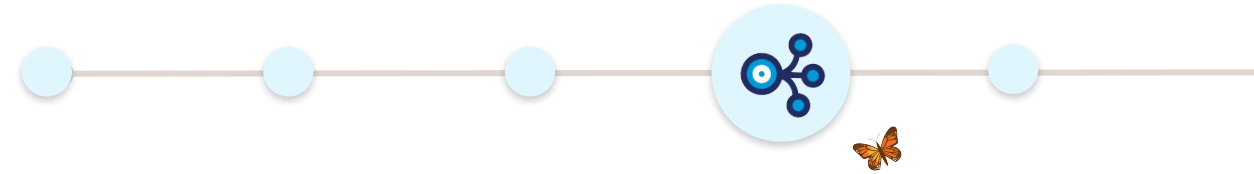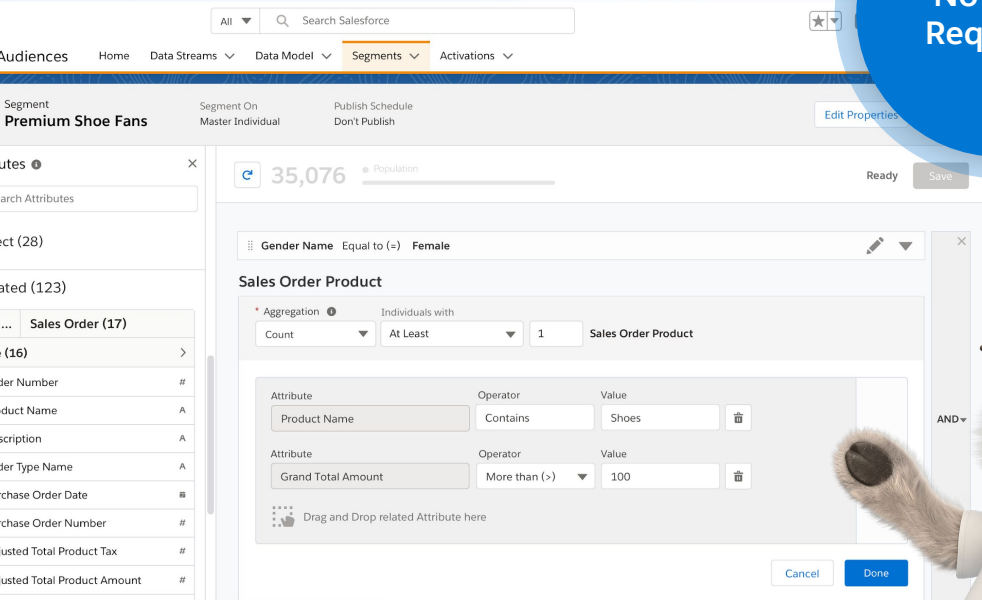# Segmentation and Activation
Create smart segments and activate anywhere

No Code Required!

All of your Data
Access data from Marketing, Sales, Service, Commerce, data warehouses and lakes, and any source available on demand

Smarter Data
Leverage integrated Einstein calculated attributes to add modeled data like propensity and LTCV scores

Immediate Results
Run unlimited queries and get immediate segment populations, unlocking the ability to test and learn

Activate Anywhere
Activate your data for advertising, marketing, and personalization through every MC product and send to external partners

Insights

Embed your data with intelligence and make it available to analytics systems

Analytics powered by Einstein

Einstein

Leverage AI to drive recommendations and insights -- and take advantage of embedded calculated insights for scoring and modeling

Tableau Integration

Unlock cross-organization business insights in Tableau, the world's leading analytics tool

Datorama Integration

Enhance your marketing optimizations with audience insights automated via our API into Datorama

Data Access for Business Insights for Any BI / AI

Enable any Java-based application to interact with your data, increasing time to value