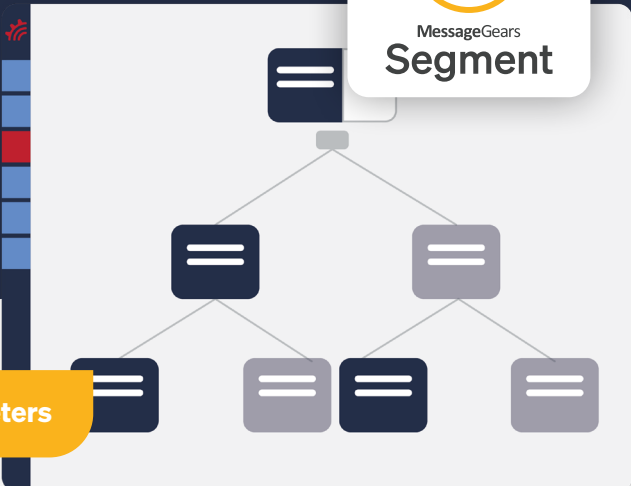


## Turn Your Modern Data Warehouse into a CDP



Segmentation made for Marketers

### MessageGears Segment Makes Your Modern Data Warehouse a CDP

While CDPs ingest the customer data from your brand's data warehouse and store it in order to make it accessible to marketers, MessageGears Segment instead allows you to use the data warehouse itself as the single view of the customer. This means you're working with your live data to build dynamic audience segments, personalizing them based upon any data points you've collected in your database with just a few clicks of the mouse. And all it takes is a light software install.



#### Use your live data

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



#### No predefined schema

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



#### Export audiences anywhere

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

ACTIVATE CUSTOMER DATA QUICKLY AND EASILY



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