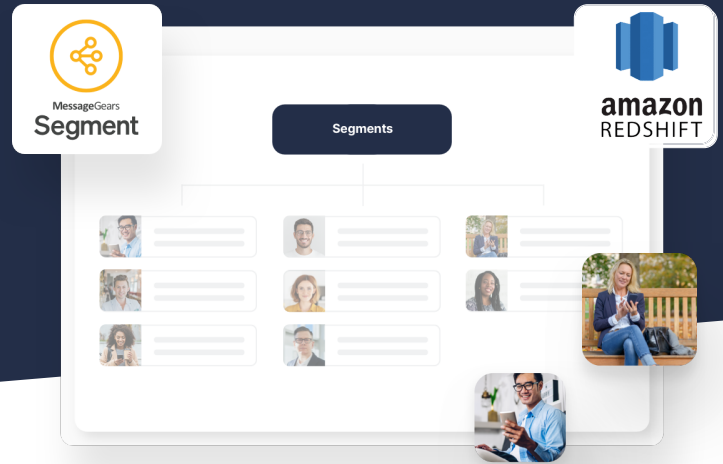# MessageGears

Connect Natively to Google BigQuery in MessageGears

MessageGears' BigQuery Native Connection Empowers Marketers

MessageGears 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, and launching powerful, cross-channel marketing campaigns.

All of this with just a few clicks of the mouse and a light software install.

Use your live customer data

Let MessageGears + Google BigQuery be the 360-degree view of your customer in real-time for excellent brand experiences

No predefined schema

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

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.