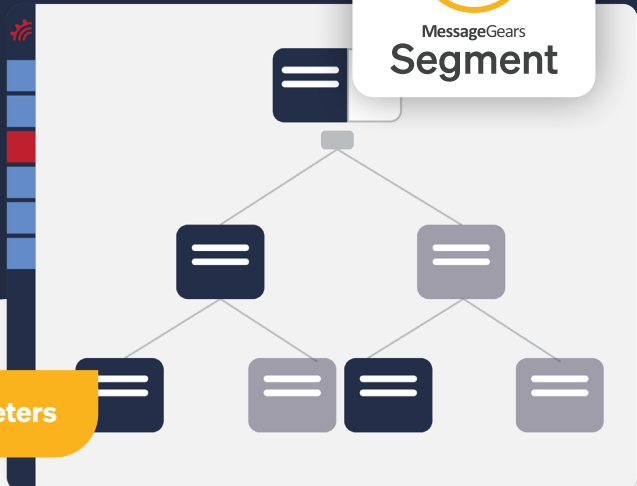


## Use Labels to Enhance Your Customer Data

Segmentation made for Marketers



### Finally, a Segmentation Tool Made for Marketers

Today's enterprise marketers working with segmentation tools are all too familiar with the struggle of relying solely upon the data in their data warehouse to fuel 100% of their audience creation and templating needs. Although a 360-degree view of the customer may exist in the data warehouse, there are always data elements like 'Loyalty Status,' 20% off coupon, or the marketing-friendly 'name' of the segment each customer is in that live outside the database.



#### Enhance Existing Datasets

Add marketer-friendly data attributes to your dataset and optimize campaign creation



#### Make Message Templating Easier

Use these newly defined data attributes in templates that are exported to any ESP



#### Create An Audience Timeline Using Your Data

Integrations with dozens of third parties allow seamless activation on any medium for consistency at every interaction.

ACTIVATE CUSTOMER DATA QUICKLY AND EASILY



Combined with **MessageGears Segment's** direct access to your data, labels allow marketers to create and launch campaigns within days instead of weeks, which gets them closer to their customers. You can optionally record this data back into your data warehouse using MessageGears new **Audience Recording** feature.

To learn more about labels or audience recording, hit us up at [@messagegears](#).