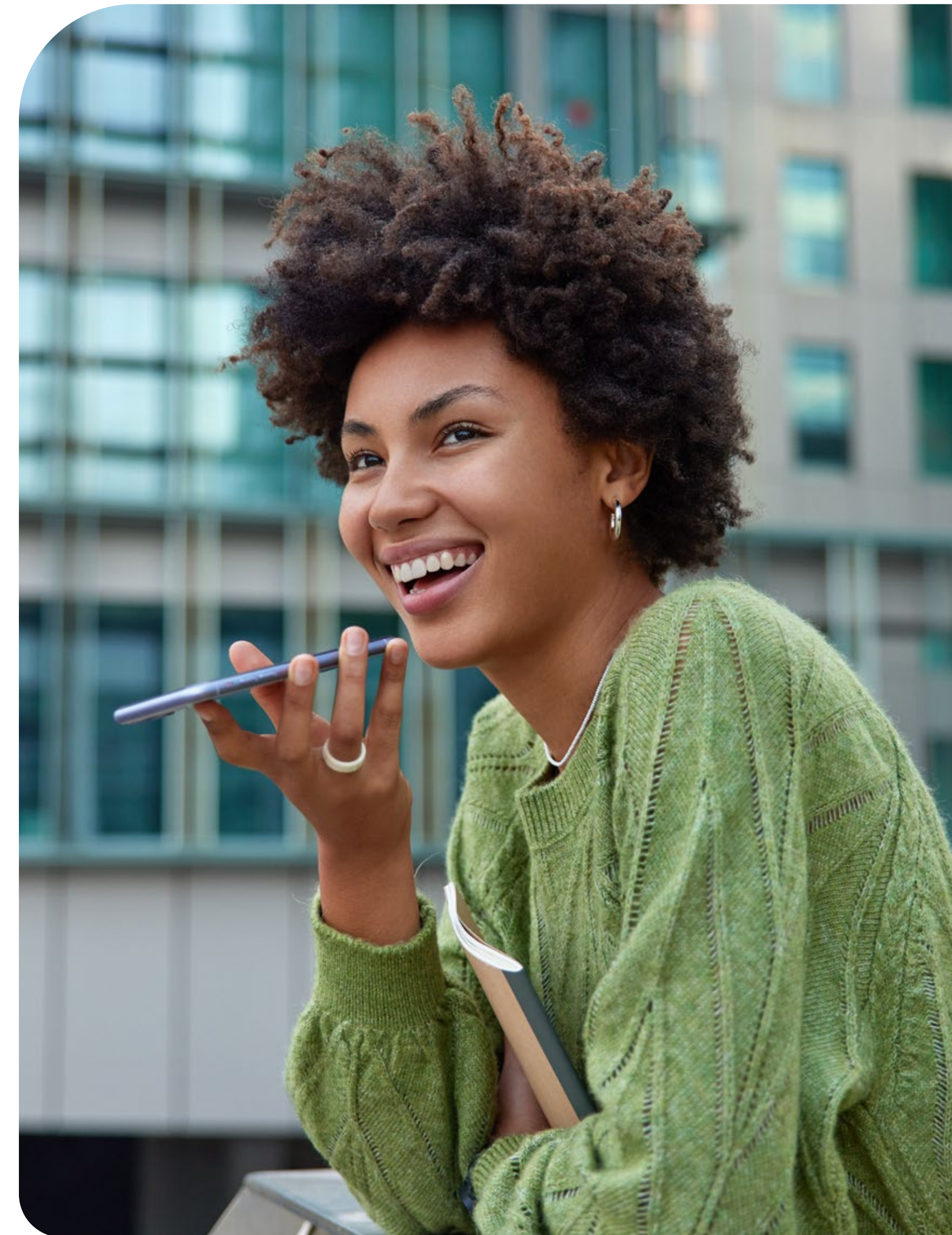
Snowflake

Snowflake is a cloud-based data warehousing platform that is designed to be highly scalable, efficient, and easy to use. With this cloud warehouse, businesses can store and manage their data with ease, making it easy to access and analyze customer data. Additionally, Snowflake offers a range of advanced features, including automatic backups, data sharing, and multi-cluster warehousing.

Explore: **Snowflake features overview**

Fill the gaps in your profiles using data from your warehouse

Enrich customer profiles with unified data

Having complete customer profiles and unified data is crucial for delivering personalized experiences and making informed decisions. With Reverse ETL you can enrich customer profiles by integrating data from a warehouse, like Snowflake, into Segment.

You'll learn how to connect to the Snowflake views containing events and profile data and map that data to identify and track calls all within the intuitive interface:

1. **Data integration setup:** Establish a connection between your data warehouse (like Snowflake) and Segment. This bridges the gap between stored customer data and real-time insights.

2. **Data extraction and modeling:** Design a model to extract relevant data from your warehouse. This step focuses on identifying key customer information that can inform business strategies.

3. **Segment configuration:** Finally, configure Segment to receive this data. This involves mapping the extracted data to Segment's tracking events, ensuring that the customer data is accurately reflected in your Segment dashboard.

Now you have an identity graph which provides a holistic view of your customer's journey over an extended period of time.

Read step-by-step instructions here

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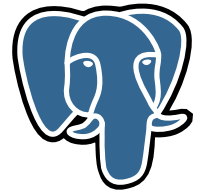
PostgreSQL

PostgreSQL is an open-source relational database management system that is highly customizable and scalable. With PostgreSQL, businesses can store and manage their data with ease, making it easy to access and analyze customer data. PostgreSQL offers a wide range of advanced features, including indexing, replication, and transaction control.

Explore: **Postgres features overview**

Databricks

Databricks is a unique cloud-based warehouse platform, created by the founders of Apache Spark, Delta Lake, and MLflow. It integrates data warehouses, data lakes, and AI into a single, open platform designed for data and AI workloads. By linking with Twilio Segment, Databricks facilitates the collection, governance, and activation of first-party customer data directly within the data warehouse.

Explore: **Databricks features overview**

Redshift

Redshift is a cloud-based data warehouse offered by Amazon Web Services that enables businesses to store and analyze large datasets quickly and efficiently. With Redshift, businesses can easily scale their data warehouse to meet their needs, making it an ideal choice for enterprise businesses.

Explore: **Redshift features overview**

Driving engagement across the **customer journey**

Driving engagement across the customer journey

From converting prospects to nurturing brand loyalists, customer-centric tactics start with a strong data foundation. Learn from top brands across industries to understand how cross-functional teams act on their data to drive engagement across the customer journey.

Build deeper customer relationships | Camping World

Camping World, a leading RV and outdoor retailer, faced the challenge of managing complex customer data and competing with e-commerce giants. They adopted Twilio Segment to integrate and analyze customer data across various business lines. This strategic move allowed them to create targeted marketing campaigns and engage customers in real-time, significantly improving their conversion rates.

The integration of customer data was instrumental in Camping World's ability to understand and predict customer behavior. It enabled personalized communication and more effective lead generation strategies, which led to a 35% increase in sales leads. This approach not only enhanced the customer experience but also increased cost-efficiency in lead generation.

The success story of Camping World demonstrates the power of data-driven strategies in transforming customer engagement and business growth. By effectively utilizing Twilio Segment, Camping World optimized its marketing efforts, outperforming competitors and achieving notable success in the competitive e-commerce landscape.

Read the full case study here

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Speed into new markets with connected data | Toggle

Toggle, a Farmers Insurance brand, offers straightforward and customizable insurance products meant for the needs of today's modern consumer such as renters insurance, car insurance, and even identity protection insurance.

After implementing Segment, Toggle gained a fuller understanding of the end-to-end user journey. Leveraging Twilio Engage, the team can improve the user experience at every customer milestone, from acquisition, to onboarding, to the claims process, to customer support. The team can also now create in-depth customer profiles and deliver personalized messages and campaigns without relying on technical resources – streamlining a process that once took weeks to implement.

For example, to acquire new customers, the team sends hyper-targeted audiences built with first-party customer knowledge from Segment to model lookalike groups in ad platforms like Facebook and Google to retarget users with tailored ads based on actions prospects have taken on the site.

Toggle has achieved remarkable business results in a short period of time as a result of using Segment:

- Decreased cost per acquisition by 64%
- Increased Return on Ad Spend (ROAS) with more targeted audience segmentation
- Reduced customer support tickets by 35%

Read the full case study here

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Customer engagement and lifetime value | Fender Guitars

Founded in 1946, **Fender's** worldwide guitars, amps, pedals, and accessories have been played on more stages than any other company in the industry.

Fender needed to create a single view of the customer to better understand their journey. They also wanted to improve marketing efficiency by sharing data across teams, and increase activation for Fender Play® while moving app subscribers from free to paid accounts.

The brand turned to Twilio Segment to create a single source of truth by unifying customer data. Now Fender's marketing and product teams can query events and traits with Segment's self-service audience builder and create cohorts of users for more target messaging.

And API access to user profiles enables real-time personalization across its website and mobile apps.

As a result of implementing a CDP, Fender is able to:

- Create a single customer view by consolidating and cleaning its data
- Optimize marketing spend for greater ROI through personalization
- Improve marketing campaign performance via cross-team data sharing

Read the full case study here

twilio
segment

Today's leading companies trust Twilio's Customer Engagement Platform (CEP) to build direct, personalized relationships with their customers everywhere in the world. Twilio enables companies to use their communications and data to add intelligence and security to every step of the customer journey, from sales to marketing to growth, customer service and many more engagement use cases in a flexible, programmatic way. Across 180 countries, millions of developers and hundreds of thousands of businesses use Twilio to create magical experiences for their customers.
For more information about Twilio (NYSE: TWLO), visit: www.twilio.com.