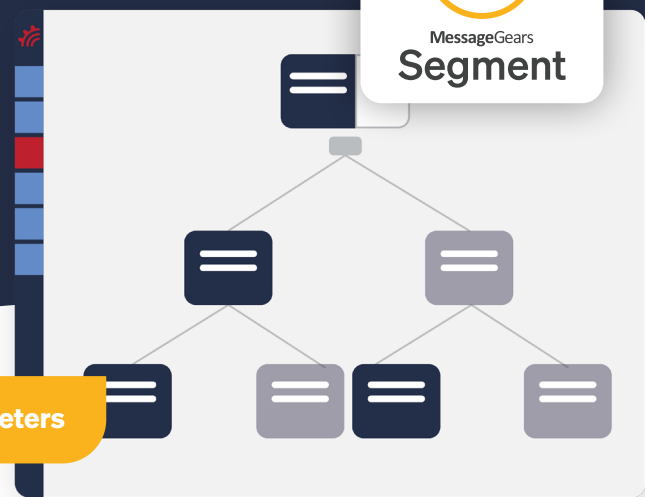




# Integrate Your CDP with MessageGears Segment



Segmentation made for Marketers

## MessageGears Segment Makes Your CDP Even Better

If you've already invested in a CDP, MessageGears Segment is the perfect companion because it syncs bi-directionally with many CDPs. Although many other messaging platforms claim to connect natively to your CDP, what they're really interacting with is a quickly outdated copy of your data. The secret to MessageGears Segment is its direct connect to your data, wherever it lives. Integrate that with your CDP, and you have live access to your data for building dynamic, actionable audience segments.



### Bi-directional sync

MessageGears Segment syncs bi-directionally with your CDP, keeping both up to date and enabling communication between each



### Provides live data

Utilizing any data you have, live and in real time, helps you quickly and easily build dynamic audience segments



### No predefined language

Work with your data in the way it's already structured, without any predefined schema or complex operations

ACTIVATE CUSTOMER DATA QUICKLY AND EASILY



To learn more about MessageGears Segment, hit us up at [@messagegears](https://twitter.com/messagegears).