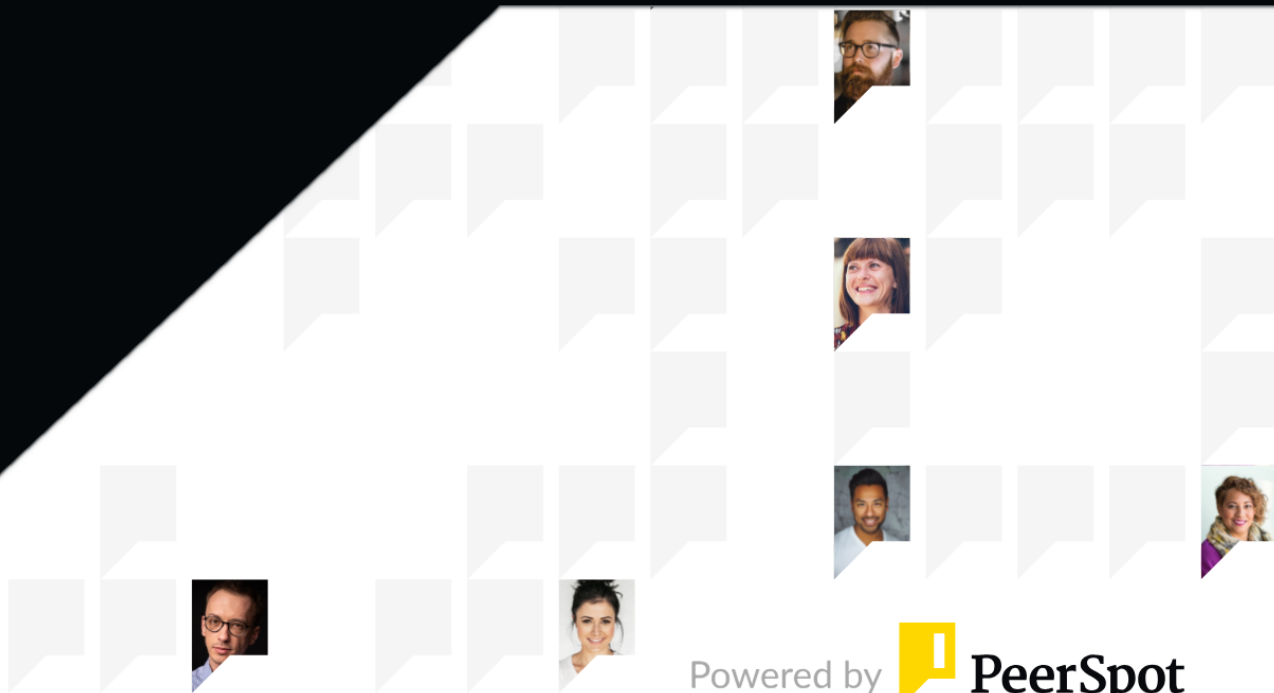


aws marketplace

RudderStack

Reviews, tips, and advice from real users



Powered by  PeerSpot

Contents

Product Recap..... 3 - 5

Valuable Features..... 6 - 11

Other Solutions Considered..... 12

ROI..... 13 - 14

Use Case..... 15 - 17

Setup..... 18 - 19

Customer Service and Support..... 20

Other Advice..... 21 - 23

Trends..... 24 - 25

About PeerSpot..... 26 - 27

Product Recap



RudderStack

RudderStack Recap

With RudderStack, your whole business can trust and use customer data. Data teams ship faster and focus on higher leverage work, marketing teams get easy, on-demand access to the data they need to drive growth, and agents can deliver powerful, privacy-safe experiences.

RudderStack's agentic CDP delivers self-serve marketing activation from a solid data foundation like no other solution on the market, with agentic capabilities covering the entire customer data lifecycle, from collection to unification and activation.

Data teams get extreme flexibility and control to build trustworthy customer context in their own data warehouse: reliable pipelines, proactive governance, robust IaC capabilities, and warehouse-native unification, from one integrated platform. Marketing gets direct access to that same foundation through an agentic application that enables them to explore, analyze, and activate data from a seamless natural language workflow. With RudderStack, data teams ship faster, business teams self-serve trustworthy customer context, and agents consistently deliver powerful, privacy-safe experiences.

RudderAI brings agentic power to the entire customer data lifecycle, unlocking AI native platform operations for data and engineering teams and empowering marketing teams to analyze and activate data through agentic workflows.

What are RudderStack's key features?

- Our Event Stream product handles customer event collection and routing through data ecosystems of any complexity with a centralized pipeline and prebuilt SDKs for all of your web, mobile, and backend sources. Standardized schemas keep your data consistent, and Transformations allow you to shape data in flight to fix data issues before they get downstream, enrich events, remove PII, or customize integrations.
- RudderStack Profiles builds your customer 360 directly in the warehouse, resolving identities and pre-computing features (like LTV and average order value) from a declarative config. Data Graph connects warehouse tables that hold detail beyond the customer 360 to that resolved customer. Combined, these tools produce a customer data semantic layer — the foundation for self-serve activation by business teams and agents.
- You can activate your customer data from RudderStack in two ways. Over 200 destination integrations stream the same governed data to every ad platform, CRM, and analytics tool in real time for immediate activation. Audiences lets marketers self-serve the segments they need for targeting and lifecycle personalization, built on the semantic foundation from Profiles and Data Graph, so every downstream system gets complete data, not fragments.
- Our integrated governance tooling lets you define event schemas, set up validation

rules, and enforce compliance from a central tool, so you can catch and manage bad data before it gets downstream. With a central command center for event data governance, you can drive data trust within your company, earn customer trust externally, and confidently meet InfoSec requirements.

What should users look for in reviews?

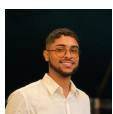
- Customization: Evaluate the ease of adjusting the tool to meet specific data processes.
- Integration: Assess how well it pairs with existing data warehouses and APIs.
- Support: Quality of technical support and resources provided by the team.
- Scalability: Consider how the platform handles increased data loads and user demands.
- Cost-effectiveness: Assess ROI in terms of time saved and operational efficiency.

RudderStack's agentic CDP delivers self-serve marketing activation from a solid data foundation like no other solution on the market, with agentic capabilities covering the entire customer data lifecycle, from collection to unification and activation. It gives data and engineering teams extreme flexibility and control to build trustworthy customer context in the data warehouse, and it gives marketers direct access to the foundation to explore, analyze, and activate data from a seamless natural language workflow. With RudderStack, data teams ship faster, marketing teams self-serve rich customer context, and agents consistently deliver powerful, privacy-safe experiences. RudderStack powers smarter decisions, more powerful AI, optimized marketing spend, and better customer experiences at leading companies like Foot Locker, Vercel, Lovable, and Cars.com. Visit RudderStack.com to learn more.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “The best features that RudderStack offers, in my opinion, include its main feature, which is having a fast connection with destinations where you will use the platform, so you do not waste time with configurations and name transformations.”



GabrielSantos1

Revops at a university with 201-500 employees

- ✓ “RudderStack has positively impacted our organization by opening the door to tracking user journeys across the platform, understanding user performance and behavior, and assessing how well our product is doing.”



Manik Jindal

Data Analyst at Grip Invest

- ✓ “RudderStack has impacted my organization by allowing us to integrate our customers and providing scalable visibility into the activities within our system.”



Validated user

Head Of Data Engineering at a consultancy with 201-500 employees



“RudderStack has positively impacted my organization by helping us unify our user profiles across different channels without a lot of worry, such as connecting users visiting our landing page and our Shopify store, which really helped us drive better analytics and improve our targeting and marketing.”



Validated user

software engineer at a tech vendor with 10,001+ employees



“RudderStack has positively impacted our organization by helping us keep our customers happy because we are able to track the data, and according to that, we are improving the product and the experience of the customer.”



Aayush Agarwal

Engineer at a tech vendor with 1-10 employees

What users had to say about valuable features:

“The best features RudderStack offers include table joining features, creating dashboards and analytics, and metrics.

The table joining feature in RudderStack helps us because we have certain data spread across multiple database tables, and there is no direct tool that we can use to actually combine certain things and query on top of that and visualize it or transform it into a dashboard or a table. RudderStack usually helps us to do that. Regarding metrics and analytics, it is mostly for different use cases, such as getting the booking lead percentage, understanding where the user is dropping off, counting certain things, or tracking certain customer behavior. So for those purposes, analytics, metrics, and dashboards are valuable.

RudderStack has positively impacted our organization by helping us keep our customers happy because we are able to track the data, and according to that, we are improving the product and the experience of the customer. So if our customers are happy, the organization is also happy and positive as well. .”

Aayush Agarwal

Engineer at a tech vendor with 1-10 employees

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“The best features RudderStack offers include that it's open-source, it has a lot of data sources and sinks, and there are transformations I can apply to the data, along with a live explorer where I can analyze the data coming in real time.

“My favorite feature out of those is the live explorer because it helped me a lot in debugging some of the data pipeline issues.

“RudderStack has positively impacted my organization by helping us unify our user profiles across different channels without a lot of worry, such as connecting users visiting our landing page and our Shopify store, which really helped us drive better analytics and improve our targeting and marketing.

“I noticed specific improvements in our analytics after implementing RudderStack; before, we had a lot of fragmented data points which were not unified, and after using RudderStack, we were able to unify all the events for a single user..”

Validated user

software engineer at a tech vendor with 10,001+ employees

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“RudderStack provides a platform to ensure product quality and understand user behavior, allowing us to improvise and optimize our product. The tracking plan feature provides an optimized version of the events in a semantic way, which is very helpful. The default attributes such as page attributes, page properties, operating system properties, context traits, and user traits are also major aspects we use across events.

“Overall, RudderStack is a good tool. Additionally, I believe that organizations not using the high-price version of RudderStack should have access to the event audit API, which I consider one of the most fantastic features that every organization should have to track their events. A basic versioning of the event audit API or allowing stakeholders to upload event schemas via CSV to the tracking plan would be very helpful, but the tracking plan feature itself is fantastic.

“The best feature RudderStack offers is the analytics over the past two days, past seven days, past 30 days, or however much event volume has occurred in those windows. Other major features include the tracking plan feature, the code-generation feature, and the event audit API feature, all of which are very helpful across RudderStack.

“The best feature I rely on the most in my daily work is the volume of events in a specific time window, which I check every two hours during working hours. This feature gives me an idea of how my website is performing, the traffic flow during working hours, and alerts me if something breaks based on the event volume.

“RudderStack has positively impacted our organization by opening the door to tracking user journeys across the platform, understanding user performance and behavior, and assessing how well our product is doing. It helps us measure the impact of different features on our product.

“RudderStack has helped us reduce errors by revealing where users get stuck in their journeys, allowing us to improve our product and reduce manual efforts. If we understand user performance, we can optimize our product to reduce friction at key success points..”

Manik Jindal

Data Analyst at Grip Invest

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“I would add that the Transformations in RudderStack, if I am not mistaken, is the name of the feature. Basically, some fields where I would need to do special processing did not require processing from the frontend. Let us suppose I have a platform where the required phone number format is different from all the others. I could create a Transformation in RudderStack just for that source I wanted to use, and only that source would receive it. This has happened before.

“Another point was when I had a very specific business rule in the platform. We needed to create some messaging flows and infer that from a specific parameter, country ID, in the platform sent in the events. In CleverTap, I could not map that country ID to what the country was, so I did that using a Transformation where I created a lookup table, mapping the country ID into a readable name, Brazil, Chile, Portugal, Spain, to use inside CleverTap. This type of transformation helped me many times because some specific tools required it while others did not. I could customize the use case for each platform based on these transformations. I created several little rules based on these transformations, including external API calls, where I enriched data from the IP address. RudderStack itself provides a library that can determine the user's location from the IP, and I have run many segmented campaigns based on users' locations with a transformation that RudderStack gave me, where the user's IP could provide additional fields to enrich my data in real time.

“The best features that RudderStack offers, in my opinion, include its main feature, which is having a fast connection with destinations where you will use the platform, so you do not waste time with configurations and name transformations. For me, this is exactly the platform's proposal, and it does that very well. The second feature would be the transformations I mentioned. I did not use the ETL part of uploading to databases like BigQuery, as I know you could schedule events to upload events to an external database every two or three hours, but I only used real-time flows. What was most useful for me was the Transformations and the quick connection between destinations.

“Regarding RudderStack's AI features, I find the governance and security aspects excellent, and I appreciate the tracking plan configuration inside RudderStack itself, which I find very interesting..”

Other Solutions Considered

“While choosing RudderStack, we did not evaluate any other options. We found that RudderStack was suitable for our specific use case through public community recommendations, so we decided not to delay our decision by researching other tools..”

Manik Jindal

Data Analyst at Grip Invest

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“Before I landed on RudderStack, I was partially using Snowplow.

“I decided on RudderStack specifically over continuing with Snowplow because it was cheaper, simpler to use, and easier to manage..”

Validated user

Head Of Data Engineering at a consultancy with 201-500 employees

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ROI

Real user quotes about their ROI:

“The adoption of RudderStack has gone well since the whole company uses data from it, and we primarily have one type of user that generally builds the integrations, along with one or two administrators..”

Validated user[Read full review](#) 

Head Of Data Engineering at a consultancy with 201-500 employees

“I have seen a good return on investment with RudderStack, as it gives me valuable insights into my product and user behavior. I believe I am getting a good return on the investment I have made in RudderStack. I can comment on two metrics: time saved and better insights I gained using RudderStack. In terms of time saved, I do not need to contact each user to understand their journey anymore; I can see the metrics or funnels from RudderStack directly. Regarding insights, RudderStack provides ample information on performance and areas needing attention..”

Manik Jindal[Read full review](#) 

Data Analyst at Grip Invest

“RudderStack positively impacts my organization, and I was able to measure concrete results such as time savings and increased efficiency. As I mentioned, RudderStack is a CDP we used in connection with CleverTap, and the savings in results, particularly in revenue, reflect closely connected to CleverTap. For instance, in CleverTap, we have had three to four consecutive months of net revenue around twenty to thirty thousand, solely due to the messaging triggers from CleverTap, but that uses data from RudderStack. I believe I could have saved maybe around forty to sixty percent of my implementation time using RudderStack. At the very least, I estimate about thirty-five percent, but I have not tracked paper results on the time saved. It was definitely a very valuable tool to help me achieve results with CleverTap..”

GabrielSantos1

Revops at a university with 201-500 employees

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Use Case

“My main use case for RudderStack is for aggregating customer data from different sources and getting them into a single data set.

“For example, I connect data from a Shopify store, a landing page, and a mobile application, collecting all of them into BigQuery and connecting user profiles..”

Validated user[Read full review](#) 

software engineer at a tech vendor with 10,001+ employees

“My main use case for RudderStack is creating dashboards and analytics.

A specific example of how I use RudderStack for creating dashboards and analytics is calculating booking rates, where we store the data in our database regarding jobs booked for certain people, and we have linked it with RudderStack to see the analytics for the rate or for the percentage of calls that are being booked, the percentage of calls which are being dropped off or those that are not booked. Based on that at a customer level, we are seeing the rates at which we are generating leads, the booking rate for different customers, and so on.

In my previous company, we used to create custom customer-specific dashboards with RudderStack where we would track all the metrics for the customer, and that used to help us find any anomaly or gain certain insights which were useful for us to improve the experience of the customer and improve our product through it. .”

Aayush Agarwal[Read full review](#) 

Engineer at a tech vendor with 1-10 employees

“My main use case for RudderStack is being able to connect several data sources to Google Analytics and event triggers that I can fire from the frontend and mainly the backend, so I can send to CleverTap or some automations that I have also used. Basically, I can connect several data sources that are implemented on the frontend and also from the backend, including purchase and subscription event triggers, and from that, I can connect to several providers and several destinations without needing to configure one thing. I do not need to configure one event for each provider I am using. This makes it much easier for me because I greatly simplify my logic for event triggers and synchronization without having to configure everything from scratch for each system I am going to use. For example, CleverTap would be one such case, and with HubSpot, I could connect with the exact same events that I already have configured. I have already developed several automations that used these events, such as sending tracking to the Meta platform, Meta Ads, Google Ads, using the exact same events that all the other platforms received..”

GabrielSantos1

Revops at a university with 201-500 employees

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“My major use case for RudderStack is streaming the event data from our website and mobile apps to our analytical database, or destination database, and afterwards, we are preparing our BI or analytics over the events that we captured using RudderStack.

“Apart from it, we are preparing some user journeys and funnels through RudderStack events, making it a very helpful tool.

“We captured events mainly from our major funnels through RudderStack. For example, we have a sign-up funnel, KYC funnel, order funnel, and repeat order funnel. We placed some events at different points across the journey on our website. Whenever users interact with specific points on the website, we capture their presence. Afterwards, we try to map those events with the timestamps and the session ID provided by RudderStack, which is one of the most important features, allowing us to see where users are when they drop off and better our product..”

Manik Jindal

Data Analyst at Grip Invest

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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.

“I cannot comment much on the pricing, setup cost, and licensing since I am not the right person to answer that question. However, I can say, in comparison with other market-standard tools that I am not too familiar with, people often say that RudderStack is a value-for-money tool. It has been a good experience..”

Manik Jindal

Data Analyst at Grip Invest

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“RudderStack is deployed in my organization as self-hosted on a private cloud.

“We use AWS as our cloud provider.

“I did not purchase RudderStack through the AWS Marketplace.

“My experience with pricing, setup cost, and licensing was smooth..”

Validated user

[Read full review](#) 

software engineer at a tech vendor with 10,001+ employees

Customer Service and Support

“Customer support has been good in our case. Whenever we face issues or have questions, our customer support agent returns to us within two business hours. We have not encountered difficulties with customer support previously, so I think it is good..”

Manik Jindal

Data Analyst at Grip Invest

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Other Advice

“My advice to others looking into using RudderStack is to just go for it if you are looking for dashboards and analytics that can be run on top of different databases..”

Aayush Agarwal

Engineer at a tech vendor with 1-10 employees

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“The product I want to review is RudderStack, the customer data platform and event pipeline tool. My advice to someone considering RudderStack who has a similar workflow to mine is to try the open-source version if you have doubts and then see if it is a fit. I would rate RudderStack a nine on a scale of one to ten..”

Validated user

Head Of Data Engineering at a consultancy with 201-500 employees

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“On a scale of one to ten, I would rate RudderStack a seven.

“I choose seven because it is a good platform, but the non-open-source alternatives are easier to use, such as Segment.

“My advice to others looking into using RudderStack is to use it.

“I would rate this product a seven overall..”

Validated user

software engineer at a tech vendor with 10,001+ employees

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“I would recommend RudderStack to my community if someone asks me for solutions related to the issues I have solved with RudderStack. I would definitely advocate for RudderStack.

“I advise anyone looking into using RudderStack to choose it if they are seeking a tool that effectively captures events, tracks user journeys, and evaluates products. RudderStack offers good value for money regarding scalability, stability, reliability, and features, so I positively recommend people use it and provide feedback based on their experiences.

“I provided a review rating of 10 for RudderStack..”

Manik Jindal

Data Analyst at Grip Invest

[Read full review](#) 

“The primary factors influencing my rating are the ability to utilize several input platforms, multiple input nodes, and assign data to various destinations, all of

which significantly simplify my work. Even if the Transformations did not exist, which are extremely useful, this capability alone saves a lot of time.

“The cloud provider I use is RudderStack's own provider. I do not utilize any external cloud implementation, just event routing through theirs. I only use the cloud offered by RudderStack's platform without any integration with [AWS](#), [Google Cloud](#), or [Azure](#).

“My advice for others thinking of using RudderStack is to first understand the platform and how it works. I think having course documentation such as what CleverTap offers, which provides excellent courses to understand their platform, is crucial because RudderStack lacks that. I suggest trying to implement, but do not just aim for a functional setup. If you are unsure about something not working, explore the platform to understand it. I faced many use cases where I had to experiment extensively due to scarcity in documentation. If I had to advise someone starting now, my key suggestion would be to try to grasp the platform first, since that proves more critical than just implementing the data flow they have in mind. I rate RudderStack a nine out of ten..”

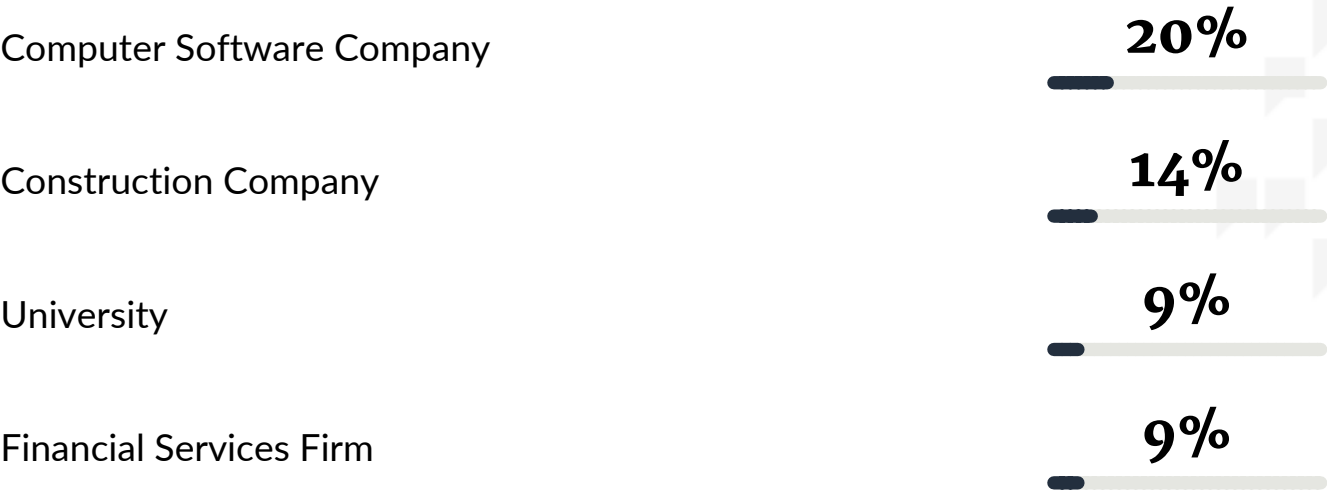
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Top Industries

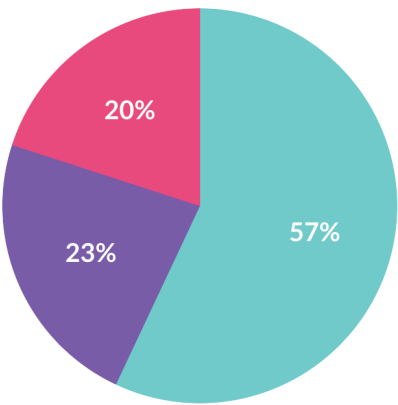
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Company Size

by reviewers

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Large Enterprise Midsized Enterprise Small Business

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