

# **50 CDP Use Cases to Drive Growth:**

Customer data use  
cases to empower  
every team



# 50 CDP use cases to drive growth:

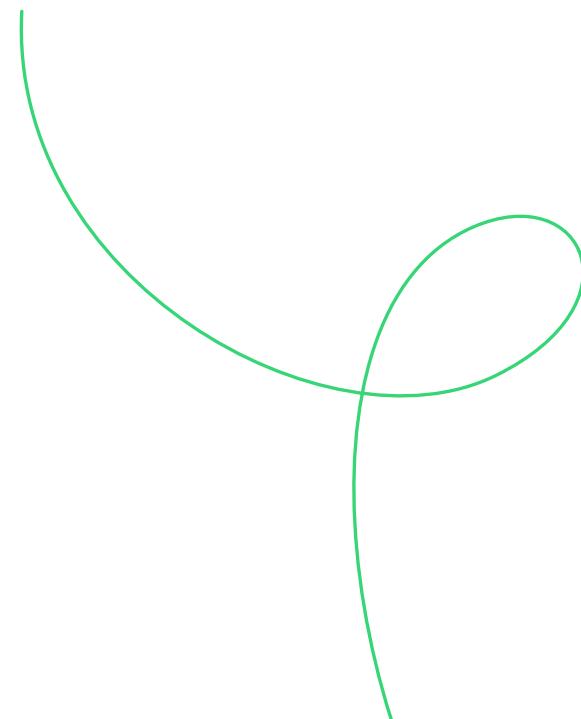
## Customer data use cases to empower every team



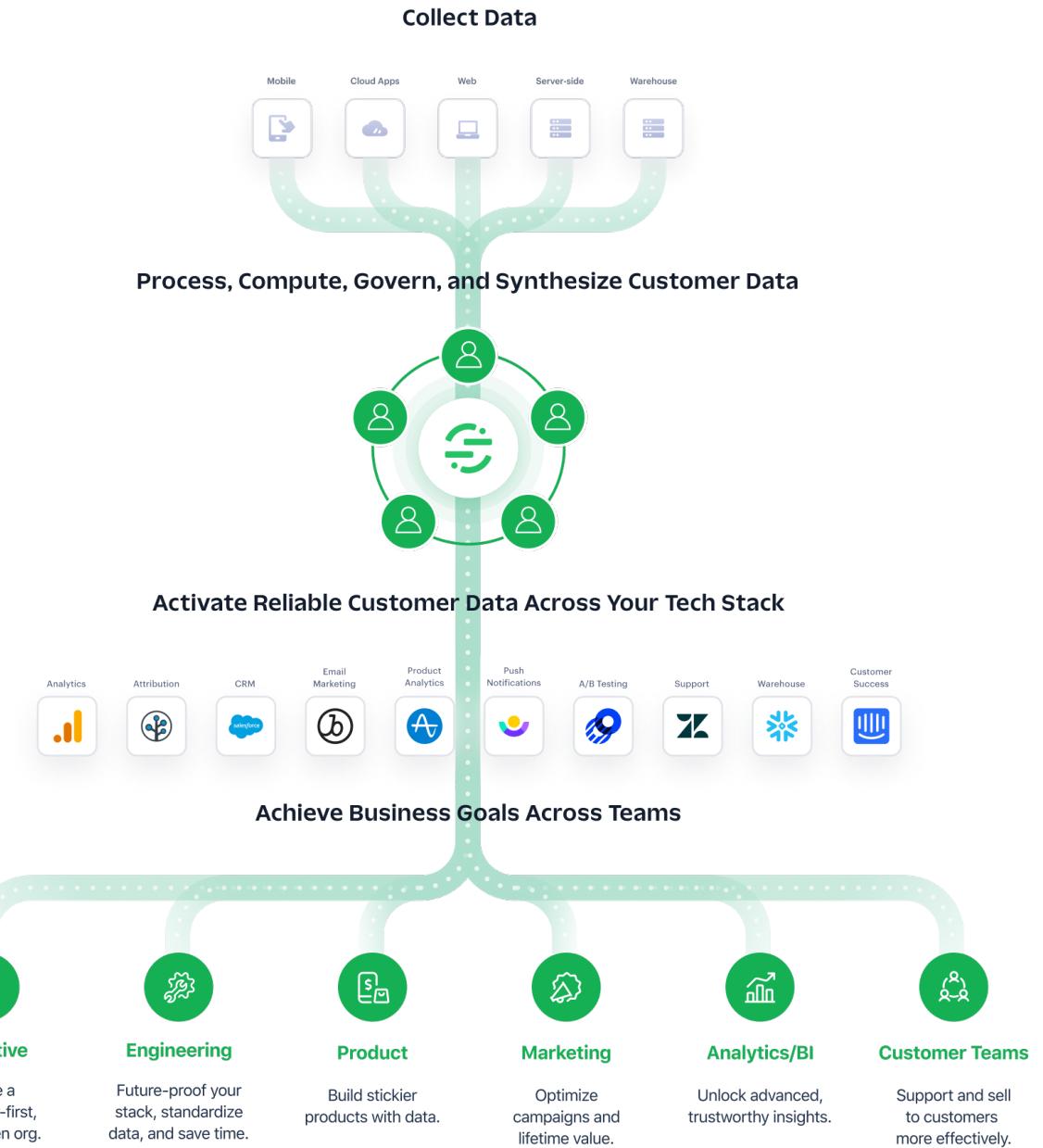
Good customer data drives growth, and Customer Data Platforms (CDPs) are essential to activating on good customer data.

CDPs enable data-driven decision making, faster innovation, customer-centric thinking, and personalized customer experiences. The world's most innovative companies use CDPs to empower every team with reliable customer data.

This book provides real examples of how 50 teams across marketing, product, engineering and more are using CDPs to increase revenue, power innovation, optimize customer experiences, and achieve their business goals.



# **Empower every team with good data**



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# Executives

## Standardized data for all teams.

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Executives rely on CDPs to give every department trustworthy data and the same view of the customer. Organizations that have CDPs make confident decisions quickly and innovate faster.

## Executive teams **with** a CDP benefit from:

- ✓ Access to trustworthy, standardized customer data
- ✓ A more data-driven, customer-centric organization
- ✓ Improved KPIs
- ✓ Increased efficiencies across teams

## Executive teams **without** a CDP struggle with:

- ✗ Inconsistent, siloed data
- ✗ Poor strategic decision-making
- ✗ A limited understanding of the customer journey
- ✗ Difficulty measuring performance
- ✗ Inefficiencies: too much time spent wrangling data



**USE CASE**

Standardized data for all teams.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

USA

**CHALLENGE**

IBM Cloud needed to improve its customer data infrastructure to keep up with surging customer expectations and rapid growth.

**SOLUTION**

IBM Cloud implemented Segment to standardize data collection and power their tech stack with consistent data.

**RESULTS**

IBM Cloud uses standardized data to empower teams with better customer insights and uncover expansion opportunities that increased revenue 70%.

[Read the full customer story](#)

*"At a large company like IBM, you will have marketing data, sales data, product data, support, and CS data. For us, the design of the tech stack and the role of the CDP is to bring all of that data together at the moments of truth so we can drive a superior customer experience."*



**Neel Adhya**

Chief Digital Officer, IBM Cloud

**USE CASE**

Standardized data for all teams.

**INDUSTRY**

Media

**HEADQUARTERS**

USA

**CHALLENGE**

Fox, which has millions of digital users across 30+ applications and websites, struggled with fragmented and siloed data across business units and tools.

**SOLUTION**

Fox implemented Segment to collect and standardize data across business units, channels, and properties and create a centralized source of truth for their data.

**RESULTS**

Fox created one single source of truth for their data, thereby maintaining and improving data consistency, trust, and access. Fox is able to improve the customer experience with a single view of the customer and achieve strategic business goals with standardized data.

[Watch the full video](#)

*"At Fox we have to collect the data in the same way so that when you bring it together, it's useful. Now that we have all the data in one unified place, Segment, we can make decisions, improve products, and treat users the way they want to be treated."*



**Daryl Bowden**

Senior Vice President of Technology, Fox USA

**USE CASE**

Standardized data for all teams.

**INDUSTRY**

Media

**HEADQUARTERS**

USA

**CHALLENGE**

Meredith Corporation is the parent company to 30+ publications, including brands like People and Sports Illustrated. Meredith Corporation's customer analytics strategy differed across brands and prevented enterprise-wide data analysis and content optimization.

**SOLUTION**

Meredith Corporation implemented Segment to centralize data collection and make standardized data available across teams and brands.

**RESULTS**

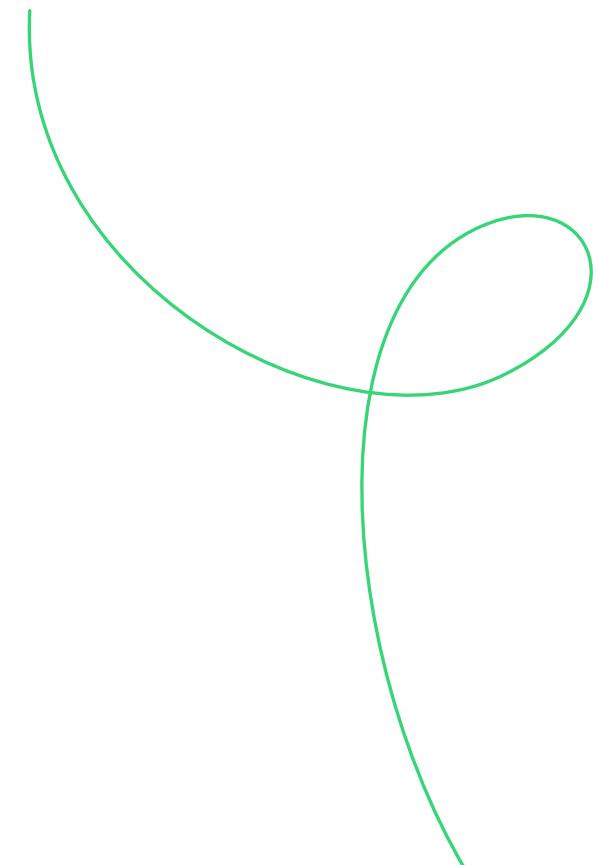
Meredith Corporation gained an enterprise-wide view of consumer insights and is a more data-driven organization. Teams can now create dynamic consumer profiles and use them to guide media execution, optimize content recommendations, improve product development strategies, and inform business decisions.

**[Read the full customer story](#)**

*“Segment enabled us to streamline the data capture process while maintaining flexibility to customize per brand as needed.”*

**Grace Preyapongpisan**

Vice President, Meredith Corporation



**USE CASE**

Standardized data for all teams.

**INDUSTRY**

QSR

**HEADQUARTERS**

Canada

**CHALLENGE**

Jersey Mike's had limited visibility into their customer data. As a result, they struggled to improve the user experience for online ordering.

**SOLUTION**

WWT helped Jersey Mike's rebuild their mobile app and online ordering system. Segment centralizes Jersey Mike's customer data and provides a streamlined view of the customer journey.

**RESULTS**

Jersey Mike's gained deeper customer insights and the ability to activate its data to improve the digital customer experience. As a result, Jersey Mike's saw an increase in mobile app users, engagement, and revenue.

**Read the full customer story**

*"Twilio Segment is the source of truth for our data. All of our data goes into Twilio Segment, and then we send our data to Amplitude and Iterable to create a seamless experience and send personalized, relevant messages across channels."*

**WWT (World Wide Technology)**  
Jersey Mike's agency partner

**USE CASE**

Standardized data for all teams.

**INDUSTRY**

Consumer Products

**HEADQUARTERS**

USA

**CHALLENGE**

Daily Harvest struggled with fragmented and difficult to access customer data. Company-wide teams needed a single source of truth to double-down on personalizing the customer experience.

**SOLUTION**

Daily Harvest built a robust data platform that spans every customer touchpoint and enables the company to more effectively use standardized data.

**RESULTS**

Daily Harvest uses Segment to move quickly and be more data-driven and customer-centric. The engineering team is able to focus on creating personalized experiences, instead of writing connections. The marketing team is able to more precisely target email communications based on customer interest.

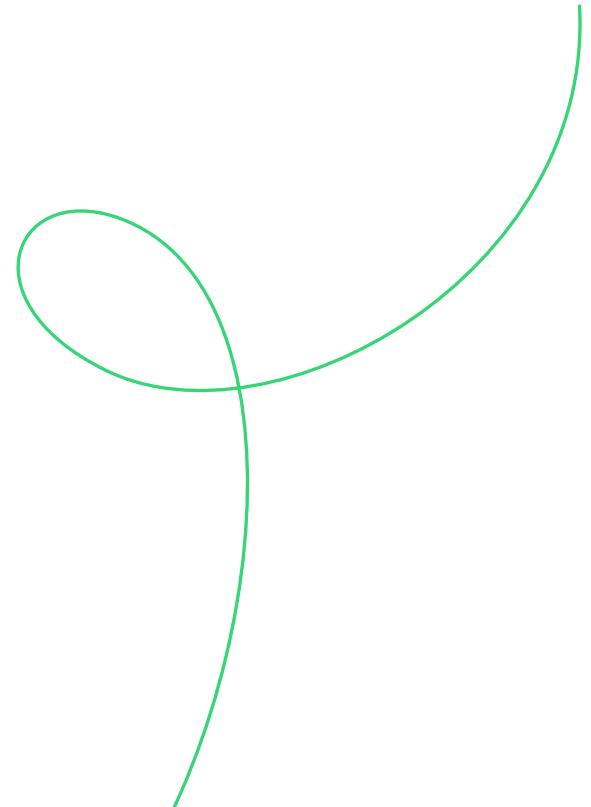
[Read the full customer story](#)

*"Segment is powering the traits that we use to differentiate."*



**James Riso**

VP of Insights and Analytics, Daily Harvest



**USE CASE**

Standardized data for all teams.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

USA

**CHALLENGE**

LogMeIn struggled to manage customer data in a consistent and useful way. Teams across the company didn't have the analytics tools they needed to execute a comprehensive strategy.

**SOLUTION**

LogMeIn implemented Segment to power standardized customer data that can be used for a variety of tools. The customer data platform allowed their engineering team to collect data once and then route it to other destinations, saving a lot of time on analytics instrumentation.

**RESULTS**

LogMeIn now gives company-wide teams access to trustworthy customer data and a “common language” for event tracking for better collaboration. Segment helped LogMeIn modernize their data infrastructure and enabled them to easily implement best-of-breed point solutions.

[Read the full customer story](#)

*“We needed a standardized data platform to collect information at a high velocity across all of our products and platforms, then send that out to all of our team members who needed it. Investing the time to build the single source of truth was critical to our business.”*



**Jon Borthwick**

Vice President, Business Strategy & Operations,  
LogMeIn

**USE CASE**

Standardized data for all teams.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

Barcelona, Spain

**CHALLENGE**

TravelPerk struggled to reconcile metrics across tools and establish a clear source of truth for KPIs.

**SOLUTION**

TravelPerk implemented Segment to establish a unified, scalable data pipeline and improve data accessibility across teams.

**RESULTS**

Every TravelPerk employee now has visibility into and uses Segment data. For example, since implementing Segment, the Finance team automated manual COGS analysis, the Product team can do more advanced product analytics, the marketing team has a complete view of referral and conversion activity, and the customer team can resolve customer support issues more effectively.

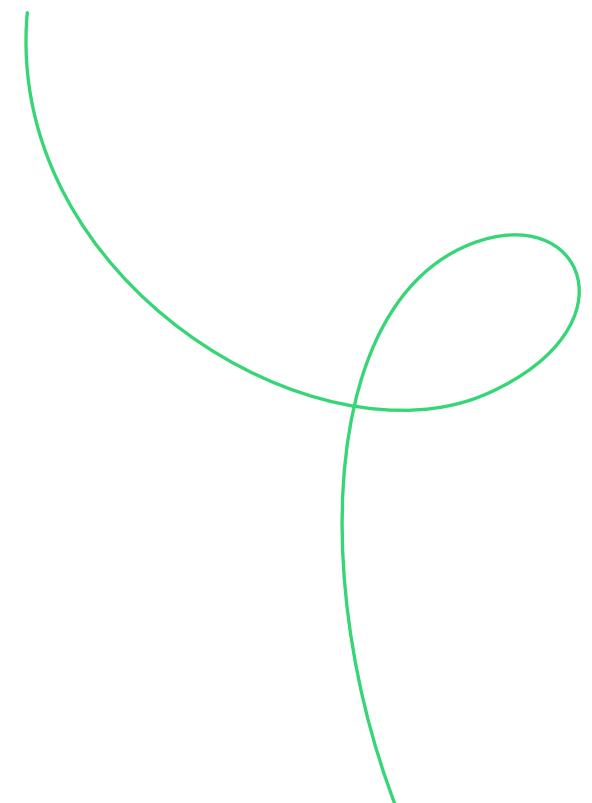
[\*\*Read the full customer story\*\*](#)

*"Every TravelPerk employee uses Segment data."*



**Benjamin Magnan**

Product Lead, TravelPerk



# Engineering

## Future-proof your stack, standardize data, and save time.

---

High performing engineering teams rely on CDPs to accelerate innovation. CDPs save time so engineers can focus on achieving business goals, instead of building and maintaining data pipelines and standardizing data. Engineering organizations that use CDPs are able to move faster, adopt the best tools, and future-proof their stack.

## Engineering teams **with** a CDP benefit from:

- ✓ Flexibility to quickly adopt their desired tech stack
- ✓ Higher productivity and efficiencies
- ✓ Leverage against vendor lock-in
- ✓ Increased engineering efficiencies not doing tedious data and connection work
- ✓ Improved speed and efficacy towards growth goals
- ✓ Happier engineers

## Engineering teams **without** a CDP struggle with:

- ✗ High resource costs building and maintaining data pipelines and ETL
- ✗ Customer data that is siloed, difficult to access, or resource intensive to make usable
- ✗ Being slower to innovate
- ✗ Low morale due to tedious work



# staples<sup>®</sup>

## USE CASE

Future-proof your stack, standardize data, save time and money.

## INDUSTRY

Retail

## HEADQUARTERS

Canada

### CHALLENGE

Staples Canada had siloed and limited access to their customer data resulting in limited customer cohorts for marketing which created missed opportunities.

### SOLUTION

Staples Canada implemented Twilio Segment to centralize and enrich their customer data, and modernize their tech stack using real-time data and integrated web analytics.

### RESULTS

Segment enabled the Staples Canada engineering team to save time by connecting new tools to their desired stack quickly and easily, and powering those tools with trusted data. Segment also enabled Staples Canada to save money by lowering their monthly cloud computing costs (GCP costs). With unified customer data and other efficiencies, the team is able to focus on improving the overall customer experience.

[Watch the full video](#)

*"As we were going through a replatforming, we switched out a lot of tools. We went with a lot of tools that had pre-built Segment integrations, which made it very fast and easy to get data flowing."*



Aaron Carter

Sr. Manager, Data Science, Staples Canada

**USE CASE**

Future-proof your stack, standardize data, save time and money.

**INDUSTRY**

Retail

**HEADQUARTERS**

Europe

**CHALLENGE**

Cimpress, the parent company of multiple global brands like Vistaprint, struggled to manage an inflexible, monolithic tech stack while giving local markets the freedom to build or buy the solutions they need.

**SOLUTION**

Segment was implemented in two markets to standardize customer and behavioral data and easily connect the stack.

**[Read more details from the customer interview](#)**

*"Our biggest challenge was that our stack was monolithic and inflexible."*

*"The technology we adopt should be extensible, it should be API first, and there should be an engineering-first mindset. If you take Segment, if you take Algolia, these are all engineering-first, API-first products."*



**Abhishek Dwivedi**  
Senior Director of Technology, Cimpress

**USE CASE**

Future-proof your stack, standardize data, save time and money.

**INDUSTRY**

Retail

**HEADQUARTERS**

USA

**CHALLENGE**

Good Eggs needed a centralized data strategy and more flexible data architecture to drive advanced customer insights and growth – and they needed to do this without putting a significant tax on engineering resources.

**SOLUTION**

Good Eggs implemented Segment to unify customer data, drive engineering efficiencies, and deliver the customer insights to innovate faster.

**RESULTS**

Good Eggs saved hundreds of hours in engineering time maintaining data pipelines. With these efficiencies, the Good Eggs team is able to focus on building features and products that improve the shopper experience.

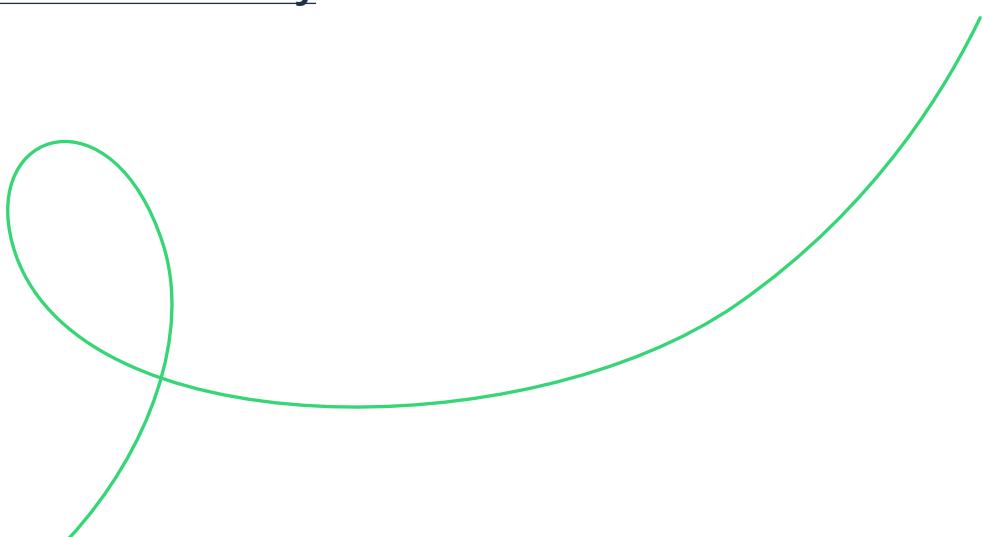
**Read the full customer story**

*"Segment has proven not only to be simple, fast, and reliable—but also an accelerant. Engineering can now focus on features and use cases, rather than infrastructure to get our events from the edge to downstream systems."*



**Bob Zoller**

Founding Engineer, Good Eggs



# CrossFit

## USE CASE

Future-proof your stack, standardize data, save time and money.

## INDUSTRY

Consumer Goods & Services

## HEADQUARTERS

USA

### CHALLENGE

CrossFit needed to better understand customers across their three distinct business lines. Creating a new data-driven approach proved difficult. Data collection, cleansing, and activation across product and service lines wasn't a top priority.

### SOLUTION

CrossFit focused on their long-term data architecture and built a modern data foundation with Segment Connections. Pulling data from third party tools enabled CrossFit to sync that data with Segment and send it to downstream tools and their data warehouse.

### RESULTS

CrossFit now has centralized data and has built a customer source of truth with accurate data from a variety of connected sources. CrossFit teams have a deeper understanding of customers, enabling them to consolidate tools and reduce the cost of maintaining duplicative resources.

[Read the full customer story](#)

*"At the beginning, we didn't have the right tools to get the job done. We needed to build a reimagined, long-term data architecture with consolidated data from multiple business units, and the ability to reach customers and scale as the business grew. This is where Segment came in."*



**Jay Meyering**

Senior Software Development Manager, CrossFit

## ClearScore®

### USE CASE

Future-proof your stack, standardize data, save time and money.

### INDUSTRY

Financial Services

### HEADQUARTERS

England

#### CHALLENGE

ClearScore was expanding globally and the team was concerned about the amount of investment it would take to maintain and scale their home-grown data infrastructure solution as they entered new markets.

#### SOLUTION

ClearScore did a thorough build-versus-buy evaluation and found Segment to be the only solution suitable to their needs. ClearScore implemented Segment to replace the homegrown solution, reducing the maintenance overhead of gathering data and enabling the team to rapidly test new tools and develop a growth stack.

#### RESULTS

ClearScore preserved engineering resources and reduced costs. ClearScore saved months on configuration and ongoing maintenance, resulting in 25% of engineering resources freed up from maintenance work, and a 3x cost savings versus their in-house solution.

[Read the full customer story](#)

*"The cost of a Segment investment completely blew our in-house options out of the water. It was a no-brainer in terms of cost."*



Klaus Thorup

Chief Technology Officer, ClearScore

# TRADESY

## USE CASE

Future-proof your stack, standardize data, save time and money.

## INDUSTRY

Retail

## HEADQUARTERS

USA

### CHALLENGE

Tradesy needed to centralize and capture more holistic customer data to improve conversion rates and better understand customer behavior. Tradesy's CTO considered building a solution in-house, but building a data collection library, ETL pipeline, and analytics integrations that were reliable and worked across devices would have been a massive undertaking – requiring three people for six months.

### SOLUTION

Tradesy implemented Segment to centralize their customer data and gain a better, more granular understanding of their customers. With Segment's Amazon S3 integration, Tradesy now has a scalable data platform for exploratory analysis on user flows and machine learning for product recommendations.

### RESULTS

Tradesy saved 6 months of engineering time, enabling engineers to focus on product improvements. Tradsey was also able to ramp up the number of data points its team was collecting from 5 to 100, significantly reducing time to insight.

*"We played around and built a couple of prototypes for our own data pipeline, but we quickly realized that it would take three engineers six months to stabilize a platform, and even then it would not be as feature-rich as Segment."*



**Geoff Apps**

CTO, Tradesy

[Read the full customer story](#)

**USE CASE**

Future-proof your stack, standardize data, save time and money.

**INDUSTRY**

Consumer Goods and Services

**HEADQUARTERS**

USA

**CHALLENGE**

Instacart needed a consistent method to collect and manage data so its analytics team could focus on crucial new models and analysis.

**SOLUTION**

Instacart chose Twilio Segment as a single platform for collecting customer data. Using Segment Sources to collect data across applications and third-party cloud services and Segment Destinations to push the data to analytics and marketing tools, Instacart now has a single source of truth for customer behavior.

**RESULTS**

Instacart has saved hundreds of hours in engineering time by testing and implementing tools through Twilio Segment. With data engineering out of the way, Instacart's Growth and Analytics teams can now focus on analyzing the customer and shopper experience.

[Read the full customer story](#)

*"When we first started, we realized we had a lot of disparate data and a lot of customers who were doing a lot of different things, so we needed to make sure our tracking was consistent across platforms."*



**Fareed Mosavat**

Senior Growth Product Manager, Instacart

**USE CASE**

Future-proof your stack, standardize data, save time and money.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

USA

**CHALLENGE**

Rokfin's existing data warehouse solution made accessing holistic customer data ineffective. Rokfin needed to improve its data architecture, make data more usable, and unlock new datasets to create powerful internal and customer-facing dashboards.

**SOLUTION**

Rokfin's data teams gained efficiencies with their data architecture by moving to Segment. Segment Data Lakes and Amazon S3 now serve as the source of truth for all customer data and provide a more scalable, flexible architecture.

**RESULTS**

Rokfin reduced the time spent building and maintaining a data storage system by 20% and decreased data storage costs by 60%.

**[Read the full customer story](#)**

*"Segment Data Lakes saves us time by cutting a step out of moving data to a warehouse. We can now query directly from Amazon S3. Segment also saves us money because we can now query what we want when we want without worrying about costs. In fact, we no longer need a data warehouse."*



**Casey Kent**

Lead Infrastructure Engineer, Rokfi

**USE CASE**

Future-proof your stack, standardize data, save time and money.

**INDUSTRY**

Financial Services

**HEADQUARTERS**

Germany

**CHALLENGE**

TaxFix needed a single source of truth for their customer data that could be integrated with their existing systems quickly. As the team scaled, they wanted to avoid a “data swamp,” which would create bottlenecks and cause data inconsistencies across teams and tools.

**SOLUTION**

TaxFix implemented Segment in one month, instead of spending hundreds of engineering hours building and maintaining an in-house ingestion pipeline. Segment gives the TaxFix teams a unified source of truth for their data and increased confidence in their data and decision making.

**RESULTS**

TaxFix’s engineering team can focus on building and optimizing the product and making an impact on customers, rather than building and maintaining infrastructure.

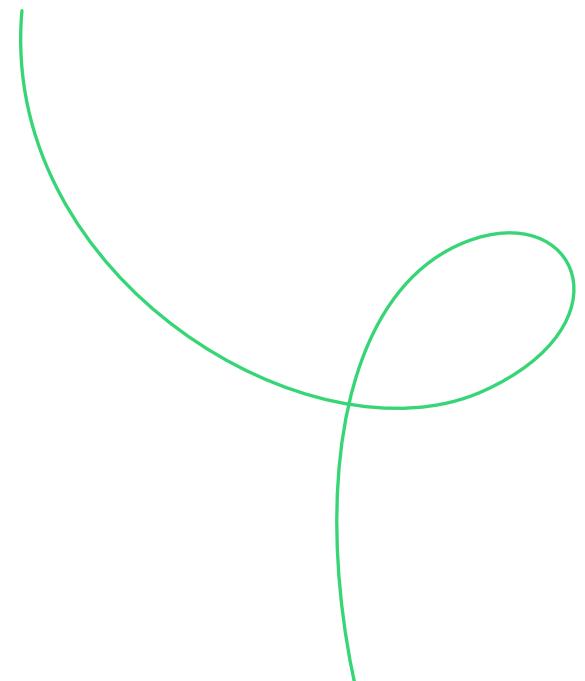
**[Read the full customer story](#)**

*“Segment allowed our engineers to focus on optimizing our product and making a real impact for our customers.”*



Ilya Kozlov

VP of Engineering, Taxfix



# Televisa Univision

## USE CASE

Future-proof your stack, standardize data, save time and money.

## INDUSTRY

Entertainment, Media, and Broadcasting

## HEADQUARTERS

USA

### CHALLENGE

Univision needed visibility into customer behavior to help drive subscriptions for their new streaming service. However, they lacked the infrastructure necessary to collect, unify, and take action on customer data. With the goal of launching ViX within three months and an upgraded version (ViX+) three months later, they needed to track millions of customer data touchpoints.

### SOLUTION

With Twilio Segment, Univision uses the customer data platform for behavior analytics and as a single source of truth for customer data.

### RESULTS

Univision has scaled quickly, connecting to 194 sources and destinations in six months, and achieving 13% MOM increase in AVOD MAUs. With visibility into customer actions, Univision is able to analyze data and create targeted audiences for marketing and advertising campaigns.

[Read the full customer story](#)

*"The full power of Segment lies in the ability to quickly plug into many destinations and provide business value right away."*



**Jay Iyer**

Vice President of Data Engineering, Univision

# Product

## Build stickier products with data.

---

High performing product teams use CDPs to better understand user behavior and uncover meaningful customer insights. CDPs accelerate experimentation and enable personalized user journeys. Product teams use CDPs to improve product adoption, engagement, retention, and other key metrics.

## Product teams **with** a CDP benefit from:

- ✓ Access to a complete view of the customer journey
- ✓ Holistic product analytics to prioritize and make product decisions
- ✓ Personalized customer experiences
- ✓ High velocity experimentation
- ✓ High engagement, adoption and retention

## Product teams **without** a CDP struggle with:

- ✗ An incomplete or basic view of the customer journey
- ✗ Limited product analytics to prioritize and make product decisions
- ✗ Generic customer experiences
- ✗ Siloed, hard to access data
- ✗ Little to no experimentation
- ✗ Low engagement, adoption, and attrition



**USE CASE**

Build stickier products with data.

**INDUSTRY**

Retail

**HEADQUARTERS**

USA

**CHALLENGE**

Imperfect Foods wanted to run more experiments to improve its product without stretching its small team too thin.

**SOLUTION**

Imperfect Foods implemented an experimentation infrastructure using Segment as its CDP, Split.io and AB Tasty for experimentation, Snowflake for data warehousing, and Mode and Amplitude for reporting and product analytics. Segment collects and delivers the unified customer data needed to run effective tests and evaluate results at scale. Imperfect Foods is now able to run more experiments that provide valuable insights without overburdening the team.

**RESULTS**

Imperfect Foods was able to execute 22 experiments in 6 months and saw a 21% increase in retention for the test group on an innovative customer experience experiment. An improved experimentation infrastructure allows the team to explore more ideas and ultimately build better, data-driven products for users.

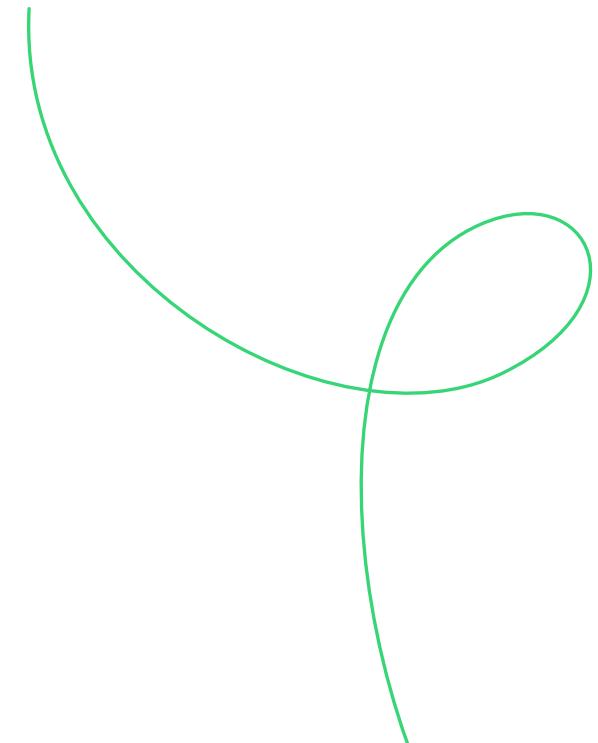
[Read the blog post](#)

*"Segment is the glue that holds our experimentation infrastructure together."*



**Patti Chan**

VP of Product, Imperfect Foods



**USE CASE**

Build stickier products with data.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

USA

**CHALLENGE**

AppDynamics was concerned that a lack of depth and coverage of product telemetry data was preventing product teams from making data-informed decisions. The team needed more granular user engagement data.

**SOLUTION**

AppDynamics implemented Segment as its primary solution for telemetry within the product. Whenever a user or state activity happens, Segment generates events, which are sent to tools like Amplitude, Snowflake, and Tableau for further visualization.

**RESULTS**

AppDynamics achieved significant progress in telemetry with its core products. AppDynamics empowers its teams to use customer behavior to make better decisions.

[\*\*Read the full customer story\*\*](#)

*"We lacked depth because of not fully understanding the behaviors of the customers we were targeting. We didn't know who was using the product. And we couldn't measure the level of engagement accurately enough to identify which accounts were healthy, and which weren't."*



**Animesh Dalakoti**

Senior Product Manager, AppDynamics

**USE CASE**

Build stickier products with data.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

Australia

**CHALLENGE**

MYOB lacked a consistent model for tracking and using customer data, which limited its customer insights and ability to personalize customer interactions. MYOB was providing the same exact trial experience—a critical aspect of the customer journey—across its various product lines to all users.

**SOLUTION**

MYOB implemented Segment to centralize customer data and seamlessly connect data sources. Segment unlocked the ability to easily personalize MYOB's different user journeys.

**RESULTS**

MYOB personalized the sign up flows and trial experiences for their various products, converting 54% more trial users to paid plans. MYOB now has a scalable and unified data strategy and is a more agile organization.

[Read the full customer story](#)

*"A single data flow got us to where we needed to be. It improved our cadence of delivery. We were better able to experiment and take new ideas to market. And from a business point of view, we saw our trial conversion rates go up by 54%."*



**Jay Nawaz**

Head of Product-Platform, MYOB

**USE CASE**

Build stickier products with data.

**INDUSTRY**

Healthcare

**HEADQUARTERS**

USA

**CHALLENGE**

Chopra Global lacked the team and infrastructure needed to build innovative, immersive digital products.

**SOLUTION**

Chopra Global implemented Segment as a core part of their technical architecture and digital platform. Segment saved time and money and gave the product team access to advanced behavioral data and capabilities.

**RESULTS**

Segment enables Chopra Global's small team to focus on building great, data-driven products, instead of spending time on integrations and data connections. Segment also gives Chopra Global the infrastructure needed to scale, turn on new tools as they grow, recruit the best talent, and create a faster, future-proofed organization.

*"Segment saved us time and money, gave us capabilities we never would have had with a small team, and set us up for a data-driven future."*

**Josh Wexler**

Chief Product Officer, Chopra Global

[Read the full customer story](#)

# ABInBev

## USE CASE

Build stickier products with data.

## INDUSTRY

Consumer Goods and Services

## HEADQUARTERS

Belgium

### CHALLENGE

AB InBev's 6 million global retail partners were struggling to leverage the power of digital. To better serve these customers, AB InBev launched BEES, a B2B e-commerce platform that uses real-time data and analytics to make their lives easier and their businesses more profitable.

### SOLUTION

Using Twilio Segment as its customer data platform, BEES can now personalize the customer experience and give retailers the tools and visibility they need to better manage their inventory.

### RESULTS

AB InBev has seen significant growth in its base business, accelerated digital transformation, and strengthened customer loyalty and increased LTV with millions of retailers around the world. BEES collects 3 billion data points per month across web and mobile applications, 1.3 million app orders per week, and has captured over \$7.5 billion in gross merchandise value through the app.

[Read the full customer story](#)

*"We saw a huge opportunity to create business transformation enabled by technology. BEES, our next generation e-commerce platform, not only enables ordering but allows us to build digital relationships with SMBs all around the world. We combine best-in-class logistics and sales systems with advanced digital capabilities geared toward helping our customers grow and thrive."*

Jason Lambert

SVP Product, BEES

**USE CASE**

Build stickier products with data.

**INDUSTRY**

Consumer Products

**HEADQUARTERS**

USA

**CHALLENGE**

Smartcar had limited information about how its two user groups, developers and end users, were using its API. Smartcar needed a way to track and analyze user behavior to make product improvements.

**SOLUTION**

Smartcar implemented Segment to send its user data to the tools in its stack, including Mixpanel, Intercom, Amazon S3, and more. By using Segment to integrate data from multiple sources, Smartcar unlocked actionable user behavior insights and is able to perform deep analysis of conversion funnels.

**RESULTS**

Segment enabled Smartcar to improve developer application conversions by 22% and streamline the authorization flow for vehicle owners. Smartcar's CTO and Co-Founder explains, "Building a user-friendly API isn't always easy – especially if you want to appeal to your users and their users. Thanks to Segment, we can focus on both areas in one go, and give our team the chance to measure and evaluate the things they feel are most important."

*"Before Segment, we couldn't monitor our end user interactions and had to rely on qualitative feedback from friends and developers. We had no notion of how many people 'dropped off' during the authorization flow, and we had no way of telling whether the new features we added were producing positive results."*



**Sanketh Katta**

CTO & Co-founder, Smartcar

[Read the full customer story](#)

[Learn more about how Smartcar onboards developers](#)

# Toggle

## USE CASE

Build stickier products with data.

## INDUSTRY

Financial Services and Insurance

## HEADQUARTERS

USA

### CHALLENGE

To create more direct relationships with its increasingly digital audience, Farmers Insurance wanted to tap into today's modern consumer market with a new product: Toggle.

### SOLUTION

Segment Connections helped Toggle scale from day one by enabling data to flow into its data warehouse to gain actionable customer insights, easily connecting their data sources and data destinations to collect customer data across every touchpoint. Toggle was also able to power their existing tools with the same customer data, creating a closed loop system for data flow.

### RESULTS

Toggle achieved remarkable business results in short order by implementing Twilio Segment. Toggle decreased cost per acquisition by 64% and increased sales by 67%. Toggle also saw a decreased time-to-value by 4x for new campaigns and product updates, and reached a two-week turnaround for critical updates.

[Read the full customer story](#)

*"Segment is a facilitator. In fact, even when I look to start a relationship with a vendor, the first thing I do is check the Segment partner list. If the answer is yes, then I know I can move fast."*



**Stephanie Lloyd**

Head of New Ventures, Farmers Insurance®  
President, Toggle

**USE CASE**

Build stickier products with data.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

India

**CHALLENGE**

VWO was in a rapid product development phase, but didn't have the right infrastructure to deliver the detailed product analytics the team needed.

**SOLUTION**

VWO implemented Segment to access granular insights into user actions, product adoption, and product analytics. VWO increased the number of events tracked from 10 to 1,000+, covering every possible customer action in the app.

**RESULTS**

VWO created a more data-driven organization and improved product adoption and retention. VWO saw a 15% increase in feature adoption and a significant increase in dollar retention rates.

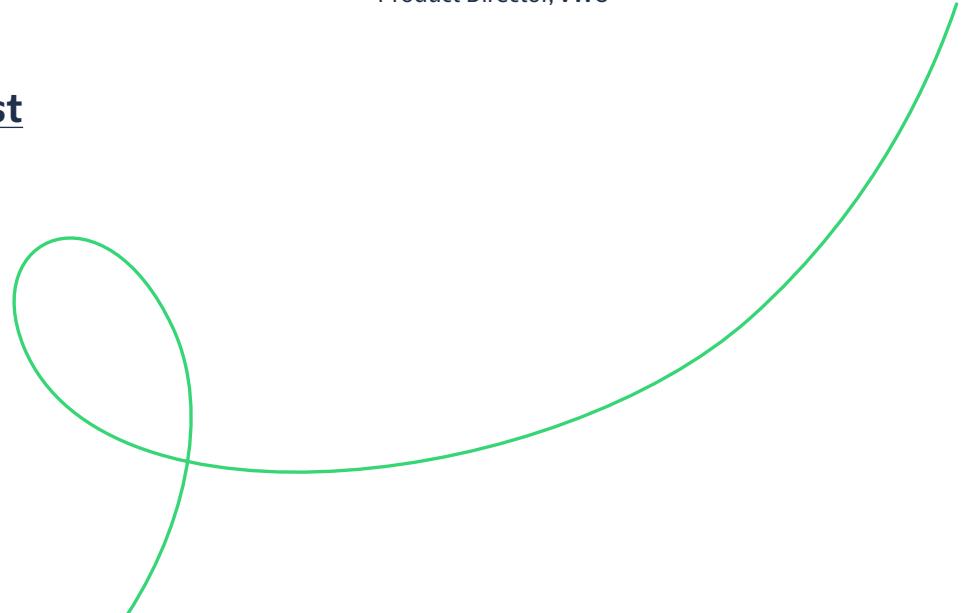
[Read the blog post](#)

*"We knew that we couldn't scale things on assumptions and intuition. We needed to be data driven and let the data speak for us when it came time to managing stakeholders and making product decisions."*



**Rahul Jain**

Product Director, VWO



# Marketing & Growth

## Optimize campaigns and lifetime value.

---

Marketing and Growth teams rely on CDPs to understand the customer journey and easily create audiences and user segments to personalize marketing initiatives. CDPs improve marketing attribution, customer lifetime value, customer acquisition costs, return on ad spend, ROI of the marketing and growth stack, and more.

## Marketing and growth teams **with** a CDP benefit from:

- ✓ Access to a complete view of the customer and customer journey
- ✓ An ability to easily create and use audience segments
- ✓ Optimized customer experiences
- ✓ Deep understanding of marketing attribution and CAC per channel
- ✓ Strong LTV, CAC, ROAS, and ROI due to personalized and targeted marketing

## Marketing and growth teams **without** a CDP struggle with:

- ✗ An incomplete view of the customer
- ✗ Blockers creating and using audience segments
- ✗ Generic customer experiences
- ✗ Limited understanding of marketing attribution and effectiveness
- ✗ Poor LTV, CAC, ROAS, and ROI, due to generic or poorly targeted marketing



# BONOBOS

## USE CASE

Optimize campaigns and lifetime value.

## INDUSTRY

Retail

## HEADQUARTERS

USA

### CHALLENGE

Bonobos wanted to drive offline sales and have shoppers experience the brand in person by visiting its brick-and-mortar locations. Bonobos ran Facebook ads to encourage shoppers to make in-person appointments, but it was difficult for the team to attribute the ads and understand how online spend influences offline behavior.

### SOLUTION

Bonobos engaged Segment to gain a deeper understanding of marketing attribution and campaign effectiveness. Bonobos can now identify whether purchases are made online or during an in-store visit, and attribute how many purchases are the result of Facebook ad campaigns.

### RESULTS

Segment arms Bonobos with a better understanding of marketing effectiveness to optimize ads and drive more users to its stores. Segment's Facebook integration and Facebook ads resulted in a 3x increase in offline and online purchases, and a 2x increase in website purchase return on ad spend.

*"As our business grows, it has become increasingly important to understand how online spend influences offline behavior, which Facebook and Segment have made possible."*



**Micky Onvural**

Co-President, Bonobos

[Read the full customer story](#)



BOTOX<sup>®</sup>  
COSMETIC  
onabotulinumtoxinA  
injection

#### USE CASE

Optimize campaigns and lifetime value.

#### INDUSTRY

Healthcare

#### HEADQUARTERS

USA

#### CHALLENGE

Allergan faced increasing competition for its flagship product Botox. Botox needed to build relationships with customers directly and transition to a direct-to-consumer marketing model.

#### SOLUTION

Allergan implemented Segment to build the customer data infrastructure and marketing stack it needed to transition from a doctor-centric marketing strategy to engaging customers and prospects directly. Segment captures, centralizes, and unifies Allergan's customer data to personalize marketing and communications.

#### RESULTS

Allergan empowers marketers to build more effective, customer-centric campaigns with Segment – a tool that doesn't require SQL and that teams enjoy using. Segment helped Allergan improve engagement with prospects in the market for Botox, increase new loyalty members by 1 million, and attribute \$250M in new revenue to direct-to-consumer campaigns and personalization.

*"Since we turned our attention to consumers, we have over 1 million more loyalty users and we've generated about \$250 million in provider revenue. That's all attributed to the personalization that Segment made available to us."*



Tory Brady

Executive Director, Product, Engineering & Data,  
Allergan Data Labs

[Watch the full video](#)

**USE CASE**

Optimize campaigns and lifetime value.

**INDUSTRY**

Travel

**HEADQUARTERS**

USA

**CHALLENGE**

Vacasa was looking for new and innovative ways to engage with its customers, while at the same time optimizing marketing spend for its campaigns.

**SOLUTION**

Vacasa turned to Twilio Segment and SendGrid to develop an intelligent customer engagement strategy that encompassed personalized messaging across email and SMS channels.

**RESULTS**

Personalizing marketing campaigns using data streaming through Twilio Segment increased engagement rates and resulted in a 3x increase in guest bookings from email campaigns.

[\*\*Read the full customer story\*\*](#)

*"We don't want our guests to remember a family vacation for that one thing that went wrong. We want to help guests make great memories, so our platform solves any need that might arise either before, during, or after their trip – making sure they have a smooth booking experience."*



**G Scott Stukey**

Director of Marketing Analytics, Vacasa

**USE CASE**

Optimize campaigns and lifetime value.

**INDUSTRY**

Financial Services

**HEADQUARTERS**

USA

**CHALLENGE**

The Motley Fool was using a data platform that couldn't distinguish between prospects and existing paying members at scale. As a result, some premium members were being included in customer acquisition campaigns which made ad spend less efficient.

**SOLUTION**

The Motley Fool implemented Twilio Segment to create a complete and real-time view of the customer and easily personalize the customer journey.

**RESULTS**

By switching to Segment, The Motley Fool was able to more accurately target paid ad campaigns to decrease cost per acquisition, increase retention and lifetime value with personalized experiences, and improve operational efficiencies.

[Read the full customer story](#)

*"Segment is much more of a self-service platform. Whereas before we were limited in how we could message or target prospects and members, we can now build and activate audiences almost immediately."*



**Nate Wallingsford**

Head of US Marketing Operations and Optimization,  
The Motley Fool

# Ritual

## USE CASE

Optimize campaigns and lifetime value.

## INDUSTRY

Consumer Products

## HEADQUARTERS

USA

### CHALLENGE

While Ritual believed in the power of data and invested in data infrastructure, the teams struggled to effectively use the data they were collecting to create business value.

### SOLUTION

Ritual uses Segment customer data to create audiences and personalize user journeys. Ritual uses Segment and its email platform Iterable to create personalized emails based on the products customers have purchased.

### RESULTS

Ritual is able to continuously optimize user journeys using Segment, improving engagement and creating loyal customers.

[\*\*Read the full customer story\*\*](#)

*"We use Segment as our CDP and the biggest thing it's given us is flexibility. We have the flexibility to define what the ideal experience is for our customers. We're able to focus on the most optimal journey and know that it will be possible; we know that any experience we want to deliver to our customers we can deliver downstream to them."*



**Laura Brodie**

Director of Customer Lifecycle and Growth, Ritual

# breather

**USE CASE**

Optimize campaigns and lifetime value.

**INDUSTRY**

Marketplace

**HEADQUARTERS**

Canada

**CHALLENGE**

Gathering campaign insights and data was manual and time consuming. Breather needed a solution that could put raw data from applications into its databases to take control of attribution and campaign reporting.

**SOLUTION**

Breather implemented Segment to track all of its data, gain a complete picture of marketing attribution and ROI, and improve marketing effectiveness.

**RESULTS**

Segment saved Breather time and boosted return on ad spend. Segment also helped the Breather team define a new ad strategy that balances acquisition and brand awareness.

[\*\*Read the full customer story\*\*](#)

*"We have a full and complete picture of the performance of our campaigns and our return on investment because we're not limited by the reporting of any one platform. Segment is so powerful, we can tie back each individual user impacted by our campaigns to all the data we collect internally via Segment."*



**Simon Trudeau**

Digital Analytics Director & Growth Analyst, Breather

**USE CASE**

Optimize campaigns and lifetime value.

**INDUSTRY**

Media

**HEADQUARTERS**

USA

**CHALLENGE**

Up Entertainment wanted to build a more events-driven marketing organization but struggled with fragmented data across different units and tools. With no formalized attribution reporting or automation system, marketing campaigns and tactics suffered.

**SOLUTION**

UP Entertainment implemented Segment to better understand customer behavior and develop an events-driven marketing strategy. Up Entertainment implemented Segment for data collection, Looker for intelligence, and Mailchimp, Google Ads, and Facebook Ads for growth. Then, using Branch, the team was able to develop a mobile attribution flow back to Segment.

**RESULTS**

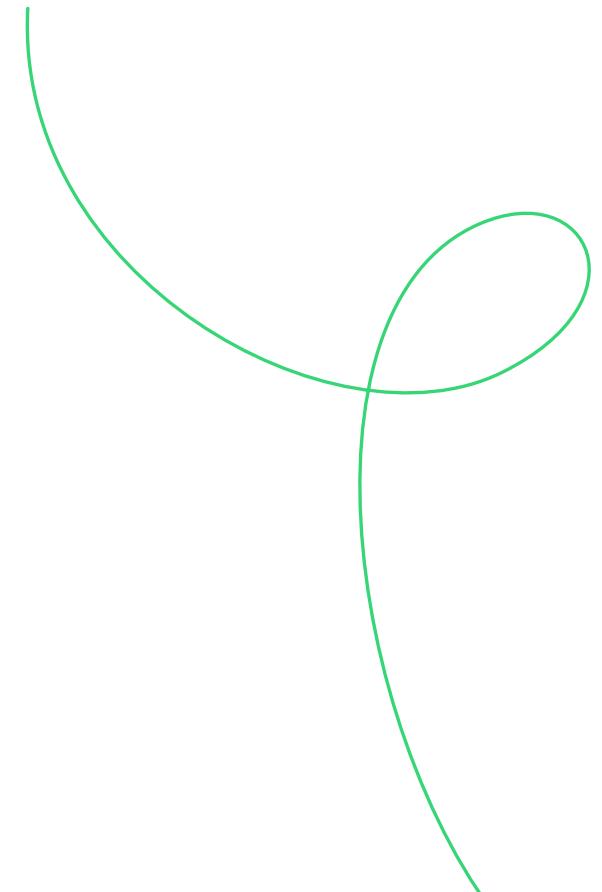
Segment successfully enabled an events-driven marketing strategy that improved marketing effectiveness and optimized campaign engagement. Up Entertainment used Segment to create event-based email marketing campaigns that increased open and click through rates, decreased cost-per-acquisition, and increased subscriber growth.

**[Read the full customer story](#)**

*"Using Segment and Looker contributes to our bottom line, and we are really happy with the end results."*

**Dre' Barnes**

Sr. Director of Innovation and Technology,  
UP Entertainment



**USE CASE**

Optimize campaigns and lifetime value.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

USA

**CHALLENGE**

DigitalOcean had siloed analytics platforms and a difficult time answering complex questions and understanding where to allocate marketing resources.

**SOLUTION**

DigitalOcean implemented Segment to unify customer data, load that data into tools, and better understand its growing customer base.

**RESULTS**

DigitalOcean can now access data and answer questions at a new macro level, driving better performing marketing campaigns at a lower cost and improving business decision making. Segment also saves DigitalOcean time implementing new marketing tools and automating reporting for Facebook Ads and Google Adwords.

**[Read the full customer story](#)**

*"Segment is integral as it touches on everything from the acquisition side, to churn, to looking at product awareness and adoption. Really, the full spectrum of a user's lifetime."*



**Andy Hattemer**

Senior Developer Marketing Manager, DigitalOcean

# SHIFT

## USE CASE

Optimize campaigns and lifetime value.

## INDUSTRY

Consumer Products

## HEADQUARTERS

USA

### CHALLENGE

Shift struggled to effectively engage customers due to data silos, non-integrated systems, and manual processes. Shift needed to improve email personalization to strengthen long-term customer engagement and grow its business.

### SOLUTION

Shift implemented Segment to unify and centralize data and better engage customers. Using Segment and Iterable, Shift replaced generic emails with personalized subject lines and content.

### RESULTS

Shift's personalized email marketing strategy increased email open rates by 50% and delivers a seamless customer journey that fuels customer engagement and growth.

[\*\*Read the full customer story\*\*](#)

*"For us, what's most important about Segment are the integrations. Now we're able to move beyond just basic emails to individualized journeys based on custom events."*



Eva Wei

Growth and Analytics Lead, Shift

# PEERSPACE

**USE CASE**

Optimize campaigns and lifetime value.

**INDUSTRY**

Marketplace

**HEADQUARTERS**

USA

**CHALLENGE**

Peerspace needed a solution to manage clean customer data and tailor messaging to its diverse audiences.

**SOLUTION**

Peerspace implemented Segment to capture event and conversion data and digest it downstream into their analytics, paid acquisition bidding, A/B testing, and personalization tools. Peerspace powers Mutiny, its personalization platform, with Segment customer data to customize Peerspace's landing pages.

**RESULTS**

Peerspace doubled user signups using Segment and Mutiny to personalize landing pages.

[Read the blog post](#)

*"We have seen personalization increase our user signups by up to 98%. That's double the users without spending an additional dollar on user acquisition."*



**Arndt Voges**

Head of Growth and Marketing, Peerspace

# BI & Analytics

---

BI and Analytics teams use CDPs to unlock holistic customer journey analytics and accurate attribution reporting. A CDP establishes a complete trusted customer data source, automates data governance, enables advanced analytics, and fuels data-driven growth initiatives.

## BI and analytics teams **with** a CDP benefit from:

- ✓ Unified, consistent data
- ✓ Complete view of the end to end customer journey
- ✓ Trustworthy, consistent, standardized data, tracking, and reporting
- ✓ Advanced analytics and data science
- ✓ Automatic data governance
- ✓ Data-driven culture

## BI and analytics teams **without** a CDP struggle with:

- ✗ Siloed, fragmented data
- ✗ Incomplete understanding of the end to end customer journey
- ✗ Inaccurate, inconsistent, untrustworthy data, measurement, and reporting
- ✗ Manual data governance



**USE CASE**

Unlock advanced,  
trustworthy insights.

**INDUSTRY**

Consumer Products

**HEADQUARTERS**

USA

**CHALLENGE**

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

**SOLUTION**

Fender turned to Twilio Segment to create a single source of truth by unifying customer data. Fender's marketing and product teams now query events and traits with Segment's self-service audience builder and create cohorts of users for more target messaging. API access to user profiles enables real-time personalization across Fender's website and mobile apps.

**RESULTS**

Since implementing Twilio Segment, Fender optimized its checkout process which increased the conversion rate on its e-commerce site by 3%. Fender also saw a 29% reduction in the customer churn rate for its Fender Play paid app, and a 5% increase in active paying users.

[\*\*Read the full customer story\*\*](#)

*"By checking naming violations in Segment Protocols against our tracking plan, a member of the team can be proactive about fixing data quality issues when someone has a critical event where they need to track conversions or trigger a marketing campaign."*



**Claire Armstrong**

Director of Digital Product Management, Fender

**USE CASE**

Unlock advanced,  
trustworthy insights.

**INDUSTRY**

Education

**HEADQUARTERS**

USA

**CHALLENGE**

Several different edX teams wanted to access metrics for product, marketing, and business analytics, but integrating each tool would have been cumbersome and difficult to maintain.

**SOLUTION**

edX integrated Segment to unify its customer data and easily integrate and turn on third-party analytics and marketing tools.

**RESULTS**

Segment makes it easy for edX to access consistent data, add new business intelligence events, clean up event flows, add or change existing integrations, better understand its funnel, and answer critical business questions.

*"Segment provides an easy-to-use on/off switch to manage our analytics services. We don't need to deploy code or touch configuration files whenever we want to change something, which saves us a lot of time."*



**Olga Stroilova, Ph.D.**

Analytics and Research, edX

[\*\*Read the full customer story\*\*](#)

**USE CASE**

Unlock advanced,  
trustworthy insights.

**INDUSTRY**

Retail

**HEADQUARTERS**

Norway

**CHALLENGE**

Norrøna had a very small team tasked with building an in-house recommendation engine.

**SOLUTION**

Norrøna built a complete recommendation engine, from data collection to serving machine learning predictions, in just six months. Norrøna implemented Segment as its customer data platform to collect, clean, and manage standardized customer data. With Segment in place, Norrøna used machine intelligence tools available on the Google Cloud Platform to develop and deploy a machine learning platform.

**RESULTS**

Norrøna's new recommendation algorithm systematically recommends similar products, instead of complementary products. This shift has significantly improved how users discover new products at Norrøna and increased conversions by 50%. With a Segment foundation in place, Norrøna can continue to easily invest in data and machine intelligence.

[Read the blog post](#)

*"We have a very small team working on data at Norrøna. Since our resources are limited, it's important technology, is easy to use and can be adopted without significant engineering resources."*



**Thomas Gariel**

Product Manager, Norrøna

**USE CASE**

Unlock advanced,  
trustworthy insights.

**INDUSTRY**

Education

**HEADQUARTERS**

USA

**CHALLENGE**

Udacity experienced rapid growth and increasing data volume. As a result, Udacity set out to build the infrastructure needed to create a data-driven culture that would drive long-term success.

**SOLUTION**

Udacity built a data center of excellence to align the organization around a cohesive data strategy and implemented Segment as a key piece of its data architecture. Segment ensures Udacity's customer data is standardized, clean, well-governed, and trustworthy.

**RESULTS**

Segment gives Udacity confidence in its event data to empower teams to make better business decisions for long-term success.

[\*\*Read the blog post\*\*](#)

*"Invest in really clean, flexible, simple data. Keep it accessible, keep it consistent, and well-governed so that data has trust."*



**Mike Doll**

Head of Data & Analytics, Udacity

# ENDEAVOR

## USE CASE

Unlock advanced, trustworthy insights.

## INDUSTRY

Entertainment, Media, and Broadcasting

## HEADQUARTERS

USA

### CHALLENGE

Endeavor's data science and engineering teams needed to integrate customer data from dozens of sources and adhere to global privacy regulations, while also limiting access to individuals based on their role within an organization.

### SOLUTION

Endeavor turned to Twilio Segment to centralize its data collection, scale its data infrastructure, and share information throughout the company ecosystem. With visibility into customer behaviors, teams use analytics and other downstream tools to generate marketing campaigns.

### RESULTS

Endeavor used the customizable and personalizable platform to build, enrich, and activate dozens of Audiences for omnichannel campaigns. Endeavor also used Segment's Identity Resolution feature to compile data across devices and channels and merge it into complete user- or account-level profiles.

[Read the full customer story](#)

*"From an efficiency perspective Twilio Segment is a great tool because all the data looks the same. All the schema is the same so it's easy for folks to work across dozens of websites, properties and events at the same time. That brings scalability because of the way it's structured."*



Ilya Galperin

Staff Data Engineer, Endeavor

# Typeform

**USE CASE**

Unlock advanced, trustworthy insights.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

Spain

**CHALLENGE**

Typeform's rapid rate of growth outpaced its ability to enforce data standards across teams. Typeform needed a partner to help quickly unify the organization around a single data tracking methodology.

**SOLUTION**

Typeform implemented Segment to standardize data and enforce its overall data governance strategy. Segment Protocols automatically alerts Typeform of any data discrepancies and prevents those discrepancies from being sent to downstream tools.

**RESULTS**

By hosting their Tracking Plan in Segment, analysts and marketers now have the context they need to use data effectively. Segment Protocols established a source of trusted data for Typeform and allowed teams to make smarter business decisions.

[Read the full customer story](#)

*“Until we started standardizing our data, people didn’t realize how messy it had become. With Protocols, we can be confident that data quality issues don’t happen anymore.”*



**Colin Furlong**

Business Intelligence Analyst, Typeform

# SPOT HERO

## USE CASE

Unlock advanced,  
trustworthy insights.

## INDUSTRY

B2B Tech

## HEADQUARTERS

Spain

### CHALLENGE

SpotHero struggled to share and combine data across various analytics tools being used by different teams. This resulted in a fragmented picture of the user journey.

### SOLUTION

SpotHero implemented Segment to establish a single source of truth for its user data and success metrics. Segment powers data inside SpotHero's stack, like Looker, Mixpanel, Google Analytics, Optimizely, and other tools. SpotHero uses Segment and Looker together to unlock user insights across the entire organization.

### RESULTS

SpotHero aligned teams on data definitions and standardized, centralized data with Segment. The powerful combination of Segment and Looker enabled SpotHero to increase conversions by uncovering insights into user purchase behavior.

[Read the full customer story](#)

*"Instead of updating event tracking separately for destinations like Google Analytics or Mixpanel, Segment enabled us to do it in one place. This allowed us to really fine-tune our data definitions and make sure that there was alignment across all teams."*



**Kate Owens**

Senior Business Intelligence Manager, SpotHero

**USE CASE**

Unlock advanced,  
trustworthy insights.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

Australia

**CHALLENGE**

Hotjar lacked trustworthy data, a clear data governance strategy, and the right analytics to deliver the best customer experience.

**SOLUTION**

Hotjar implemented Segment to provide data governance and send consistent, accurate data to Hotjar's tools. Segment is a core component of Hotjar's data infrastructure, which includes Redshift as a data lake and warehouse built on top of data collected from Segment, Mixpanel for product analytics and data visualization, and Mode to query the data warehouse.

**RESULTS**

Hotjar gained a deeper understanding of user behavior and what's driving key metrics like acquisition, engagement, and retention. Organizationally, Hotjar has renewed confidence in the data and is a more data-driven organization.

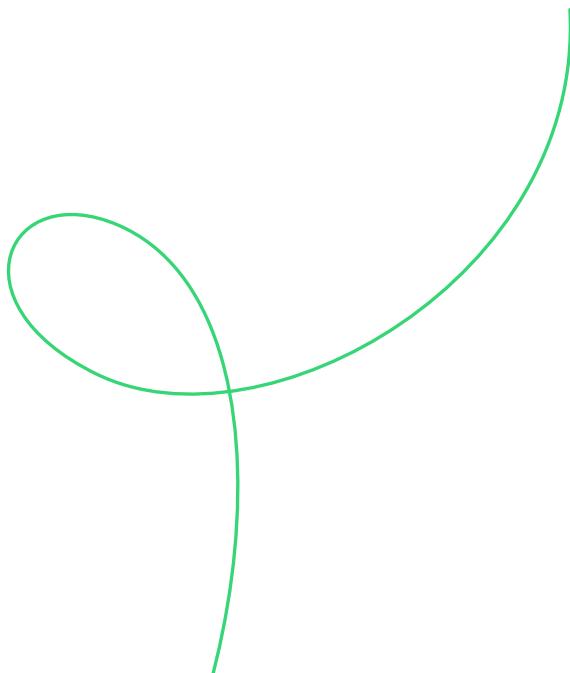
[Read the blog post](#)

*"We're now confident it's the same data that we see in all our different tools. Segment is that single source of truth."*



**Andrew Michael**

Head of Business Intelligence, Hotjar



# Customer Teams: Sales, Success, Support

---

Data-driven Customer Teams (Sales, Customer Success, Customer Support) rely on CDPs to sell and to support customers more effectively. Customer organizations that use CDPs are able to automate workflows, reporting, and customer messaging to scale operations and improve customer experiences and KPIs.

## Customer teams **with** a CDP benefit from:

- ✓ Access to consistent, complete customer data across the account team
- ✓ Better, more timely, personalized customer experiences
- ✓ Improved KPIs: higher funnel conversion rates, better CAC, CRC, CSAT, and more
- ✓ Increased efficiencies across teams
- ✓ Stronger customer analytics and dashboards

## Customer teams **without** a CDP struggle with:

- ✗ Incomplete or hard to access customer data
- ✗ Poor customer experiences
- ✗ Difficulty scaling operations
- ✗ Limited customer visibility and analytics
- ✗ Inefficiencies: too much time spent on manual and non-valuable activities



**USE CASE**

Support and sell to customers more effectively.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

Canada

**CHALLENGE**

Proposify experienced rapid growth, but their small sales team struggled to manage the quantity of inbound leads. Additionally, their customer success and customer support teams had limited access to customer usage data.

**SOLUTION**

Proposify implemented Segment as the backbone for its customer data, easily connecting all of their tools like Marketo, Salesforce, Intercom, Gainsight, Recurly and more. Proposify created a new lead scoring model using Segment and Clearbit to enable the sales team to quickly disqualify leads with low scores. Proposify's success and support teams are now able to access centralized customer engagement and utilization analytics to provide better customer support.

**RESULTS**

Proposify enabled its sales team to increase the size of its sales pipeline by 152% and improve sales velocity by 312% by quickly disqualifying bad leads. Additionally, Proposify's customer success and support teams have maintained negative net MRR churn almost every month by having access to more data around app-usage of high-value customers.

[\*\*Read the full customer story\*\*](#)

*"We've always strived for data-driven decision making, but without proper data, it was hard to do. Our sales team was prospecting every trial user we had coming in. Marketing had a hard time keeping track of churn. Support had a hard time reporting on SLAs."*



**Max Werner**

Data Operations Manager, Proposify

**USE CASE**

Support and sell to customers more effectively.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

USA

**CHALLENGE**

Drift's Growth team was tasked with acquiring higher quality leads, but struggled to understand user behavior, determine user intent, and automate outreach to push prospects through the funnel. Drift couldn't sync its "high intent" user segments across tools where it executed campaigns, making it nearly impossible to automatically trigger relevant messages to users with high intent.

**SOLUTION**

Drift implemented Segment to combine user and account-level data in one place and better understand relevant user intent signals. Drift created a "high-intent" audience in Segment Personas that is sent to tools like Drift, Customer.io, and Salesforce, to send relevant messages and campaigns to prospects.

**RESULTS**

The Drift growth team was able to more accurately gauge intent and more quickly take action on interested leads, saving 40 hours per month. Drift increased opportunities 160% month over month and increased the number of positive conversations by 150%.

*"We're using Personas as our new-age CRM. We identify which prospects are most likely to convert by aggregating individual user intent signals for each account. This lets us more effectively target sales resources, advertising spend, and email campaigns."*



**Guillaume Cabane**

VP of Growth, Drift

[Read the full customer story](#)

## Frame.io

### USE CASE

Support and sell to customers more effectively.

### INDUSTRY

B2B Tech

### HEADQUARTERS

USA

#### CHALLENGE

Frame.io's customer support teams needed a more complete understanding of their customers to provide personal, helpful experiences.

#### SOLUTION

Frame.io implemented Segment to build unified user profiles by combining customer history across devices and channels. With a single view of the customer, Frame.io's support team is able to resolve tickets faster and without engineering's involvement.

#### RESULTS

Frame.io empowers their customer teams with access to detailed customer profiles to streamline support interactions. As a result, customer support agents are able to reduce handle time on complex support tickets by up to 80%.

[Read the full customer story](#)

*"We've reduced handle time on complex tickets by up to 80% using Personas, because agents can jump right into Personas to look at event logs without having to ask an engineer to stop what they're doing and query audit logs in the hundreds of millions of rows."*



Kyle Gesuelli

VP, Growth & Analytics, Frame.io

**USE CASE**

Support and sell to customers more effectively.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

USA

**CHALLENGE**

Yesware needed to improve the user experience across products and determined that decreasing support tickets would be a leading indicator of success. Yesware didn't have a complete view of the customer, limiting their ability to identify areas for product improvement.

**SOLUTION**

Yesware implemented Twilio Segment to activate consistent customer data in Amplitude, where the team analyzes data and tracks improvements. With event tracking in place, Yesware dives deeper into opportunities to reduce support volume and learn what causes users to get stuck.

**RESULTS**

By building a better way to track user behavior with Twilio Segment, Yesware saw a 22% decrease in support tickets – up to 40% in areas where the product team more heavily focused their optimizations.

[\*\*Read the full customer story\*\*](#)

*"Every time we build a feature or make an adjustment, we add tracking in Twilio Segment and Amplitude so we have a clear connection between usage and performance. It's part of the process, just like you would do code reviews."*



**Inessa Lurye**

VP of Product Management, Yesware

# PagerDuty

**USE CASE**

Support and sell to customers more effectively.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

USA

**CHALLENGE**

PagerDuty wanted to personalize user onboarding to increase product adoption, but lacked the unified customer data needed to create dynamic onboarding experiences.

**SOLUTION**

PagerDuty combined product data collected by Segment with Pendo to create personalized user onboarding guides with little to no code. Each user saw a different guide based on their product usage.

**RESULTS**

PagerDuty saw a 178% increase in mobile app downloads for users who saw a personalized guide and is able to create more tailored user experiences.

[Read the full customer story](#)

*“Using Pendo and Segment to create this onboarding flow, rather than building it out as part of the core PagerDuty product, saves valuable time for engineering.”*



**Hailey Hickman**

Customer Success Program Manager, PagerDuty

**USE CASE**

Support and sell to customers more effectively.

**INDUSTRY**

B2B Tech

**HEADQUARTERS**

USA

**CHALLENGE**

Gorgias saw significantly higher close rates when a prospective customer received a demo from an Account Executive. However, offering a demo to every prospect wasn't scalable with their current sales process.

**SOLUTION**

Gorgias implemented Segment to automate parts of the sales process and make time for more human interaction and demos with prospective customers. Gorgias automated lead qualification and CRM deal updates by creating a workflow using Segment to connect tools like Clearbit, Datanyze, Stripe, Gong, Vitality, Hubspot, and more. Gorgias also built powerful sales dashboards in Periscope powered by Segment data.

**RESULTS**

By automating parts of the sales process and gaining access to more advanced sales insights, Gorgias empowered their sales team to focus on activities that drive revenue. Gorgias saw a 143% increase in the number of prospects a sales rep can reach out to and a drop in the sales cycle from 20 days to 13 days.

[Read the blog post](#)

*"Overall this should take about a day of work. You need to add a bit of time for data monitoring in the beginning, but then you are good to go. It is that easy!"*



**Axelle Heems**

Growth Ops Manager, Gorgias



(Customer Success)

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As Segment's sales team and customer support team grew, they weren't sharing critical data about customers during the handoff from pre-sales to post-sales. New customers weren't being set up for success because the transfer of data was messy or nonexistent.

#### SOLUTION

Using Segment enabled Segment's sales and customer support teams to break down data silos by sharing data between Salesforce, Zendesk, and Vitally to identify "key accounts" and better serve customers.

#### RESULTS

Segment gives all customer teams (Sales, Customer Success, and Customer Support) access to consistent customer data to provide a better customer experience and drive retention.

[Learn more](#)

*"At Segment we use our own product to power and automate the handoff between sales and customer success teams, helping to pass through more customer intent data and allowing the customer success team to focus on driving value."*



**Matt Smidebush**

Scaled Customer Success Lead, Twilio Segment



(Customer Support)

#### USE CASE

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#### CHALLENGE

Segment struggled to manage hundreds of Support tickets per day. The Support Team had to manually identify customers and their Plan types on Support tickets, which involved manually triaging the daily influx of cases.

#### SOLUTION

Segment's customer support team integrated Segment Personas and Zendesk to automatically identify and prioritize high value support tickets based on the customer's pricing plan.

#### RESULTS

Segment's customer support team saved time by automating the ticket prioritization process. This process also correctly set the ticket SLA time, ensuring that customers get replied to in a timely manner and improving the overall customer experience. Customers on higher-tier plans are now easily identified and receive a faster, better support experience.

[Learn more](#)

*"Like most companies, Segment provides different plan tiers for customers which in turn have different support and SLA offerings. Beforehand, we would need to manually triage and determine a customer's plan type on each incoming ticket to have the correct ticket SLA applied. Now this automated process reduces the time and effort when triaging incoming tickets, leading to faster response times and increased customer satisfaction."*



Grazielle Lenehan

Success Engineer, Twilio Segment

# Empower every team with **good data**

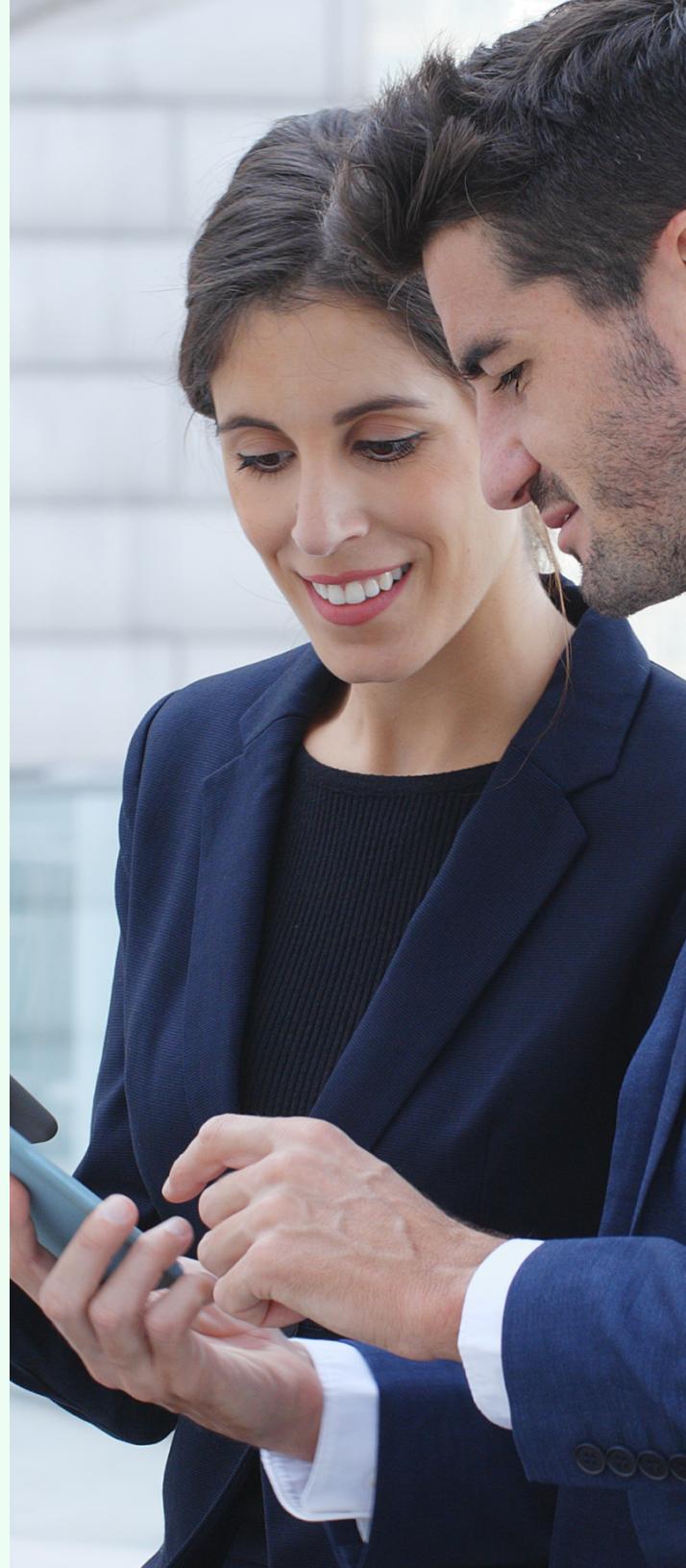
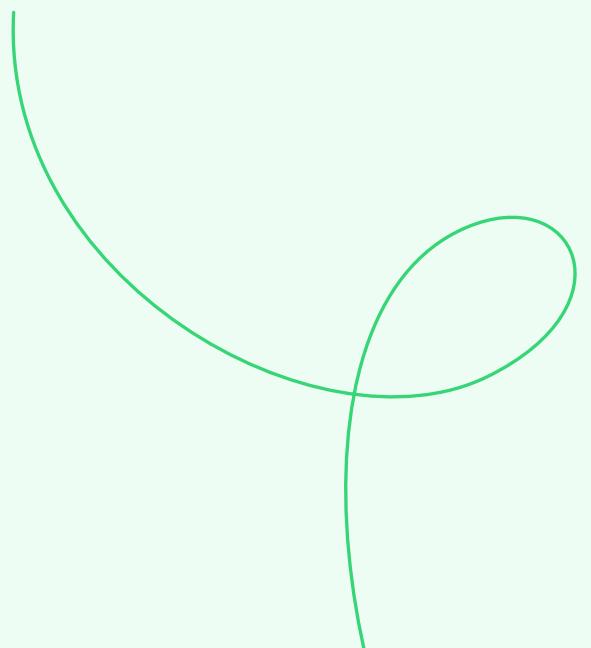
**Learn how a CDP can help your organization:**

Discover the [6 steps to choose the best customer data platform \(CDP\)](#).

**Take your CDP strategies to the next level:**

[Evaluate your Customer Data Maturity](#) with our simple quiz.

[Talk to a CDP expert](#)



# Recommended reading



## Personalization in the Age of AI: How 4 Brands are Shaping the Future

See how top businesses harness the power of AI-driven personalization and leverage real-time customer data to fuel growth.

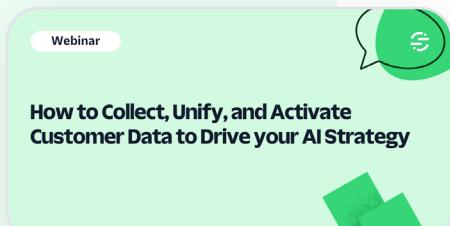
[Read the guide >](#)



## 7 Ways to Prepare for a Cookieless World

This guide explores 7 ways to pivot from third-party cookies to higher quality, first-party data which enables businesses to offer more personalized customer experiences.

[Read the guide >](#)



## How to Collect, Unify, and Activate Customer Data to Drive your AI Strategy

Learn how to lay the groundwork for a successful AI strategy that unlocks a holistic customer view and helps deliver powerful personalized experiences.

[Watch the webinar >](#)



## Thanks for reading



If you would like to learn more about what Twilio can do for your business,  
please [contact the Segment sales team](#).