Twilio Segment
A leading platform for customer data

Why Twilio?

• **Move faster**
  Focus engineering time on launching new products and experiences. With one platform for customer data, engineers spend less time on analytics and integrations.

• **Make data-driven decisions**
  Help every team drive positive business impact by making trusted, real-time customer data accessible in the tools and reports they want to use.

• **Personalize customer experiences**
  Create a complete and consistent customer profile that each team can use to personalize real-time experiences and respect user preferences.

Product overview

Twilio Segment is the leading platform for Customer Data. Collect, clean, and control your customer data at scale with the Segment Customer Data Platform. Segment puts privacy first and enables businesses to generate more valuable and trusted experiences for their customers.

Product features

**Connections**
Capture and send every customer interaction - both offline and digital - to the tools your teams use for analytics, growth, marketing, and more.

**Protocols**
Protect the integrity of your data and your decisions. Be confident your data is accurate across all the tools you use.

**Personas**
Power consistent customer profiles and audiences across your marketing stack. Discover what’s most important to each user from your raw data and use it to personalize every interaction.

Differentiators

• **United User Profiles**: Merge every touchpoint and historical interaction into a user profile automatically and in real-time

• **Standardized Data**: Best-in-class data standards for customers to follow for easy implementation. Proactively define and automatically enforce data standards at the source of data collection.

• **Real-Time Audiences and Personalization**: Personalize apps with programmatic access to see which audiences' users fall in. Calculate computed traits without code (LTV, last UTM campaign, most frequently viewed category, etc.

• **Privacy & Compliance**: Progress compliance with GDPR and CCPA through automated deletion, suppression, and subject access requests.
How it works

Segment has three core products: 1) **Connections** streamlines customer data collection and enables AWS operators to integrate 400+ tools with the flip of a switch including Amazon S3, Redshift, Kinesis, Eventbridge or Personalize 2) **Protocols** protects the integrity of your data and your decisions by standardizing data collection while validating your pipeline health in real time 3) **Personas** enables customers to resolve user identify across platform and synthesize raw data into custom audience traits and groups for personalization efforts across like AWS Personalize.
**What our customers are saying**

*Segment for us is the beginning point for all of our event data and our behavioral data.*

- Fareed Mosavat, Senior Growth PM, Instacart

**Additional Resources**

- [Fox Case Study](#)
- [Pomelo Case Study](#)
- [AWS Advanced Machine Learning the Cloud](#)
- [Segment AWS Personalize AWS](#)
- [Segment + AWS Personalize Recipe](#)

**Data Points**

- **900%**
  - Forecasted increase in user-base by 2023
  - Crypto.com

- **23%**
  - Incremental increase on Facebook conversions for customer acquisition
  - Domino’s Pizza

- **3x**
  - Increase in purchases (online and offline)
  - Bonobos

- **178%**
  - Increase in mobile app downloads
  - PagerDuty

Solution available in [AWS Marketplace](#)