How Segment uses Segment: Empowering our go-to-market teams with customer data

TWILIO segment

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Since Segment's inception in 2011, we've grown to a company that now serves 25,000 of the world's most customer-centric brands.

Over the past ten years, there has been a consistent secret to our own success: Segment.

From our Marketing team, to our Analytics team, to our Engineering team, everyone across our organization uses Segment for a myriad of use cases powered by clean, complete, and unified data.

In this guide, we'll walk you through how our Go-to-Market teams – Marketing, Sales, and Customer Success – use Segment to engage and delight our customers. You'll learn that we don't just talk about the power of customer data – we use it to improve the customer experience and grow the business every day.

We'll illustrate a few real-life examples showing how we use Segment to break down internal data silos, automate workflows, build and operationalize ML models, and power personalized experiences at scale.

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How Segment uses Segment: Marketing

How we drive more qualified top of funnel pipeline

Our Marketing team's core function is to drive qualified pipeline for the company.

To do that effectively, we use Segment to power accurate and trustworthy marketing attribution and lead scoring models.

These models help us focus our resources on driving the best leads for the sales team to close.

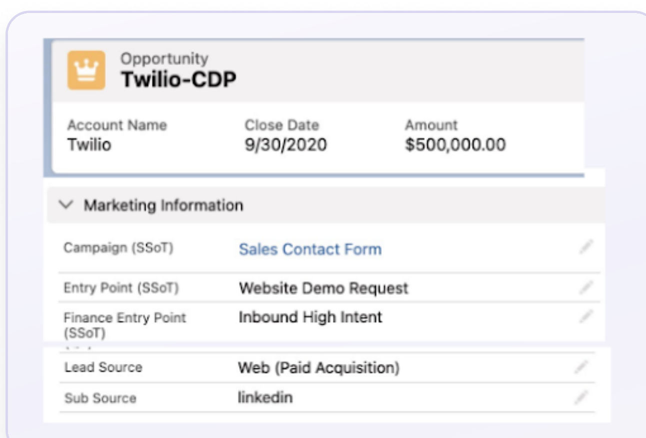
How we improve top of funnel strategies with accurate attribution

The third-party tool we were using for marketing attribution when Segment was a startup was inaccurate and led to a series of poor resourcing decisions. We evaluated our options and decided to use Segment to build a marketing attribution solution in-house.

To do this, we gathered cross-functional stakeholders to create and agree on new attribution logic.

Next, our team used Segment to build and operationalize the attribution model. Segment made it easy to capture complex user journeys, ingest that complete event history, match each event against a later conversion by that lead, and enable the agreed-upon attribution logic.

Finally, we send the attribution data back into Salesforce.com and other internal tools to surface important lead qualities and attribution sources, such as the specific marketing campaign that drove the pipeline (and its category, or "entry point" for us). We also surface demand-generation specific information that indicates how the lead originally found us.



Segment Salesforce.com Lead Record

With more accurate and trustworthy attribution data, our Marketing team can understand and improve top of funnel lead generation strategies.

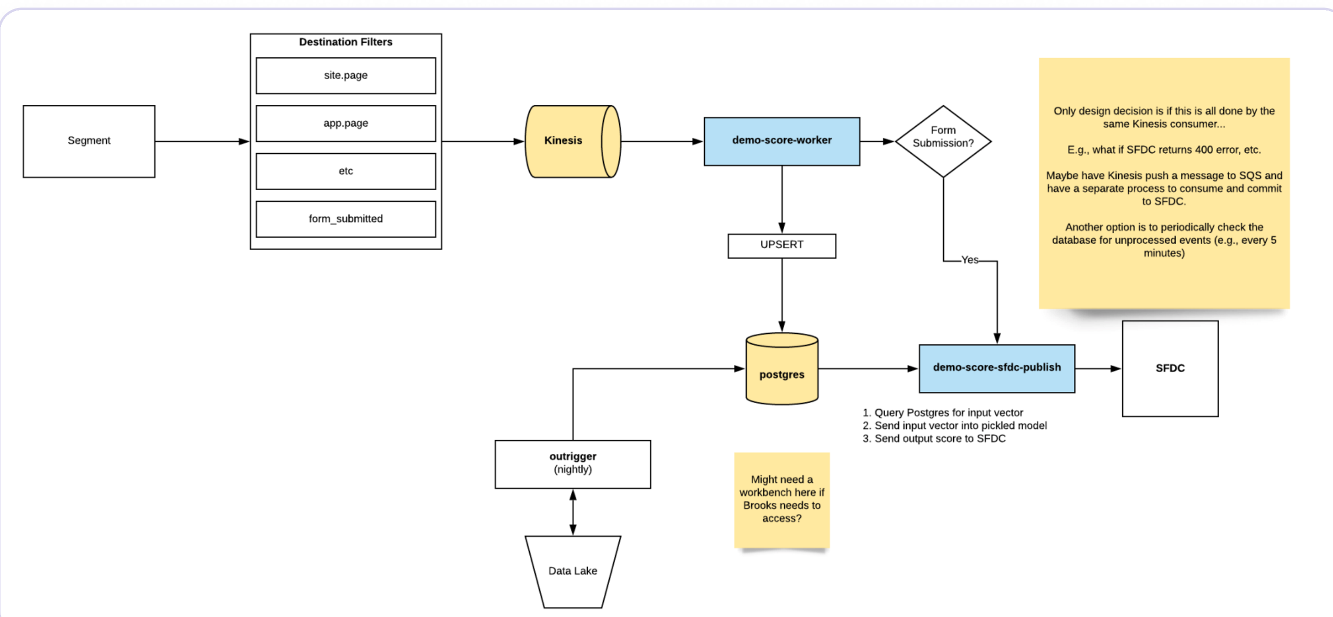
Segment also makes the attribution data accessible across tools and teams, eliminating data silos and improving organizational alignment. For example, the Finance team can download attribution data from our data warehouse, Sales Operations use Salesforce, and Marketing and Sales Development teams have this data available in BI tools like Looker and Tableau. This alignment helps the business make better resourcing and budgeting decisions across the board.

How we source more qualified leads with better lead scoring

Like Segment's legacy attribution solution, the legacy lead scoring tool our team was using wasn't customized enough and we were wasting valuable resources on bad MQLs (Marketing Qualified Leads).

To solve this, our Marketing and Sales teams collaborated with our Data Science team to build a new, in-house lead scoring solution using Segment.

First, the teams identified the best predictors of a Qualified Opportunity at Segment. Then, they created a lead scoring model that combines many different indicators into one predictive "lead grade". After that, we used Segment and a Kinesis destination to build the infrastructure necessary to do real-time, machine learning (ML)- driven lead scoring for inbound leads.



Segment set up a Kinesis Destination to do real-time, ML-driven lead scoring

Segment made it easy to design, build, and fully operationalize the new lead scoring model in just one month and with just one engineer – something that would have taken nearly a year without Segment.

Now, our marketing team knows the best leads to chase and can focus valuable resources on driving higher quality leads for the sales team.

In fact, our marketing team has sourced 2x the number of high-quality leads year over year and can route and sequence leads based on their quality. This has led to more accurate forecasting and a 40% higher lead to conversion rate – a huge win for the business.

How we optimize marketing campaigns with first-party data

Optimized digital experiences are expected by today's savvy customers. Not surprisingly, our Lead Generation team uses Segment every day to deliver personalized campaigns at scale, without relying on technical teams.

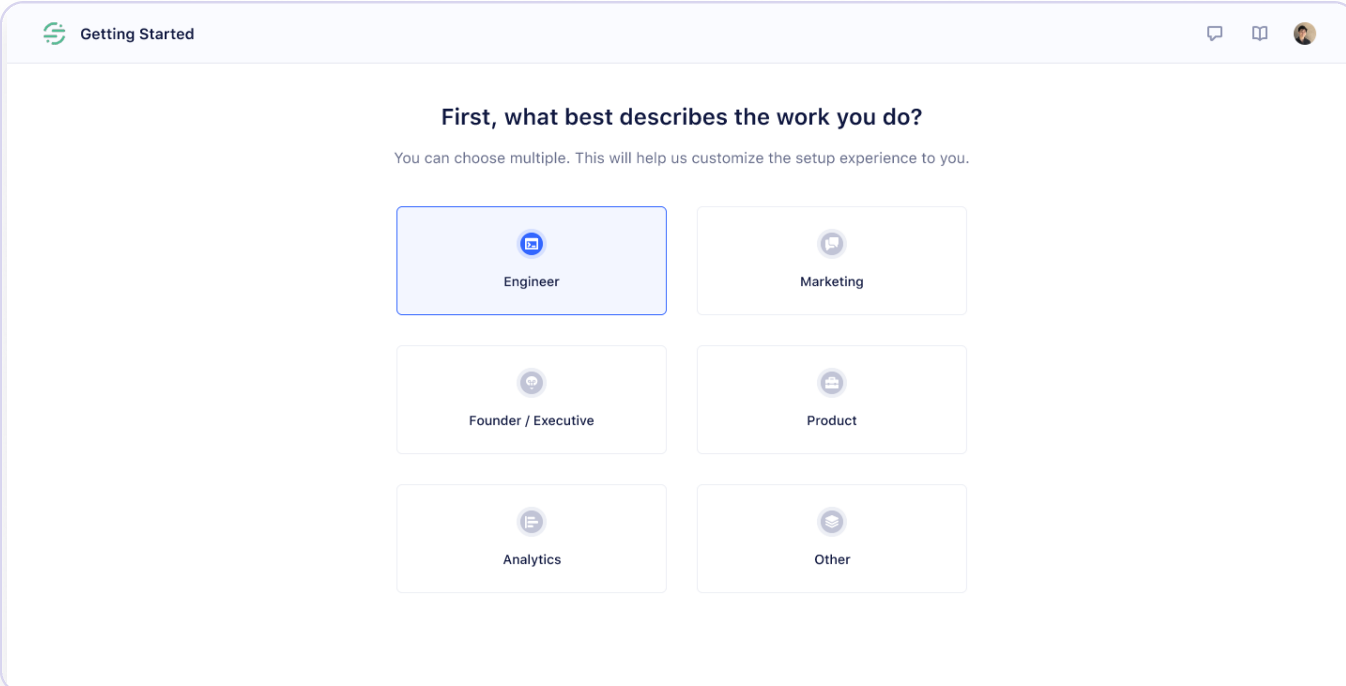
Let's look at just a couple of ways our Lead Gen team uses Segment to drive big wins for the business

How we personalize messaging based on user role

Using Segment, we can deliver on the vision of sending the right message to the right customer at the right time. We can respond to actions prospects have taken on our site and communicate 1:1 to offer solutions to the pain points they are experiencing – and we can do this across the entire user journey.

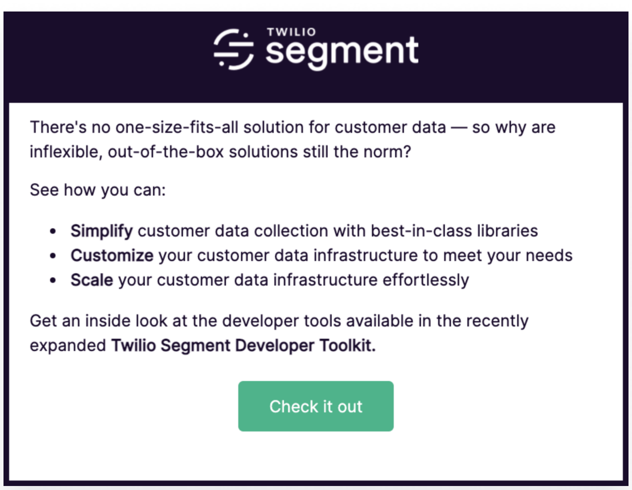
Personalizing our email marketing is just one of the many ways our team uses Segment Personas to power more effective marketing campaigns and communicate with users at important milestones along the customer journey.

When prospective customers set up a free Segment workspace on our website they are asked to provide their role. This data is then centralized in Segment Personas and activated across the tools our GTM teams use, like our email marketing platform, Salesforce.com, and other messaging and customer support tools.

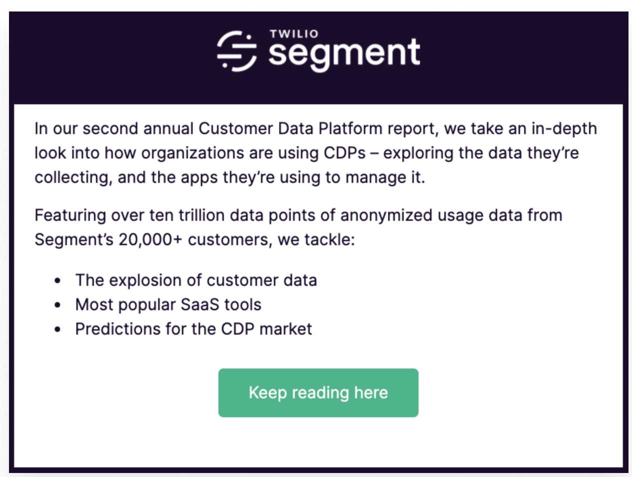


By making this information easily accessible to our Marketing team, we can send personalized emails based on the user's role across important moments in the user journey – all without relying on technical resources.

For example, when a prospective customer performs a specific action on the site or attends a Segment marketing event, our team sends a drip campaign with relevant content and products based on their role to accelerate interest in the platform. Different user personas receive tailored messaging specific to their pain points and use cases.



Personalized email to prospects in technical roles



Personalized email to prospects in executive roles

Personalizing messages by user role at pivotal moments in the user journey drove 20% increase in open rates, and more qualified meetings for sales.

How we improve return on ad spend with first-party data while respecting user privacy

From global data privacy regulations, to major initiatives changing how users are tracked and targeted online (including the death of the third-party cookie), there is a fundamental shift happening in the world of data privacy and online advertising.

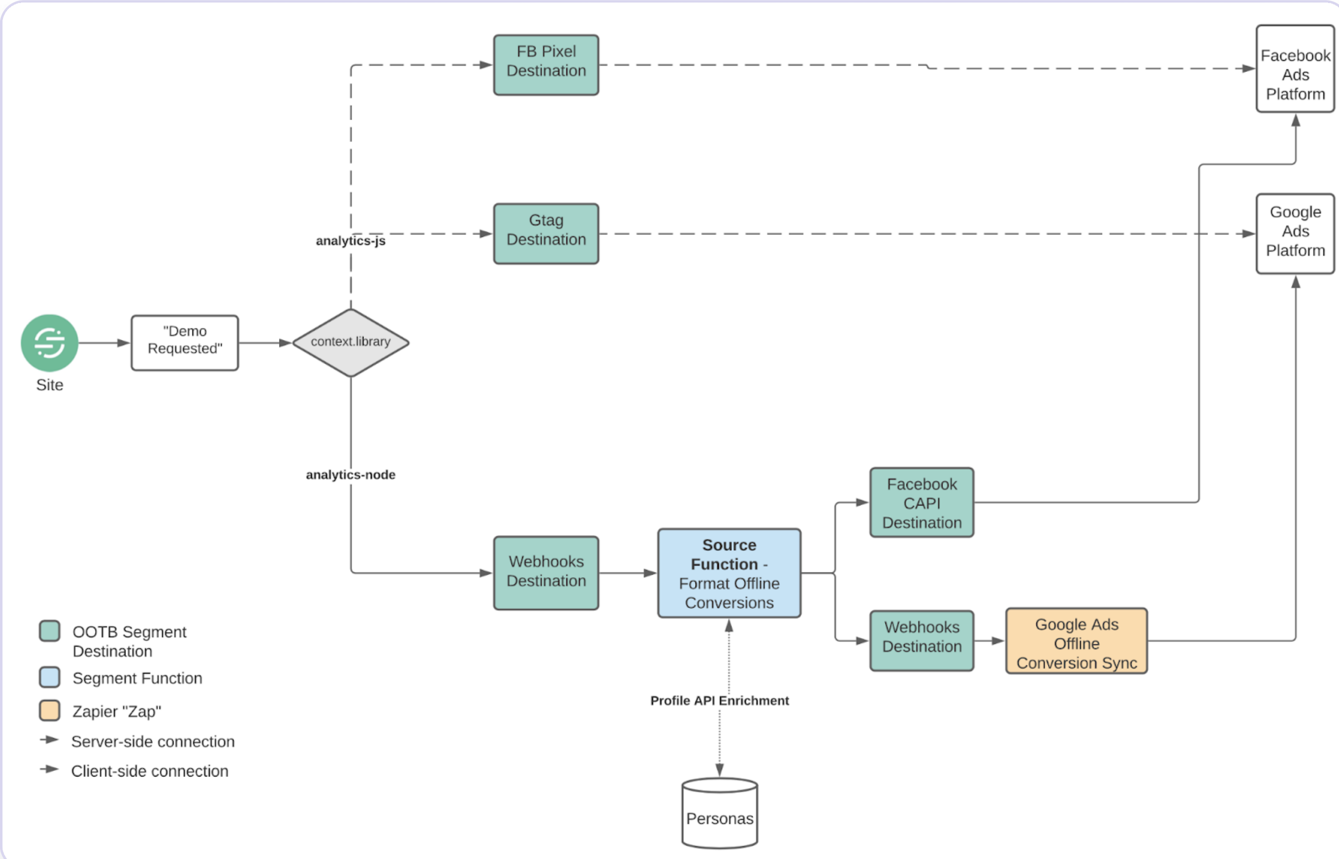
At Segment, we respect regional privacy laws, and wait until we have user consent before we track. This means we often can't leverage out-of-the-box functionality of Google and Facebook advertising platforms, which use information about our customer conversions to help us optimize our ad spend.

To respect user privacy while continuing to execute effective advertising campaigns, we are once again leveraging the power of Segment.

Segment enables our Marketing team to invest in more respectful, accurate, and effective approaches to ad targeting using first-party customer data, or data that our users have consented to share with us.

If users are already opted-in when they visit our site, we can use a traditional ad pixel to track when that user converts. But if consent only comes later, we use Segment to collect and enrich data from that point, and pass it along via offline conversion channels. This parallel approach gives us maximal control over what we do with our user data, while ensuring we never drop critical conversion events.

We're even able to customize the ad messaging based on data powered by Segment, like the user's behaviors, role, and interests.



Workflow connecting Segment to Facebook and Google ad platforms to retarget users more effectively and respectfully

Using this workflow, we've gained a more accurate and complete view of our conversion funnels. We've also improved Return on Ad Spend while respecting consumer privacy and setting ourselves up for long-term success in the changing advertising landscape.

The biggest impact to the business has been a decrease in cost per MQL (Marketing Qualified Lead) on Google paid search by ~33%. Google represents one of our largest marketing expenses, so the cost savings has been a significant win for our team.

For a step-by-step guide on how to retarget customers with the Facebook Conversions API, read the recipe here.

How Segment uses Segment: Sales

While our marketing team is hard at work driving thousands of "marketing-engaged" leads every month, our sales team is busy converting those leads into paying customers.

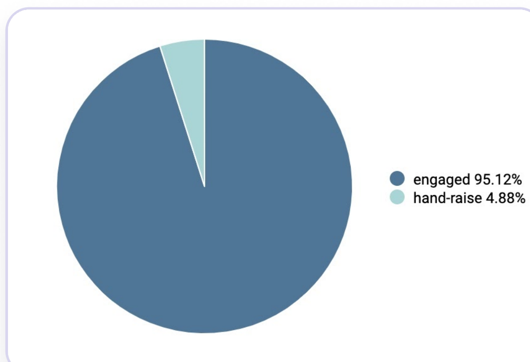
As our customer database grew bigger, our Sales team was having a difficult time knowing which leads to spend time on. They were wasting valuable time blasting generic emails to prospects with very few conversions.

To help the Sales team work smarter and improve close rates, we use Segment to power lead scores, identify high intent leads, and automate sales outreach.

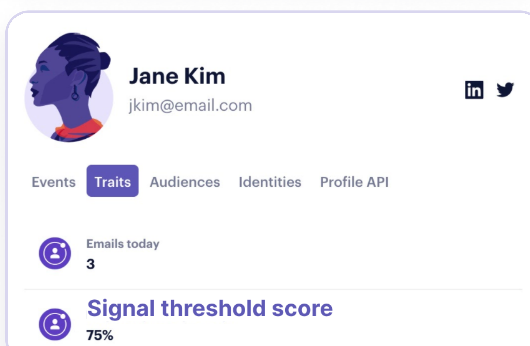
How we improve sales effectiveness with automated "engagement MQL" scores

For every one lead who visits Segment.com and "raises their hand" (or asks to talk to sales) we see 19 prospects engage with us in other ways, including downloading content, investigating our product, or reading our blog. We know outreach to these warm leads (engaged leads) will yield 2x-3x better results than conventional outbound methods, but we also can't afford to reach out to every person in this large pool.

To increase efficiency, our Data Science team created a model to automatically assign engaged leads a "Signal Threshold Score" based on their behavior, firmographics, job title, and evidence of interest from colleagues at the same company. As marketing gets that lead to engage with us more, their score tends to go up.



When a lead's score is high enough that we're confident it will convert to qualified pipeline, we use a trigger in Segment Personas to update them as a Marketing Qualified Lead (MQL) – which the Sales team then focuses on.



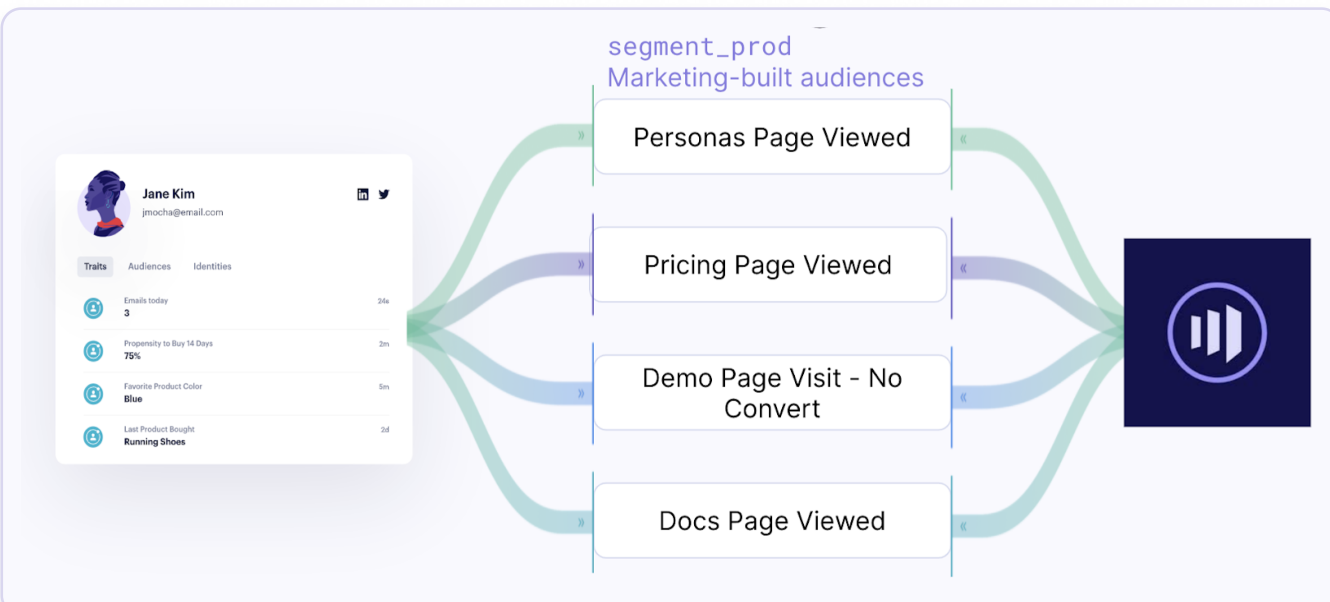
As a result, outbound sales reps know where to spend their time. In fact, the team has increased outbound pipeline 10% by focusing their time on MQLs and leads with higher Signal Threshold Scores.

How we automate workflows for high intent leads

Focusing our sales reps on the right leads is only the first step! I To make our outreach stand out from the crowd, we also need to help those representatives craft high-quality, personalized sequences.

Though a prospect's whole history tells us how familiar they are with our product, we know that recent activity matters most. In some cases, those recent actions include inviting a teammate into the Segment product or signing up for a webinar. But there are many other behavioral patterns that we could target with pre-crafted templates. The question was: what were those patterns?

We gathered stakeholders from the Marketing, Sales, Business Insights, and Data Science teams to identify the behavioral signals of a high intent lead. The teams determined that certain events like visiting the demo page, pricing page, or docs page show high intent and that the lead is demonstrating an immediate need for Segment. Each one of these patterns could quickly be converted into a Personas audience.



Segment lets us quickly prototype and test different behaviors and audiences to refine our patterns. It also lets us easily forward this information to Salesforce.com and Outreach.io, where our templates are waiting.

As a result of this program, our Sales and Marketing teams have been able to identify 25% more warm leads that they were unable to effectively target previously. Between this program and our prioritization model, we have increased productivity per sales rep by 64%.

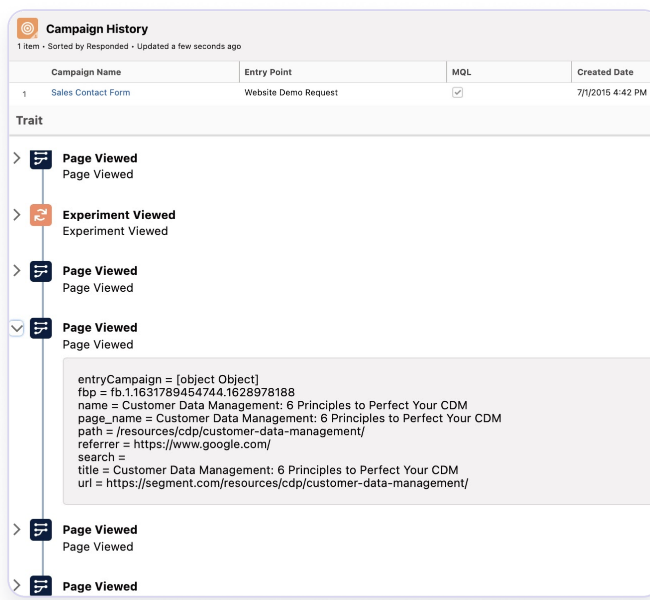
How we enable behavioral deep-dives in our CRM

Within the confines of a CRM like Salesforce, we have to choose between usability and richness. For example: a Salesforce campaign is designed to represent an action, something like “this user signed up”. We use campaign enrollment to help trigger routing, enrichment, and other critical sales processes.

As we make decisions about what to include as a campaign, we’re faced with an unfortunate tradeoff. On the one hand, more campaigns give us more granular information. Campaigns could represent something as small as a click from a paid ad, or opening an email. However, as we define more actions as campaigns, it’s easy to accidentally slow things down, like our system hitting limits, or our reps having to spend more time looking through complex lead histories to understand what’s important to know.

The power of Segment is that we don’t have to make that tradeoff: we can be very conscious of the things we want to expose “above the fold” as campaigns in Salesforce AND give our sales reps access to granular details leveraging Segment.

For instance, we leverage Segment (via the Personas Profile API) to surface granular details in Salesforce about the prospect’s entire journey so sales reps can craft perfectly tailored outreach – no extra infrastructure needed!



Segment makes it easy to collect and display those events through one pane of glass - no more sending sales reps to a different platform to get the answers they need. We are able to easily customize what’s shown, leveraging every bit of data that we collect. This capability ultimately empowers our Sales team to be more effective and efficient.

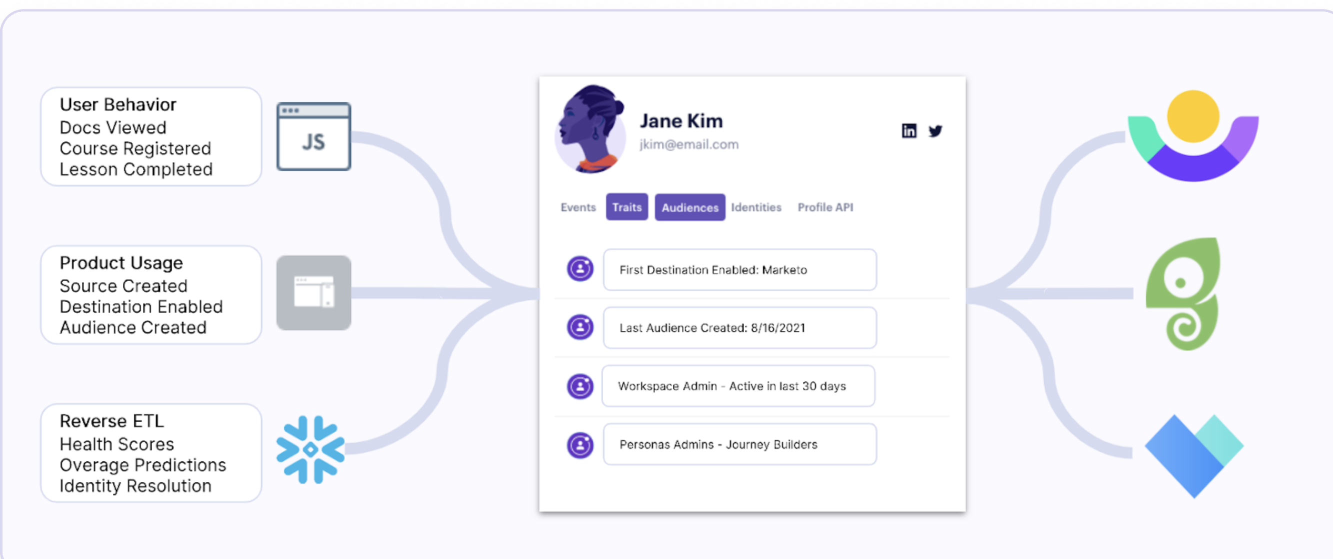
How Segment uses Segment: Customer Success

Customer acquisition often takes the spotlight when it comes to conversations on growth and business performance. But it's only half the battle. After onboarding new customers onto our platform, it's time to focus on retention.

For our Customer Success team, this means getting customers to value as quickly as possible, monitoring and maintaining customer health, and identifying opportunities for expansion.

As is the Segment way, these Customer Success initiatives are powered by data, which is consolidated from our website, servers, and data warehouse. This data is then fed into Personas to create unified customer profiles that offer real-time insight into account- and user-level behavior.

Here's a deeper look at how our Customer Success team leverages Segment to drive activation, implement personalized campaigns, and scale operations through automation.



Segment's Customer Success tech stack

How we personalize onboarding to drive activation

There's a narrow window for customer activation: the first two weeks are critical for helping users get to value.

But value can be subjective (what's relevant to an engineer may be irrelevant to a marketing manager, and vice versa). This distinction between technical and non-technical roles is the starting point for our Customer Success team, who created two different onboarding paths to reflect these different job functions.

Throughout a customer's first two weeks, the CS team launches a personalized messaging campaign based on users' in-app behavior. For instance, the CS team can use Computed Traits to see if a customer has added a new data Source, and whether or not that Source is active. If it's inactive (i.e. data isn't flowing through it yet), the CS team can automatically send this customer a link to the right technical documentation.

> "It would be impossible to provide this type of personalized onboarding support to customers at this scale without using Segment ourselves."
>
> Matt Smidebush
> Senior Regional Director, Customer Success Programs

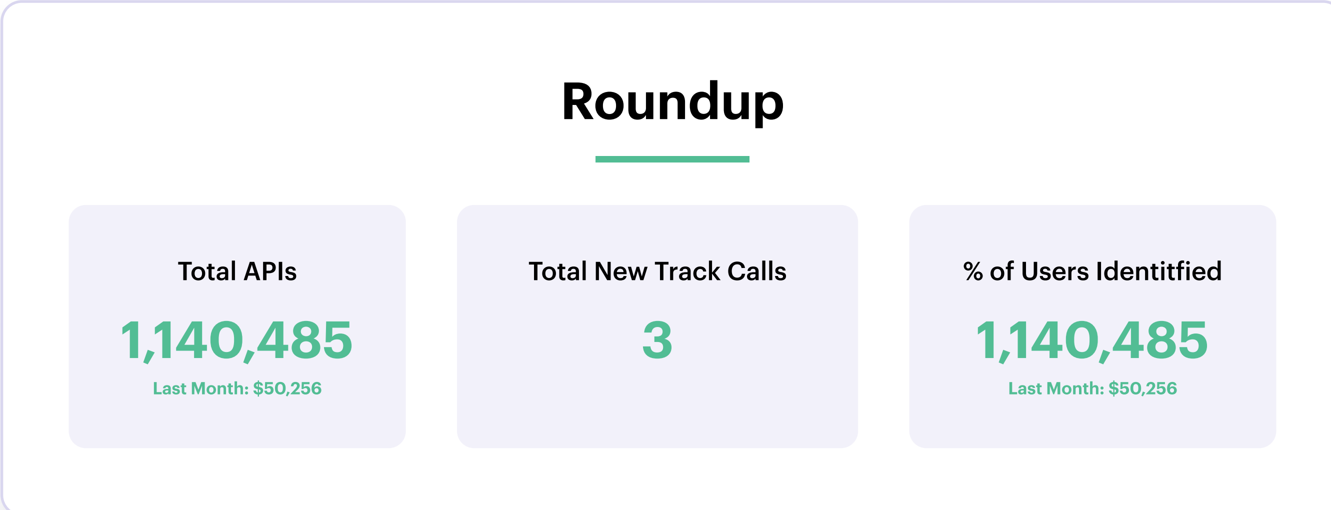
And even though activation can be a slow-moving metric, it still packs a punch. In fact, at Segment we found that even a 1% increase in activation can grow to $1.5 million in annual recurring revenue (ARR) over five years.

How we scale CSM's with Monthly Metrics

Top of mind for our CS team is customer engagement. That is, ensuring customers remain active Segment users, and are aware of new value-adds: from recently released features to new product capabilities.

To do this, we empowered Customer Success Managers with automated monthly metrics reports. These reports are a roundup of how customers are using Segment (built with SQL Traits), offering a snapshot of which Sources and Destinations were set up, which tracking calls were implemented, and more.

To ensure these reports were being sent to the right person on each account (for best visibility) the CS team built a SQL trait in Personas to identify an account's most active user(s) or new users that were recently added.



Automated Monthly Metrics Reports

These emails have created a new, value-driven and data-powered touchpoint to engage our customers – and with great success. Not only has the feedback from customers been overwhelmingly positive, but these emails have also helped re-engage users who had formerly been unresponsive. (One Account Executive said these reports prompted a customer to reach out after six months of radio silence.)

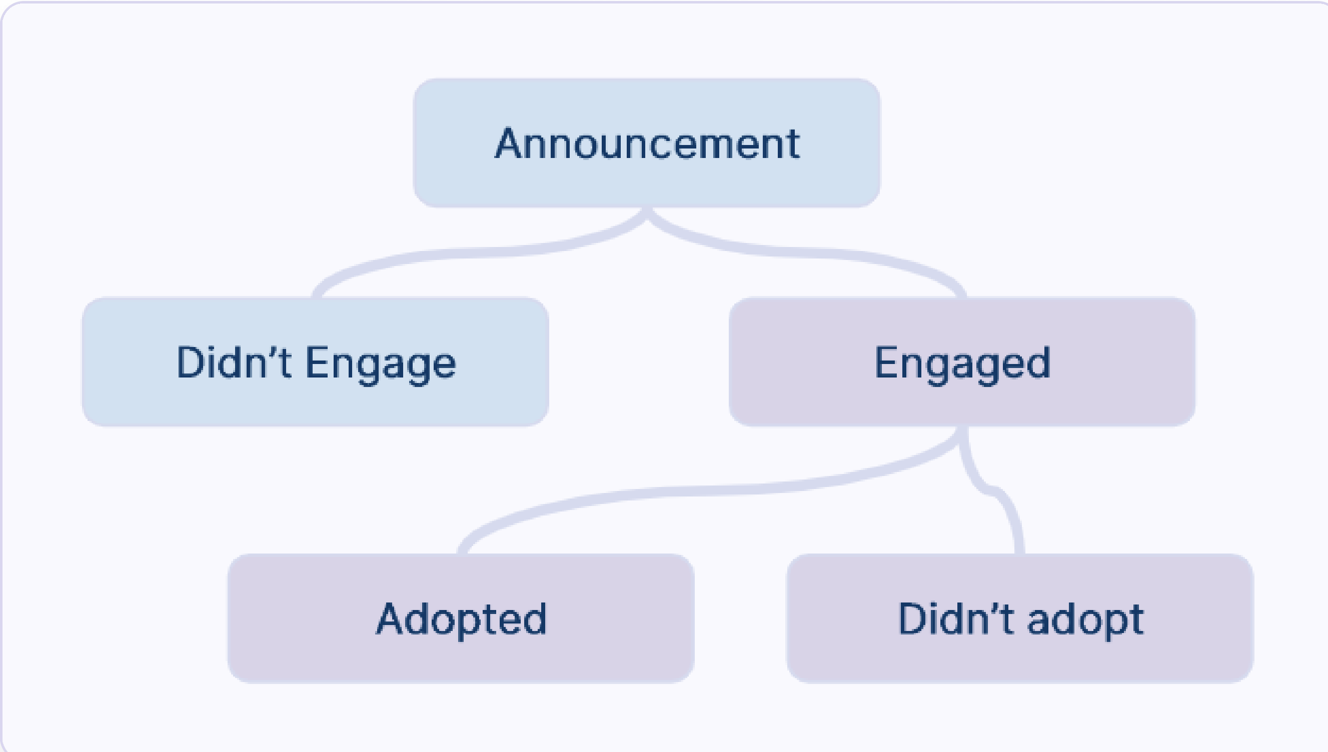
How we drive product adoption

Customer Success is a cross-functional role, often working with Product and Sales on customer expansion. A prime example of this is with new product launches, and driving adoption among existing customers.

Usually, the kickoff of a product launch begins with a widespread announcement: here's what's new, how it works, and so on.

But the CS team goes a step further: first, they look at buy-in among existing customers – have they started using the product already?

In Personas, the CS team can create different audiences to separate early adopters from non-adopters, and use this data to personalize product-adoption campaigns. For example, someone already familiar with a new feature may be better served by receiving technical documentation rather than onboarding resources.



How we prioritize high-value support tickets

Segment provides different plan tiers for customers, which come with different service-level agreements relating to customer support.

But the Customer Support team had to manually sort through incoming support tickets to identify the plan type to ensure they were responding to customers within the designated SLA.

To make this workflow more sustainable, and avoid long customer support wait times, our team focused on automation.

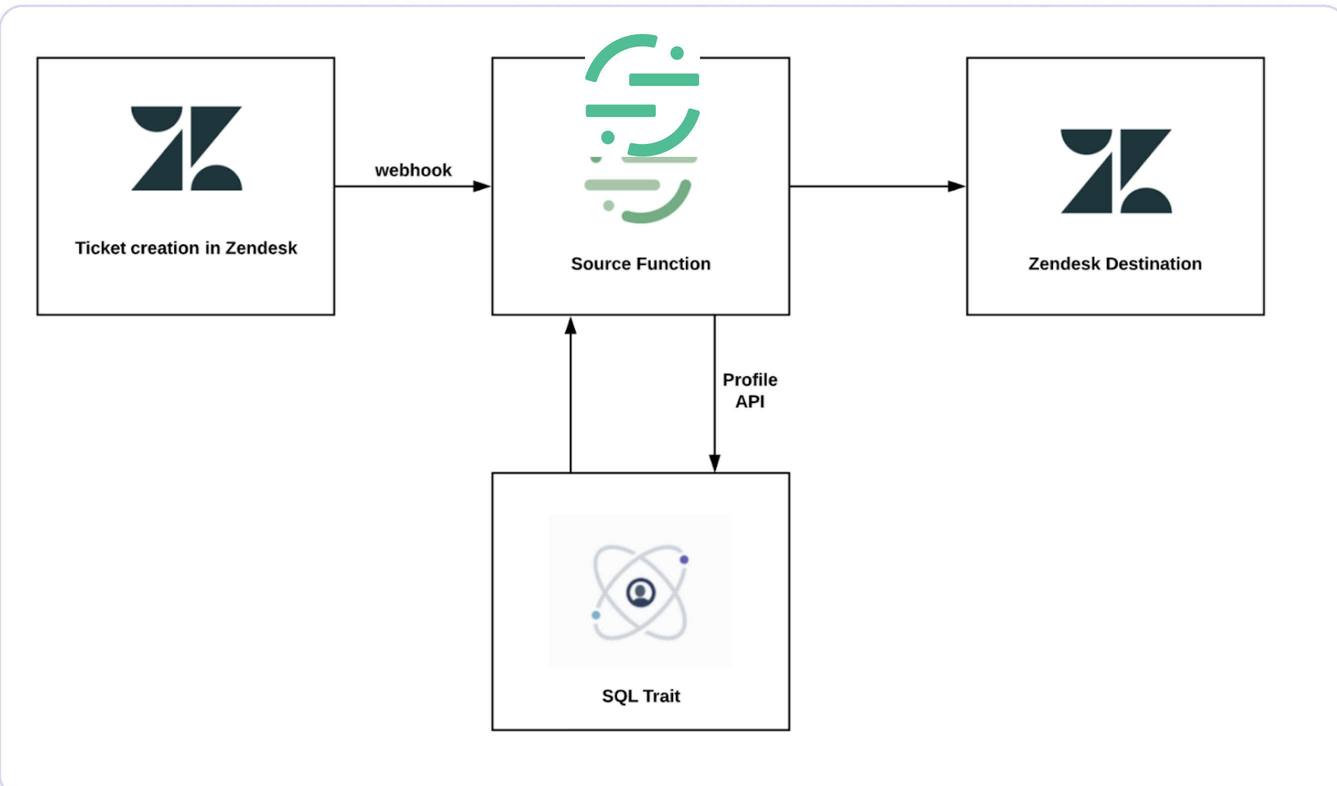
By integrating Segment Personas and Zendesk, a customer's plan tier would automatically be identified when they submitted a ticket, and then prioritized in the queue based on the agreed-upon SLA.

Here's an overview of how this works:

1. The team created a webhook to send data to a custom Source set up in Segment whenever a new ticket is created in Zendesk.

2. In Personas, a SQL trait was used to pull specific customer details from their Profile (i.e. plan tier).

3. This data was then sent to Zendesk (set up as a Destination) to update the customer support ticket with the correct SLA.



Customers on higher-tier plans are now easily identified and receive a faster, better support experience.

You can read the full recipe on how to set this up here.

How we power quantitative health scoring

We've developed a framework for measuring customer health, consolidating data from both the Segment app and Personas Computed Traits to understand:

- How many Sources a customer has set up
- What tracking they've implemented
- How they're acting on data
- Their investment in business intelligence
- If they're acting on intent (e.g. using Segment as they initially specified)

We've learned that these are key indicators of how successfully a customer is using Segment. With these benchmarks in mind, our CS team began organizing customers into time-specific cohorts, depending on when they started using Segment. From there, it became clear that the average time it takes for a customer to reach initial value – from actively setting up new data sources to acting on intent – is roughly three months.

The CS team then sends this data to Vitally: a customer success tool that offers analytics automation and helps with project management. With Vitally, CS can monitor customers' product usage and how they're engaging with customer success campaigns. The team regularly shares this data with Account Managers to track customers' progress and proactively address any areas of concern (e.g. delivering a technical business review or hosting a strategic Personas workshop).

> "As we gather more data on customers' in-app behavior and internal engagements, we can gain more insight into which interventions are helping to influence renewals and expansions – all while improving our forecasting capabilities. "
>
> Stephanie Cheong
> Manager, Customer Success Operations

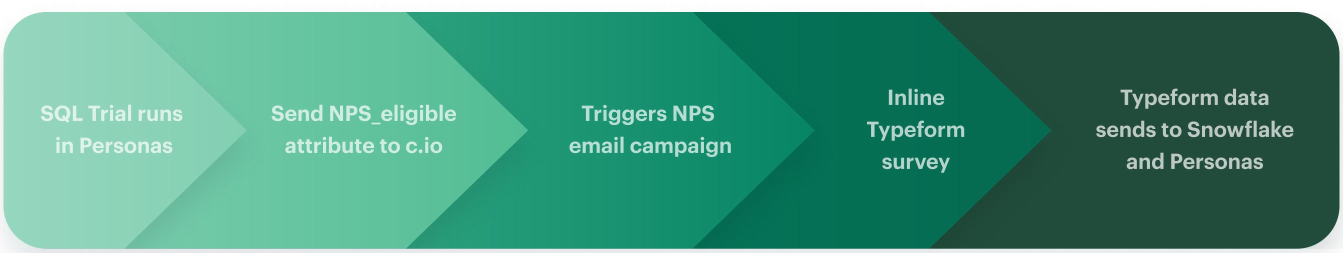
How we increased NPS response rates by 600%

Net Promoter Scores (NPS) are a way of measuring customer loyalty. They're a great way to gauge the overall sentiment customers have for your brand, categorizing users as either promoters, detractors, or passives.

But at Segment, we were finding it difficult to leverage our NPS data in a meaningful way. The first issue was low response rates. The tool we had been using for our email campaigns was restrictive, and messages were often getting flagged as spam in users' inboxes, or being sent to customers who had churned. Then, to access this data, our team had to perform monthly, manual CSV uploads, which was a drain on resources.

To fix this, we first switched to Customer.io (which has a pre-built integration with Segment) to run our NPS email campaigns. We also switched our NPS tool to Typeform, which allowed us to embed the first NPS question into our emails (and also integrated seamlessly with Customer.io). Then, through Segment, we were able to connect these tools to Personas and our data warehouse, to ensure that:

- Email campaigns were personalized and only targeted more active customers.
- We could leverage Personas to build NPS eligibility audiences.
- Individual responses were tracked in real-time.
- All data was consolidated in our data warehouse.



With this new workflow, we saw NPS response rates increase by an astounding 600%, showing the power of providing a better customer experience and having a reliable data infrastructure in place.

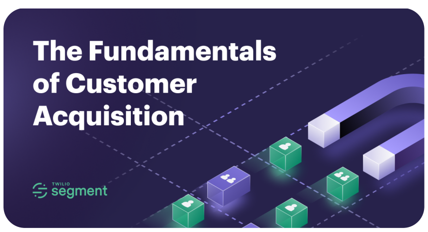
Conclusion

At Segment, we've seen firsthand the success that comes with breaking down data silos, democratizing access to data across teams, and using these insights to shape business strategies and more effectively engage customers.

This is how we've been powering our go-to-market engine: from driving qualified pipeline, to personalizing in-platform experiences, and using automation to increase productivity. And none of this would have been possible if we hadn't been using our own platform.

Schedule a demo to learn how to empower teams across your organization with Twilio Segment.

Want to learn more?



The Fundamentals of Customer Acquisition

We share a comprehensive overview of the channels, strategies, and best practices that will help you master the art of customer acquisition.

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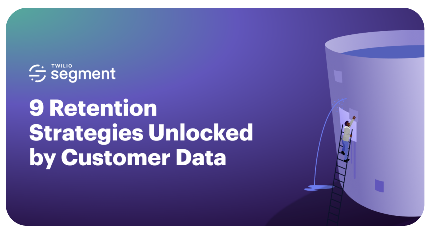

9 Retention Strategies Unlocked by Customer Data

Learn 9 retention strategies that leverage customer data to drive loyalty and lifetime value.

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10 customer engagement strategies that actually work

We compiled a list of the 10 essential customer engagement strategies shared at SIGNAL conference, from leaders at Peloton, Intuit, and more.

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