



The tools your team will use tomorrow

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The PM dilemma

**So much to do,
so little time!**

Don't let technology slow you down

**Set yourself up for
success.**

Today's lesson

Evaluating vendors for your stack.

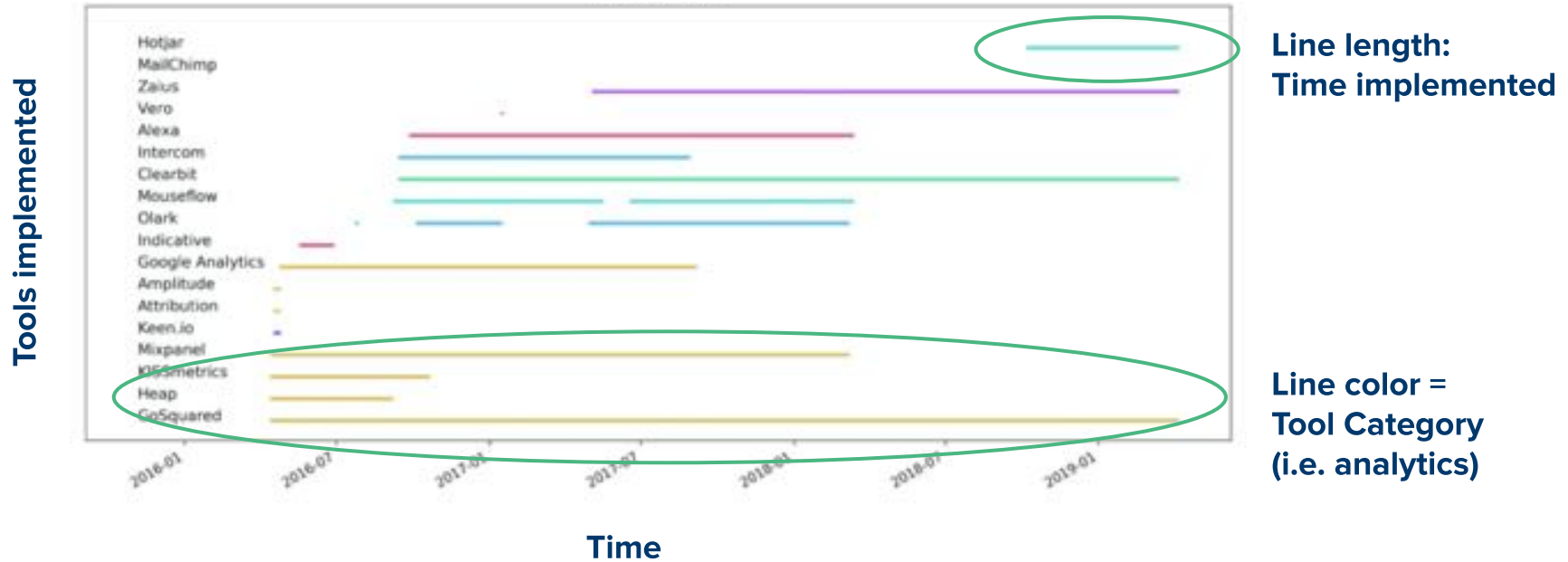
Before we jump in

A note about the data set
and charts

The Data Set

- Dataset goes back to mid-2016.
- Encompasses all of our accounts, and includes day-by-day results for which destinations each workspace has enabled (sources and warehouse destinations are **not** included).

The Charts



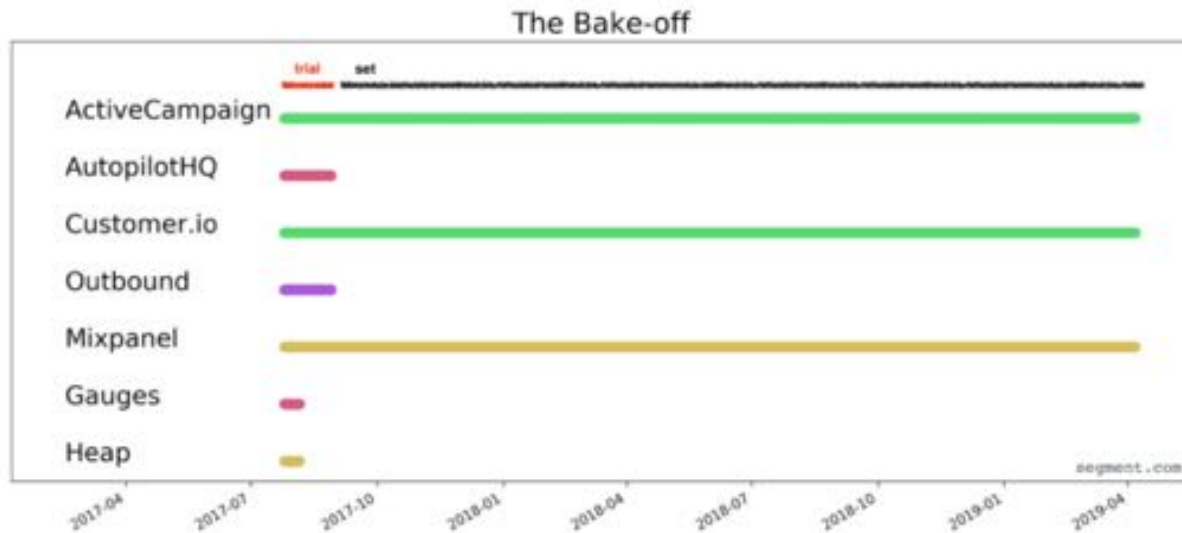


10 ways to upgrade your growth stack



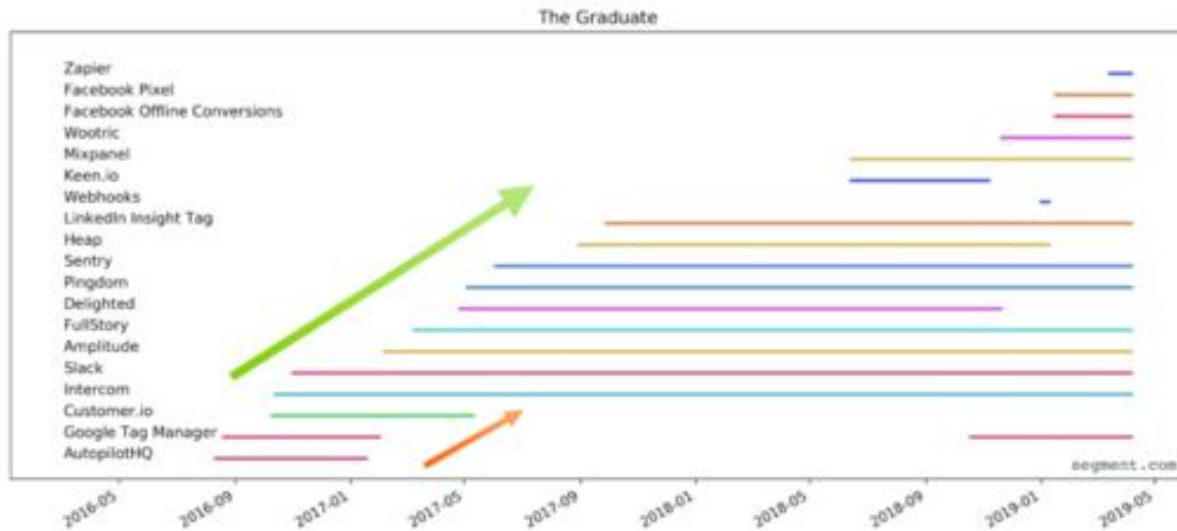
1. The bake-off

What it is: Companies use Segment to send the same customer data to multiple tools at once in order to test them out.



2. The graduation

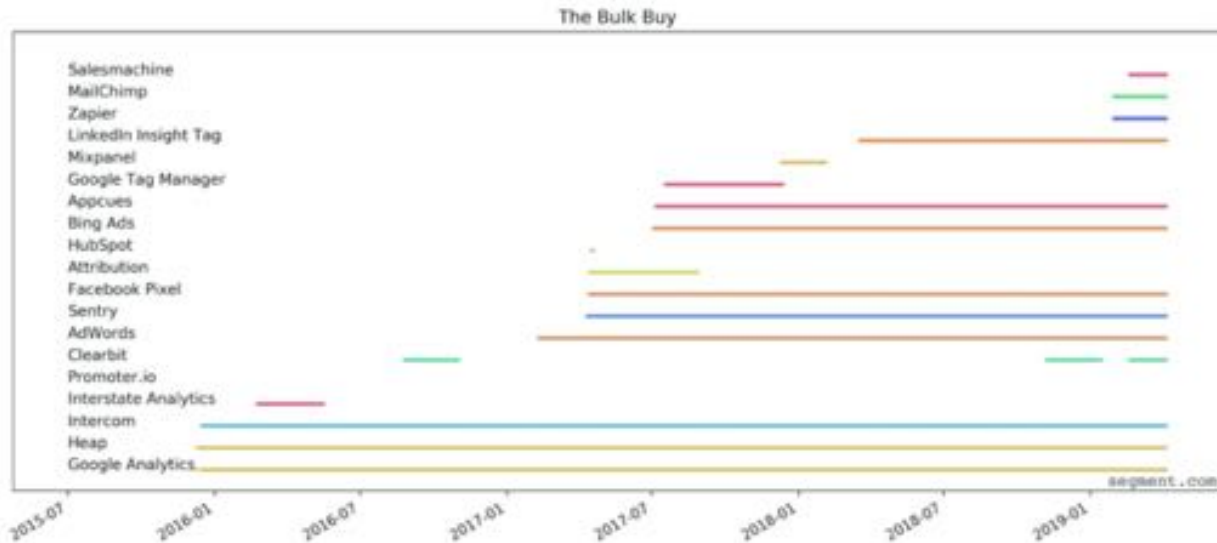
What it is: While other companies compare tools all at once, these companies have a steady ‘graduation’ across tools—they start with a handful of use cases, and steadily shift those out over time.



3. The bulk buy

What it is: Companies make bulk stack decisions. They often enable new destinations in groups of 3 to 5.

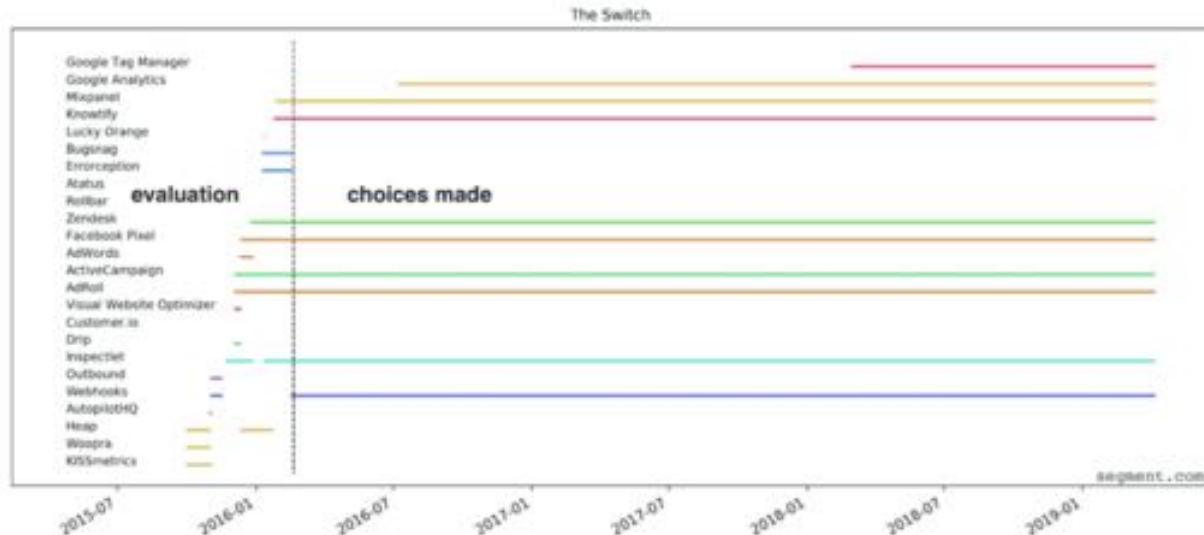
Unlike the ‘bake-off’, we see users enabling tools across multiple categories.



4. The switch

What it is: These companies switch tools in quick succession when they first begin using Segment.

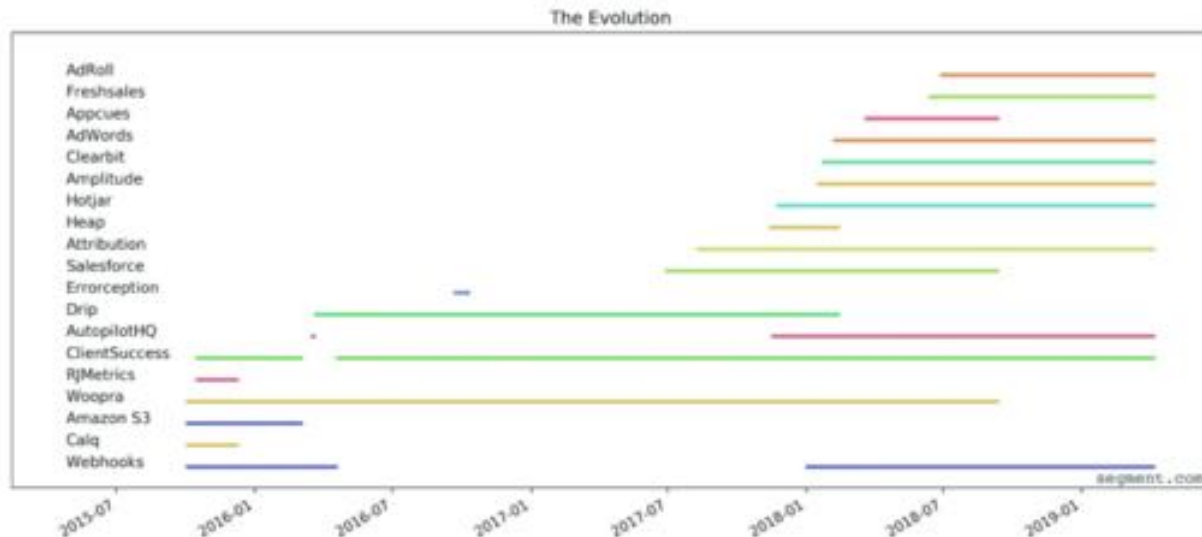
Then, they settle into a routine set of tools which are only altered every 6 months.



5. The evolution

What it is: This is when a company's entire data stack evolves. There is almost no commonality between the tools they started with and what they use now.

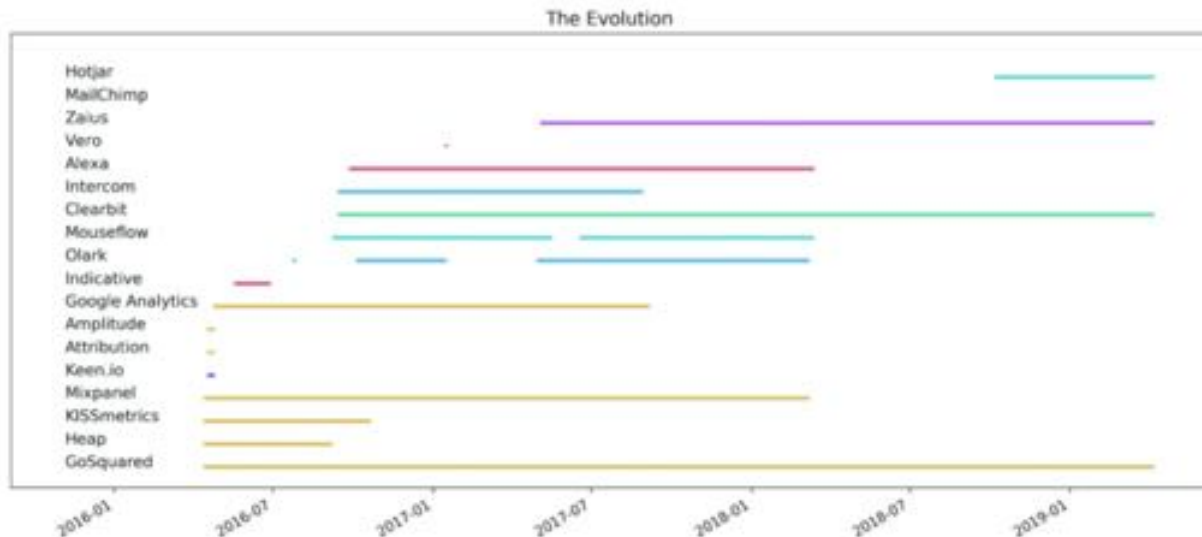
We find this happens especially often amongst our smallest customers.



5. The evolution, cont.

Example:

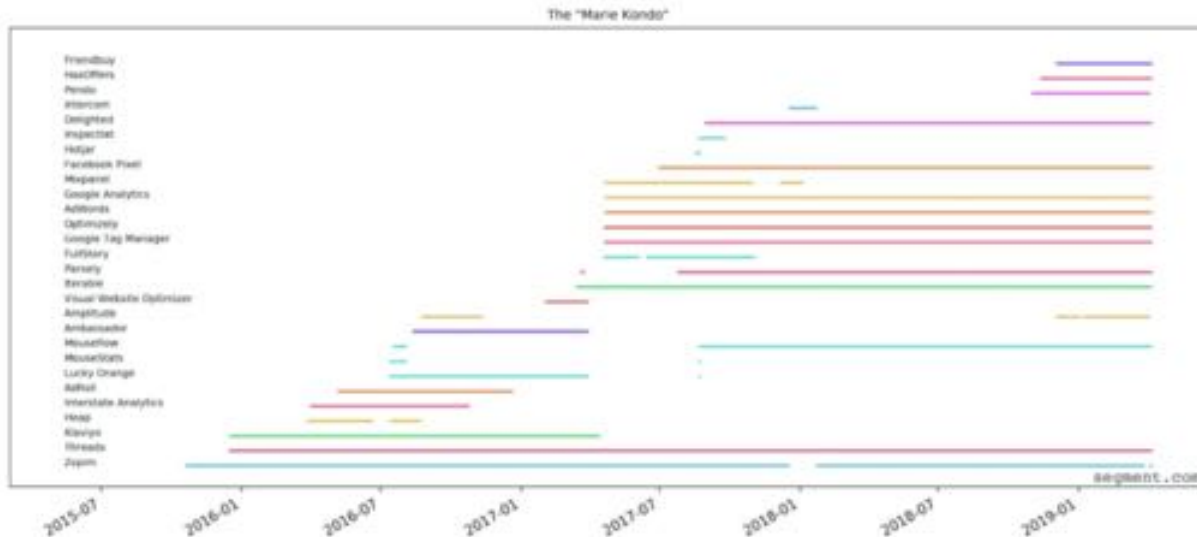
Over the course of this company's evolution, they moved from using and evaluating **18 different tools** to only using **4 today**.



6. The “Marie Kondo”

What it is: This is a wholesale swap of an existing stack at a single point in time.

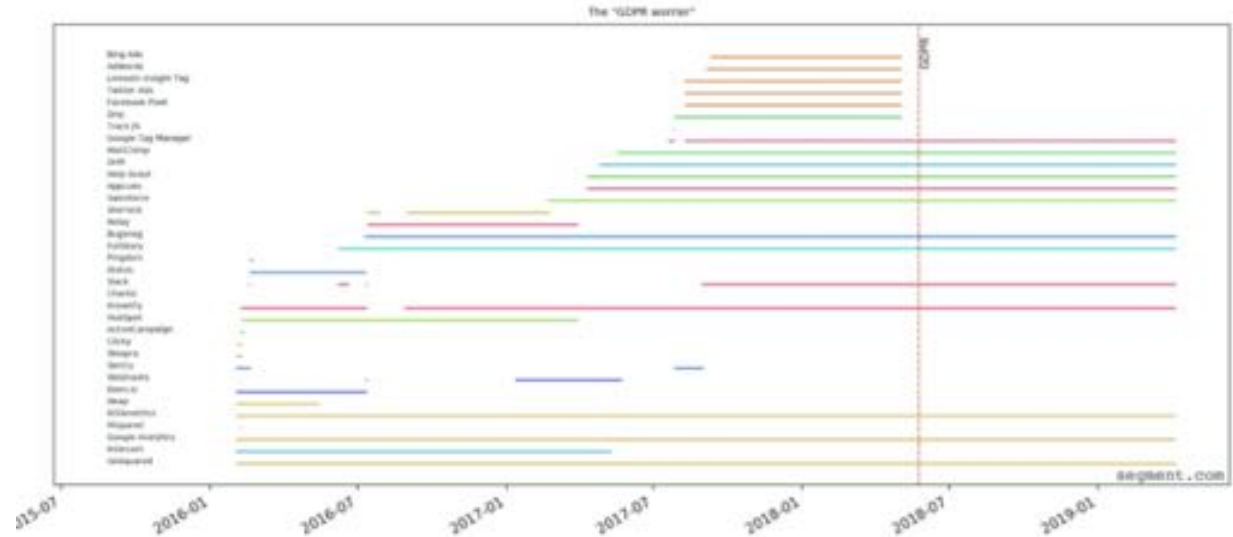
Typically this is spurred by a new hire coming in, deciding that the existing tools aren't working, and swapping them all out.



7. The GDPR Worrier

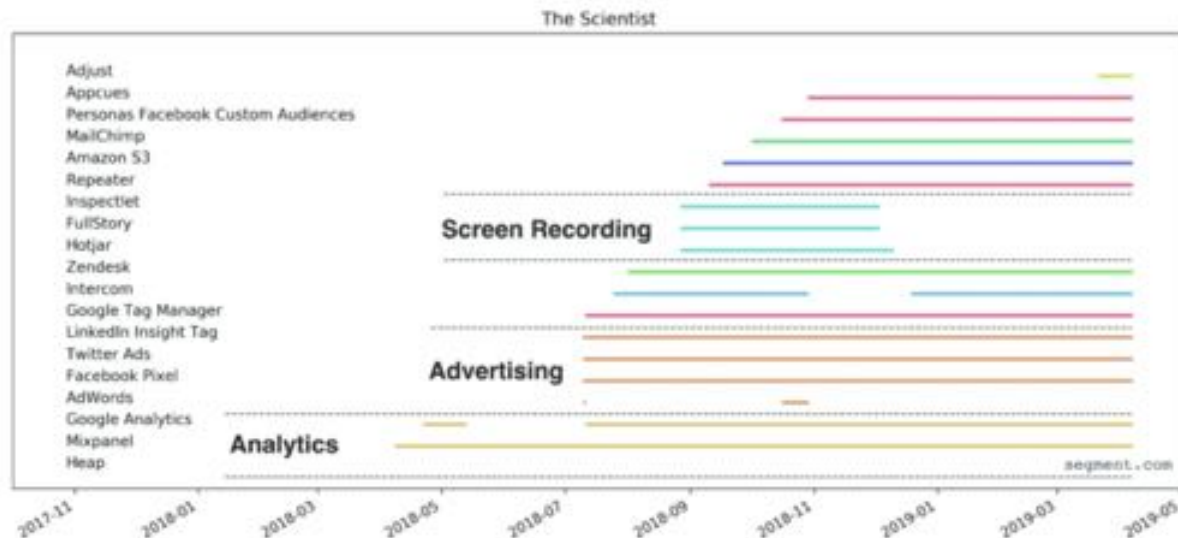
What it is: Regulations are powerful business drivers. Last May, the new privacy regulation in Europe known as the **GDPR (General Data Privacy Regulation)** went into effect.

This chart shows the scramble that some companies took to make their stacks compliant.



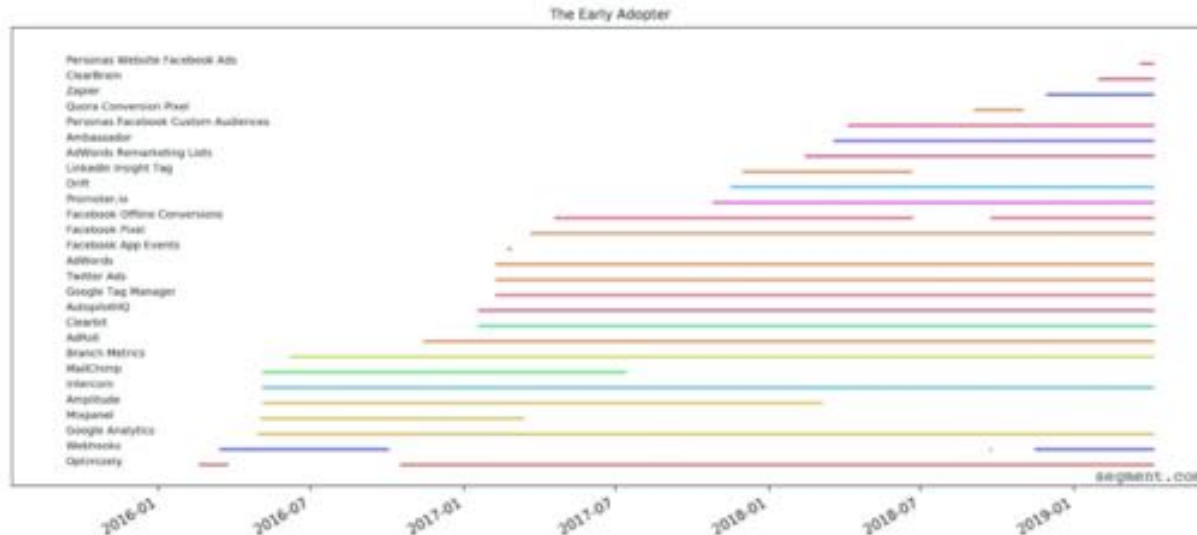
8. The Scientist

What it is: Companies that run multiple tools concurrently to solve best-in-breed use cases instead of relying on one tool for everything.



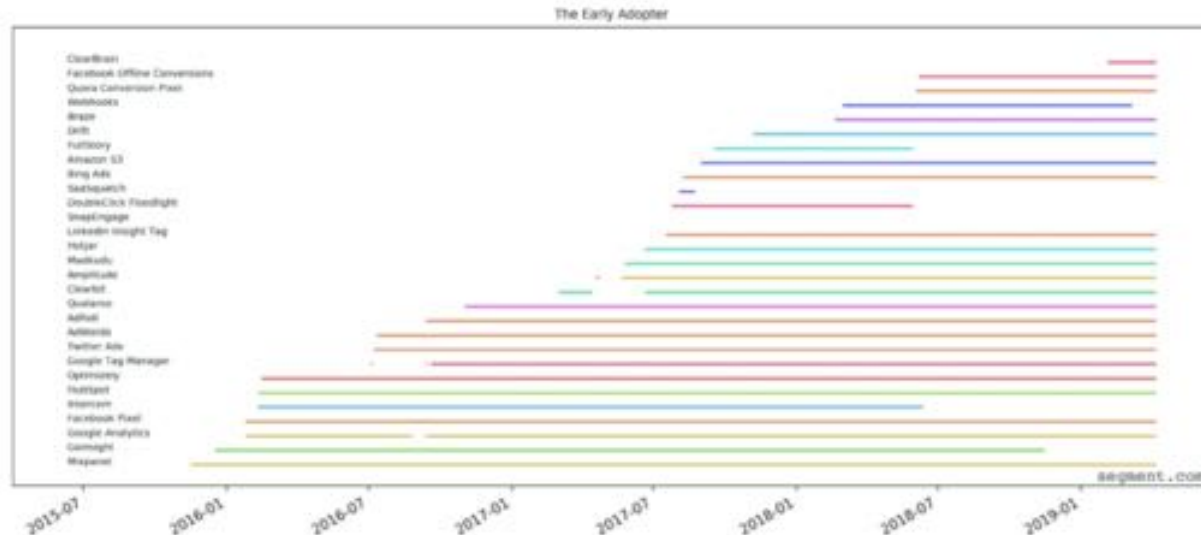
9. The Early Adopters

What it is: These are companies on the 'cutting edge' of trying new tools and growth stacks. They are willing to use and test a *lot* of tools to solve their problems.



9. The Early Adopters, cont.

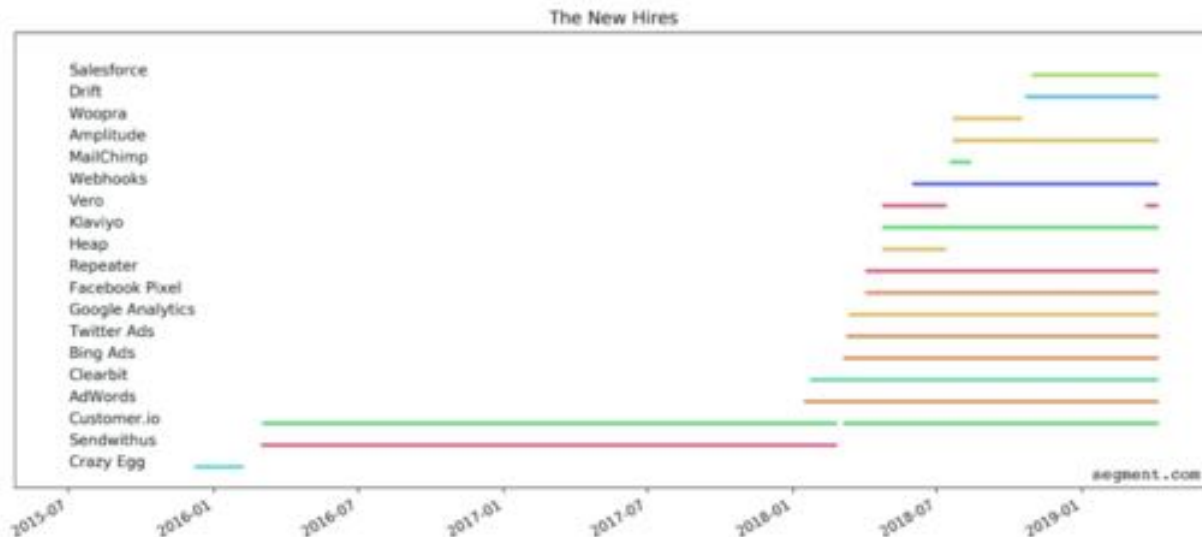
What it is: These are companies on the 'cutting edge' of trying new tools and growth stacks. They are willing to use and test a *lot* of tools to solve their problems.



10. The New Hire

What it is: Companies that let new hires drive tool selection.


In some cases, it is very clear that the company is getting very serious about a particular use case and likely has hired someone to manage it.





Building your stack:

Learnings to takeaway



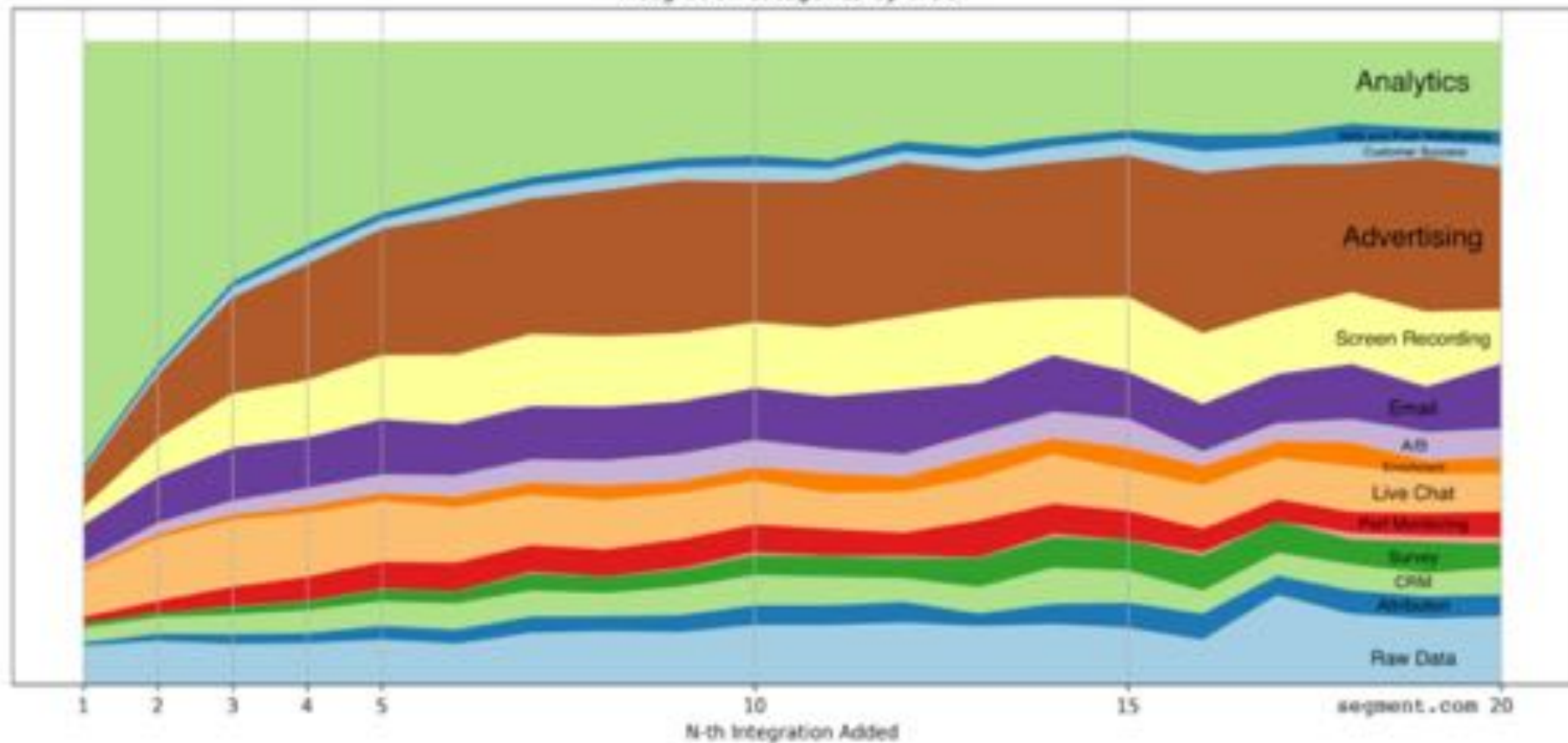
1

**The stacks you use today
are not the stacks of
tomorrow**

2

**As your business grows,
you'll want new types of
tools**

Integration categories by order



3

New regulations force new behaviors

4

**High growth companies
tend to be early adopters**



Thanks for tuning in!

*We'll be adding more content to Growth Masters
throughout 2020. Stay tuned!*