

aws marketplace

Segment

# Reviews, tips, and advice from real users



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# Product Recap



Segment

# Segment Recap

Segment is a customer data platform that helps organizations collect, unify, and analyze customer data from various sources. Its primary use case is to provide a single view of the customer across different touchpoints, enabling businesses to deliver personalized experiences.

The most valuable functionality of Segment is its ability to integrate with numerous data sources, such as websites, mobile apps, and third-party tools. It simplifies the process of data collection and unification, allowing organizations to easily access and analyze customer data in real time.

Segment helps organizations by providing a comprehensive understanding of their customer's behavior, preferences, and interactions. This valuable insight enables businesses to make data-driven decisions, optimize marketing campaigns, and improve customer engagement. By leveraging Segment's capabilities, organizations can enhance customer experiences, increase customer satisfaction, and drive business growth.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✔ “Segment's scalability is amazing, and it's fully capable of handling all of the different use cases that we have in our company and we have a very complicated company.”



**Verified user**

Web and marketing automation specialist at a logistics company with 5,001-10,000 employees

- ✔ “With Segment, we were able to clean the data and also break the data into different classes to reach specific targets with a specific message, and the outcome was very superb.”



**Adambalys Adambalys**

Technical Writer

- ✔ “Segment has improved our data quality and our ease of collection, and most importantly, it has saved us time by not having to maintain a custom tool for server-side tracking.”



**Verified user**

Data Engineer at a consultancy with 10,001+ employees

✔ “Customer support is fantastic.”



**Ayesha Waris**

Senior Software Engineer at a government with 1,001-5,000 employees

✔ “I like the straightforward way of connecting with various data sources and destinations. That's the most valuable feature. It has built-in integrations for a lot of them, so the overall effort required for integrations is relatively low.”



**Vikas Agarwal**

Founder & CTO at Naks Digital Consulting

✔ “Inserting some very simple code snippets has made this part of it a breeze for our developer so he can concentrate on the hard stuff.”



**Verified user**

Architect at a consultancy with 501-1,000 employees

What users had to say about valuable features:

“I like the straightforward way of connecting with various data sources and destinations. That's the most valuable feature. It has built-in integrations for a lot of them, so the overall effort required for integrations is relatively low.

And they have SDKs in a wide range of programming languages, so it can support pretty much any language if you need to integrate it with your own products, not just off-the-shelf solutions.

In this case, the D2C application was built using Java, and it was easy to integrate, with a few challenges..”

**VikasAgarwal**

Founder & CTO at Naks Digital Consulting

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“Our favorite feature that Segment offers is the website tracking.

“What stands out to me about the website tracking is the data accuracy and ease of implementation. We were using an in-house solution to track and also used client-side tracking through pixels, and we found that Segment's solution was much more accurate and easier to implement.

“Segment has positively impacted our organization by helping us with our website tracking. Segment has improved our data quality and our ease of collection, and most importantly, it has saved us time by not having to maintain a custom tool for server-side tracking..”

**Verified user**

Data Engineer at a consultancy with 10,001+ employees

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“The best features Segment offers are the audience building features. We've also launched predictive audiences, which is so far really promising for us and marketing has a lot of ideas for activating these types of audiences. We're going from using historical data to using current data to get more predictive with how we're activating.

In my experience, the audience building tools compared to other solutions I've seen or used are really sophisticated. I've used other CRMs in the past for this, and I would say the type of data you're not getting as much of is what you do when you're activating or creating the audiences within the CDP. I think predictive audiences require a 360 view of the customer in order to create these types of AI audiences because they use a lot of different data points.

How it's helping the team is by giving us more ways to reach our customers and being more proactive in the type of campaigns that marketing can launch. They have a lot of good ideas and some good things in the pipeline..”

**Verified user**

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Web and marketing automation specialist at a logistics company with 5,001-10,000 employees

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“The events we implement with the help of Segment are great. I can view profile behaviors and determine what things to recommend to users and many other things. It is great to use to get to know customers.


“Segment's best features in my experience include the profile unified system, which allows me to know if a profile is anonymous, but they have used their email before, so I would know that this anonymous profile belongs to which email. That is the best one.

“When I use the unified profile system, it works smoothly for our team. The only challenge was the session functionality. If someone was using a different device, that was a difficult part, but otherwise, it was great.

“Segment has positively impacted our organization because we could get the number of people receiving emails, and the rate of conversion was all we were getting from Segment. I did not see a change in conversion rates, but we were able to monitor it properly..”

**Ayesha Waris**

Senior Software Engineer at a government with 1,001-5,000 employees

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“Segment has been a wonderful tool that saves us a tremendous amount of time, eliminating a lot of back and forth. We have a clear definition of what we want to do, and we come to Segment and put in everything we want. It is easy to use, and I commend the team for that.

“The major role Segment plays in our workflow is that time is of the essence in everything we do. Earlier, before we were introduced to Segment, we usually spent a significant amount of time, sometimes weeks, repeating the same tasks and making the same corrections. When we were introduced to Segment, it became super easy. Something we would spend weeks dealing with can be done in just sometimes a day, sometimes just a few days. Saving that chunk of time is much more appreciated than any other value we can discuss, and it lets us reach out to who we want to reach out to, enhancing the outcome we get.

“Segment has saved us a tremendous amount of time. Campaigns have had over 65 to 70% improvement in our campaign outcome. Earlier on, we would have some turnover and some positive feedback with our campaigns of about 20-30%, and we would even celebrate that. Now, whenever we are running a campaign, we are having a massive turnaround, and I can rate it around 65 to 70%. The efficiency is on a high level and the business outcome can never be underestimated.

“Multiple things lead to that 65-70% improvement. The first thing is being able to target the main people. When you have about 100,000 audience members, being able to streamline who your main target audience is crucial. We were able to do that by cleaning our data to know that our only targets are like 20,000, and out of the 20,000, the main audience that are ready to use our service or ready to get our product. The campaign execution is smooth and without bothering anybody with spam messages or anything, so it is just direct and personalized..”

**Adambalys Adambalys**

Technical Writer

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# Other Solutions Considered

“Before Segment, we used a legacy customer data management tool, which is a legacy technology that we've had for a while. We're actually in the process of deprecating that this month and fully relying on Segment as our main customer data platform..”

## Verified user

Web and marketing automation specialist at a logistics company with 5,001-10,000 employees

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“I've used mParticle and Cadence from a vendor called the Data Team.

## Top pros of Segment compared to those other products:

- It's easy to set up.
- It's SaaS, so no infrastructure expertise is needed.
- It integrates easily with most common SaaS-based tools.
- The segmentation capability is also great.

## Cons of Segment:

Customization can be hard. Sometimes the Segment SDKs don't match the API contracts of the destinations, which necessitates custom coding.

Cadence had its own strengths. It was a different kind of CDP, with a primary strength in machine learning-based lead qualification. Segment doesn't have that capability. I don't remember much about mParticle; it's been a while since I used it extensively..”

## VikasAgarwal

Founder & CTO at Naks Digital Consulting

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# ROI

Real user quotes about their ROI:


“The ROI is entirely dependent on the nature of your business. If you're a new business, I don't think you'll reach ROI breakeven quickly with a CDP product.

However, if you're an established business facing challenges with lead qualification or segmentation, for example, Segment can bring ROI very quickly.

It's not for everyone..”

**VikasAgarwal**

Founder & CTO at Naks Digital Consulting

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“We launched a user abandoned basket flow using Segment, and I would say it probably saved us weeks worth of time had we gone with the solution directly within the CRM. I think we got a much better solution in that way. It's hard to quantify exactly the hours spent, but from that abandoned basket flow, it was something around seven million DKK that has been made since we launched it.

The main metric that I have is for the abandoned basket flow that we have running through Segment, and I would say it's to the tune of seven million DKK..”

**Verified user**

Web and marketing automation specialist at a logistics company with 5,001-10,000 employees

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# Use Case

“I mostly use Segment for our marketing plan to clarify our target audience. We were trying to run a program to reach out to a large number of audiences, and we had to use Segment to break down and clarify all the target audience and specify how we were going to be reaching out to them. With Segment, we were able to clean the data and also break the data into different classes to reach specific targets with a specific message. The outcome was very superb..”

**Adambalys Adambalys**

Technical Writer

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“Segment is currently the main customer data source of truth and the CDP we use. Our CDP has become more important over the last few years and is basically the center of all of our customer data from both B2C and part of our business.

In my day-to-day work, I collaborate with marketing in order to set up audiences and make sure that they're feeding into the correct sources so that they can activate.

Regarding our main use case, we're also checking profiles and making sure that the data that's flowing into Segment is what we're getting into our CRM, which is called Iterable..”

**Verified user**

Web and marketing automation specialist at a logistics company with 5,001-10,000 employees

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“I have used Segment for more than a year.

“I was working with Adxx and Segment was used to align profiles and different user profiles. I used it for journey building, unifying different emails or profiles, and tracking profile behavior.

“My primary use case was an abandoned cart journey where when users were viewing their cart, we would get an event. Whoever was going to view their cart would be added to our journey, and we had journey steps where they would receive emails that helped us in getting more money and subscriptions..”

**Ayesha Waris**

Senior Software Engineer at a government with 1,001-5,000 employees

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“We don't have a partnership, but we're a consulting organization. We've proposed Segment as a solution to a few of our clients, and some of them have adopted it. We've helped them with the configuration and integrations.

One example is in the InsurTech space. The client had a direct-to-consumer (D2C) channel for selling and distributing policies, along with other channels like an agent portal for sales, leads from partners and purchased databases, and ads from Google and Facebook. We had a lot of different data sources, and we wanted to consolidate all those leads into a CDP instead of just sending them straight to the CRM, which was HubSpot.

So, we used Segment to ingest all the leads from those sources, and then integrated with a few third-party tools like Verisk to qualify the leads within the CDP. The qualified leads were then sent directly to the CRM, where they became MQLs—marketing qualified leads—and entered the sales funnel..”

**Vikas Agarwal**

Founder & CTO at Naks Digital Consulting

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“My main use case for Segment is connecting databases and websites to track server-side user activity.

“One specific example of how I use Segment for server-side user tracking is when a user comes to our website, clicks around, and we track those actions to see if they went to the about page or clicked on a specific product. We record those actions and send them back to our database. Once they submit, we send all information they submitted to our database, and from there, using Segment, we push it to an analytics layer and then to our database. We then use that to share out to our CRM and send out to Google or back to Facebook, wherever we need.

“Our primary use case is tracking..”

**Verified user**

Data Engineer at a consultancy with 10,001+ employees

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# Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup was somewhat in the middle, because it required installing a module for Node, then adding the code. There's a bit of suspension of disbelief involved at how easy it is..”

**Verified user**

Architect at a consultancy with 501-1,000 employees

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“The initial setup is straightforward.

1. First, you need to understand why you're using it, so **establish the business objectives**, particularly from sales and marketing perspectives.
2. Second, identify what's driving you to use a CDP. Pinpoint the specific use cases, especially for smaller or newer setups. That's crucial, which dictates whether or not a CDP is necessary.

In my opinion, a CDP should typically be used when the organization and its systems are mature, with plenty of customers, not right at the beginning.

Consider if you're adding unnecessary complexity and cost by using a CDP too early. So, first, establish the need. Then, identify the source and destination systems. Define the purposes.

For example, you might use it for lead qualification or to consolidate leads in one place before sending them to a central management system. That's a major use case for any CDP.

Once you've identified the use cases and established the need, identify the data sources and destinations.

3. Then, move on to the implementation strategy. Start with out-of-the-box connectors, then look at any custom solutions that require custom integrations, like your D2C or agent portal.

When planning, assess how much is readily available and how much needs custom work, as that's where we encountered challenges..”

**VikasAgarwal**

Founder & CTO at Naks Digital Consulting


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# Customer Service and Support

“The documentation is fine, and we have not really had an issue where we needed to use the support system. For integration, maybe just the loading time and everything, but it is fine. Everything is just fine so far..”

**Adambalys Adambalys**

Technical Writer

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“Segment has impacted our organization positively. First of all, we have meetings with them where they give a lot of good ideas on how to use the tool and best practices. They give us really some good inspiration.

Segment's customer support is amazing. I just mentioned that it would be nice to have more hands-on support, but that's about it..”

**Verified user**

Web and marketing automation specialist at a logistics company with 5,001-10,000 employees

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# Other Advice

“The advice I would give to others looking into using Segment is to make sure your data is in order and that you have cleaned it to the best of your ability. .”

**Verified user**

Web and marketing automation specialist at a logistics company with 5,001-10,000 employees

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“I would advise others looking into using Segment that it is a great product if they want to know more about their users. I rate this review an 8 out of 10..”

**Ayesha Waris**

Senior Software Engineer at a government with 1,001-5,000 employees

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“My advice to others looking into using Segment is that it works even at a small scale. You can use this with a smaller website that has less than 100 users a day, and it also works at a large scale. I would rate this product a 7 out of 10..”

**Verified user**

Data Engineer at a consultancy with 10,001+ employees

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“I would say maybe I am having a blind spot in that regard, because when we are

using Segment, we only focus on what we were there to use it for. So far, so good, it has been serving us. I cannot pinpoint any improvements at this time, but maybe I will pay attention to that later. It is just a positive mark on my end.

“This is a personal preference; you have to do a lot to get a 10. A 9 is because it is perfect already, so it is perfect. With the advent of Segment, bringing it on board for us was a game-changer for everything. The results were instant; it was not delayed. For that, it has proven that what you order for is exactly what you get. I would rate this product a 9 out of 10..”

**Adambalys Adambalys**

Technical Writer

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“My one-line advice, not just for CDPs but for many other products, is this: Don't adopt them simply because they exist.

Establish and validate your use case, and consider the ROI before configuring requirements. This is especially relevant for startups.

Often, they have a young CTO who's enamored by loads of technology, viewing them as shiny toys to play with. This can lead to adding excessive complexity that becomes difficult to manage later, potentially resulting in a net loss.

I'd always recommend starting with the basics, and a CDP isn't a basic need for most organizations. Start simple, evaluate your needs continuously, and when you encounter challenges worth solving, explore solutions like Segment.

Overall, I would rate the solution an eight out of ten..”

**VikasAgarwal**

Founder & CTO at Naks Digital Consulting

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9%

Financial Services Firm

8%

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7%

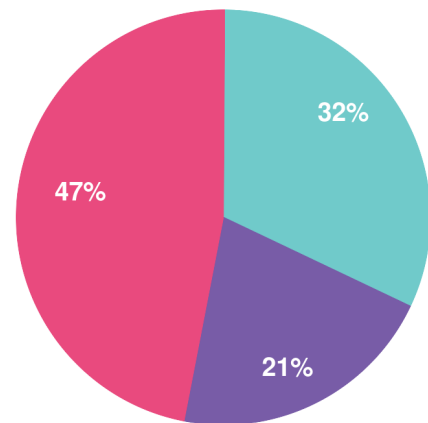
University

7%

# Company Size

by reviewers

by visitors reading reviews



Large Enterprise

Midsize Enterprise

Small Business

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PeerSpot helps tech professionals by providing:

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