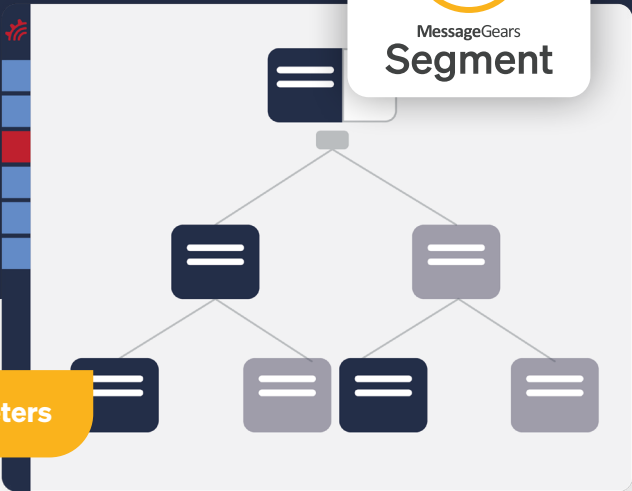


MessageGears +



# Turn Your Google BigQuery Database into a CDP



Segmentation made for Marketers

## MessageGears Segment + BigQuery = Best-of-Breed CDP

While CDPs store a copy of customer data in order to make it accessible to the Marketing Team, MessageGears Segment instead allows you to use your BigQuery Database as your single source of truth. One real-time view of the customer, one less step to reach them, no copying your data. This means you're working with your live data to build dynamic audience segments, and personalizing them based upon any data points you've collected in your database with just a few clicks. All it takes is a light software install — Try it today!



### 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

Because you are directly connected to your data, use any information in any format - no data feed setup required.



### 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](#).