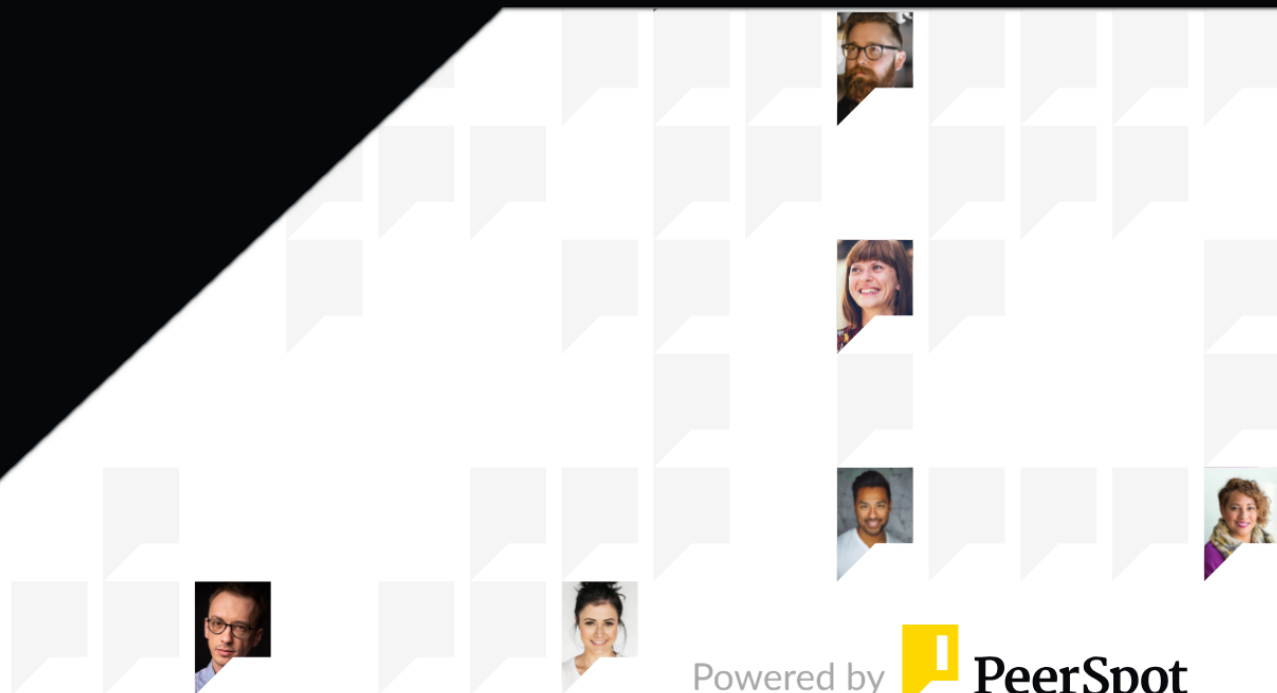




Segment

Reviews, tips, and advice from real users



Powered by  **PeerSpot**

Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 12

Other Solutions Considered..... 13 - 14

ROI..... 15 - 19

Use Case..... 20 - 26

Setup..... 27 - 29

Customer Service and Support..... 30 - 32

Other Advice..... 33 - 35

Trends..... 36 - 37

About PeerSpot..... 38 - 39

Product Recap



Segment

Segment Recap

Segment offers dynamic audience-building and precise tracking, enhancing marketing efficiency and simplifying data management for businesses. It integrates well with analytics services, promoting effective customer insights and personalized campaign executions.

Segment provides businesses with sophisticated tools that streamline workflows and improve campaign efficiency. With user-friendly implementation, it significantly enhances marketing outcomes by simplifying data management through seamless integration with analytics services. Its unified profile system facilitates comprehensive customer insights, while reducing integration efforts via built-in links to diverse data sources. Businesses benefit from highly accurate website tracking and powerful predictive audience tools, ensuring that their marketing strategies effectively target main audiences and achieve better personalization.

What are the key features of Segment?

- **Sophisticated audience-building:** Facilitates dynamic targeting through advanced audience creation tools
- **Predictive audience tools:** Leverages data to forecast audience behaviors, improving campaign precision
- **Accurate tracking:** Provides precise tracking across multiple channels for enhanced insights
- **Integrations:** Offers extensive pre-built integrations, simplifying data handling
- **Unified profile system:** Consolidates user profiles for in-depth customer understanding

What benefits do users find in reviews?

- **Streamlined workflows:** Improved efficiency through automation and integration
- **Enhanced marketing outcomes:** Better targeting and personalization drive higher ROI
- **Time-saving implementation:** Quick setup reduces operational delays and increases productivity
- **Effective data management:** Simplified consolidation and analysis of data from multiple sources

Industries leverage Segment for its ability to serve as a central data hub, effectively managing CRM integrations and audience targeting. Companies utilize it to connect databases for tracking and analyzing server-side user actions. Retail businesses employ it for journey building and cart abandonment tracking, while tech firms optimize sales funnels through strategic data management, leading to more effective lead qualification and conversion processes.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Segment allowed for the organization of the entire source of all audiences, making it a very robust tool where the cost pays for itself through return on investment, highlighting the tool's cost-benefit ratio as a major differentiator.”



Thiago Vernizzi

Engenheiro de Software at a outsourcing company with 10,001+ employees

- ✓ “In the initial rollout of the campaigns, we definitely saw a 2% conversion rate, and the end-to-end return on average ad spend showed an improvement of 14%.”



Mukul Agarwal

Product Manager at a university with 10,001+ employees

- ✓ “One of the best features Segment offers is its ability to act as a centralized customer data hub.”



Vyas Shubham

Senior Quality Analyst at a consultancy with 51-200 employees

- ✓ “On the one hand, Segment has saved marketing costs, which has allowed me to use that investment elsewhere, and on the other hand, it has allowed me to do much more personalization than I could do manually.”



RodrigoRodrigo

Ecommerce Director at a transportation company with 51-200 employees

- ✓ “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

- ✓ “I really enjoyed working with Segment's partnerships team, as I did not implement Segment for myself but was a consultant that implemented it for others.”



Verified user

Market Solutions Senior Principal at a outsourcing company with 10,001+ employees



“Segment has positively impacted my organization by reducing implementation time to one-third of what it previously took.”



Vaibhav_Vaibhav

Senior Product Manager at Optiblack

What users had to say about valuable features:

The data sources that I pulled from the data warehouse were especially valuable, as they allowed me to feed the audiences and, based on those audiences, I then created use cases that allowed me to carry out all the automated flows.

One of the latest features Segment has released and which I find the most useful is that with artificial intelligence, I can now create flows in an almost automated way.

“The automated flows and the whole A/B testing part I also find very interesting.

“Segment has saved marketing costs, which has allowed me to use that investment elsewhere. It has allowed me to do much more personalization than I could do manually. .”

RodrigoRodrigo

[Read full review](#)

Ecommerce Director at a transportation company with 51-200 employees

“The best features Segment offers are ease of use and lightweightness. You do not need overly complex technology capabilities to be able to program within Segment, unlike some other CDPs that are quite complicated. Segment is very simple.

“A particular feature in Segment that stands out as especially user-friendly is that it was easy to set up the back-end data feeds and pull out these audiences without the need to create special data models, making it quite turnkey. I could pretty much set up a Segment platform within a week or two versus some other CDPs that take a lot longer.

“Segment has positively impacted my organization by enabling my client to improve their marketing and understanding of their customers through the use of Segment without needing IT as a bottleneck..”

Deepak N

Owner and Founder

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“In my opinion, the best feature that Segment offers is the creation of audiences focused on the investor's profile, which was the biggest differentiator enabling us to cross a large number of behavioral and customer profile data points, generating increased engagement in marketing campaigns.

“Regarding audience creation, I consider Segment CDP interface itself the most valuable feature, as it allows the marketing team to work with a business-focused profile without needing deep programming knowledge, greatly facilitating the creation of marketing campaigns while integrating with tech solutions.

“Segment allowed for the organization of the entire source of all audiences, making it a very robust tool where the cost pays for itself through return on investment, highlighting the tool's cost-benefit ratio as a major differentiator.

“Segment has a very significant positive impact on my organization as it provides robust data to understand our consumer's profile and needs, focusing on the customer's needs in various life stages, ultimately maximizing our efforts on the customer, which is where the main gain with Segment lies..”

Thiago Vernizzi

Engenheiro de Software at a outsourcing company with 10,001+ employees

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“The best features that Segment offers is the ability to connect with data of any type because we had a very complex data set which could be integrated into Segment systems. That was helpful. Another valuable feature was that Segment is part of Twilio and Twilio has its own suite of communication features such as WhatsApp, CRM, and others. We can integrate the communications of WhatsApp and email communications from Twilio to Segment. That was helpful again. Another feature of Segment was the scalability of Segment. We could replicate the same setup for other countries because initially, our main target was to send campaigns for international countries such as Argentina, Nigeria, and South Africa. The next country that we wanted to target was the United States. It was easy to replicate the setup for other countries.

“Segment enhanced our capability to use third-party tools for enhancing our analytical capabilities because segmentation as well as the campaign measurement using Segment helped us also identify the AI component of measurement as well as sending campaigns. In a way it actually changed our mindset on how we absorb the data set keeping the long-term view objective in mind. It also helped us be more data-driven when it comes to campaign measurement..”

MukulAgarwal

Product Manager at a university with 10,001+ employees

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The best features Segment offers include holistic interaction with different channels and platforms and the ability to bring data wherever I want, such as to any relational database. This is particularly useful because Segment supports analytics for GTM tagging and BI use cases, allowing user interaction data to reach our database.

Of the features related to integrating with different channels, flexibility in sending data to various databases, and supporting analytics and BI, I find that the overall combination is what makes Segment most valuable for my team. If I were to focus on one specific aspect of Segment, it may be comparable to other third-party tools available in the market, but what differentiates Segment is its integration of analytics and business intelligence into one platform, enabling us to derive different insights and understand what went wrong or right in our processes.

“Segment has positively impacted my organization because we are getting the data correctly, and the license fee is also very much comparable with other tools, resulting in an overall win-win situation.

“To share more about the positive impact, since integrating the BI part with Segment, it is really helpful for understanding the user journey and making useful decisions based on that journey. We can now focus on generating more revenue by identifying the top five or ten regions, channels, or platforms, allowing further bifurcation of user demographics through different analyses via SQL. Segment serves as our source of truth in our database. .”

Arnab Arnab

Data Manager API at a tech vendor with 51-200 employees

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“Segment is similar to most other CDPs in terms of its offerings, and where they differ.

“At the time, one of the differentiators for Segment was the fact that they were part of Twilio and there were multiple technologies that would integrate, such as Auth and SendGrid, which created a whole omnichannel experience.

“I really enjoyed working with Segment's partnerships team, as I did not implement Segment for myself but was a consultant that implemented it for others. Their partnerships group, when I was working closely with them, was very strong and very good. Plus there were strong market development funds to tap into, and we could jointly show up at conferences together and be thought leaders together, so I thought the program was good.

“When we were at various conferences, we were able to show the specific use cases for customer data activation in retail and retail use cases and demonstrate how Segment connected to all the various Twilio components. This helped people see how it could come to life, how a call center could act on customer data, and how an individual could be authenticated so easily. Thus, us being able to demonstrate that and show the business value jointly worked really well..”

Verified user

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Market Solutions Senior Principal at a outsourcing company with 10,001+ employees

Other Solutions Considered

“I did come from a previous system before Segment, but I am currently unable to recall what the system was, and it just was not adhering to all the needs we had..”

Filip von Reiche

Works

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I previously used an in-house solution to bring data into our database and did not use any third-party tools. This marked my first experience with a third-party tool, Segment, which we opted for after conducting thorough research that indicated it would be our best current solution.

Arnab Arnab

Data Manager API at a tech vendor with 51-200 employees

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“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 do not recall which other options were evaluated prior to Segment, but I recognize that Adobe was in the same tier, and the challenge was that multiple applications had already integrated with Segment, leading to a migration project lasting about six months..”

Thiago Vernizzi

Engenheiro de Software at a outsourcing company with 10,001+ employees

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“We did evaluate other options and most of them were concentrated in US markets. We wanted to work for WhatsApp campaigns which could be worked in Argentina and South Africa. We zeroed down to Segment. I don't remember the names of other competitors we evaluated..”

MukulAgarwal

Product Manager at a university with 10,001+ employees

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“Before choosing Segment, we evaluated other options, including Azure Data, which was the next major competitor we considered, as well as Adobe Experience Platform..”

Filip von Reiche

Works

[Read full review](#) 

ROI

Real user quotes about their ROI:

“I have seen a return on investment with Segment, primarily around time saved, and it also means we have had many more business-related users able to leverage it rather than needing development..”

Filip von Reiche

Works

[Read full review](#) 

I have seen a return on investment after integrating Segment, with significantly increased revenue due to the introduction of BI capabilities, where we pull data from the website to our database. Revenue serves as a direct metric, while the BI part further enhances revenue outcomes. Additionally, our developers use Segment more consciously and precisely, and with the help of AI, we anticipate reducing costs further in the future.

Arnab Arnab

Data Manager API at a tech vendor with 51-200 employees

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“I have already shared measurable results demonstrating this positive impact of Segment at XP Investimentos, highlighting our ability to increase engagement and conversion in marketing campaigns by 30–40% depending on the campaign, generating monthly revenue of up to 650 million through triggers sent via email, WhatsApp, and push notifications in the XP app itself.

“I have previously detailed the return on investment from our relevant increase in revenue attributed to Segment, where for every 1 to 3 million invested, we generated 650 million, with no staff reduction but an increase of advisors from 17,000 with goals now surpassing 20,000, while we also aim for a target of 2 trillion in investments under custody, highlighting our solid knowledge base for relevant marketing campaigns..”

Thiago Vernizzi

Engenheiro de Software at a outsourcing company with 10,001+ employees

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On the one hand, Segment has saved marketing costs, which has allowed me to use that investment elsewhere. On the other hand, it has allowed me to do much more personalization than I could do manually.

When I saw the number of users who had been excluded from advertising, that already allowed me to identify how much money I was saving. If, for example, I made about 5,000 people who had already purchased not be targeted by advertising, I was saving a considerable amount of money that could be around €10,000 to €15,000.

“When my tickets are high and I handle a considerable amount of data, it is very profitable.

“I have seen time savings and automation, although I have not yet managed to quantify it. .”

RodrigoRodrigo

Ecommerce Director at a transportation company with 51-200 employees

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“One of the most measurable benefits has been the time savings for engineering and analytics teams. By centralizing event tracking and integration, I reduced the amount of custom development and maintenance work required for analytics and marketing tools. Based on internal estimates, engineering effort related to data integration and tracking maintenance decreased by roughly 40 to 50%. From an analytics operational standpoint, data validation and troubleshooting efforts decreased significantly because tracking became more standardized and product and business teams spent less time reconciling inconsistent reports, which improved productivity across departments.

“Another area where I have personally seen ROI was through improved customer insights and conversion optimization. Better visibility into user behavior helped me identify friction points in onboarding and adoption flows, and optimization initiatives informed by Segment data contributed to measurable improvements in engagement and conversion metrics, including onboarding completion improvement in the range of 15 to 20%..”

Vyas Shubham

Senior Quality Analyst at a consultancy with 51-200 employees

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“Segment pricing depends upon the number of interactions and the number of campaigns sent. Irrespective of the great service and onboarding support, it is a little pricey. For example, we were still not ready with the data setup and we realized that the onboarding support hours were getting over and that was keeping our project at a standstill. We had to request the onboarding team for extra hours. After multiple requests, the request was granted for the free hours, but I think that should not be the case since the beginning of the project because the complexity of the project and all should be discussed beforehand and that should come from Segment because Segment is aware of the complexity inherent by working with different clients. Pricing could be a bit cheaper and more flexible and transparent in nature to avoid any confusion because the switching cost of any technology is very expensive for any organization and that can add to the frustration. Segment can do more competitive analysis when it comes to pricing its products.

“I don't have specific numbers to share, but we did see improvement in the campaign's performance and ability of our organization to send campaigns without building the technology up front. We definitely saved money by not building the technology on our own. However, Segment is not that cheap. There's an investment of almost north of \$1 million for more than three years contract. If Segment integration is very successful for any organization and the contract is long enough, then the ROI would be good. If not, then ROI might be a debatable issue..”

MukulAgarwal

Product Manager at a university with 10,001+ employees

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Use Case

I use Segment to orchestrate audiences and data with distribution channels such as email marketing, Google Ads, Facebook Ads, and other types of marketing outputs.

I used Segment's audience prediction tool to identify look-alikes and connect them through Meta Ads, Google Ads, and email marketing. In addition to that, I was able to create other types of audiences such as exclusion audiences that allowed me to save money on campaigns and not contact customers who had already purchased. .”

RodrigoRodrigo

Ecommerce Director at a transportation company with 51-200 employees

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“I used Segment as a partner and a go-to-market partner for a customer data activation practice, and we were partnered together for two years very closely. Subsequent to that, I was still partnered with them, but we did less work together, and today Segment is a CDP that we would use, but my relationship with them is not as strong.

“My main use case for Segment is for customer data activation.

“I capture customer data, understand the patterns and trends going on, and test against those understandings in an omnichannel manner. The primary use case is for omnichannel orchestration and how we could personalize and make a better experience for an individual based on our understanding of who they were. Thus, the primary use case would have been personalization..”

Verified user

[Read full review](#) 

Market Solutions Senior Principal at a outsourcing company with 10,001+ employees

“My main use case for Segment involves taking information from a ticketing database and trying to reconcile it with customers that were coming from the website that were known to see if we could retarget and re-communicate with them over email.

“I set up a reverse replication from their Redshift database and pulled all the customers and their primary key IDs into Segment with known email addresses. Any signals we got from the website where customers authenticated, we would send that email address as well so we could identify that customers from the ticketing database matched with website traffic. We put them into a segment inside of Segment, which we would push to the email platform Marketo to send customers emails based on their interaction on the website and the ticketing database.

“We also enabled the feature of Segment called Engage where the marketing team could go in and create any other type of customer audience segments they wanted without needing IT help. Those segments would be pushed into their email marketing platform, Marketo, for them to further send any other types of emails they want, providing the marketing team with their own self-service..”

Deepak N

Owner and Founder

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My main use case for Segment is to perform ETL with tracking user behavior, user funnel interactions with the website, where the user dropped, and bringing all this data into our database.

A specific example of how I use Segment for tracking user behavior or funnel interactions involves using a SQL database, particularly a Postgres database, where I ingest user tracking behavior that appears on the platform, such as what pages the user visited, what pages they dropped from, how far they dug into the website, and the items they clicked, as well as where they lacked interactions. This helps me understand how to reach users to make them complete the user journey, ultimately trying to encourage them to purchase our product. I collect all the data in our database to provide holistic insights to stakeholders and higher management about user behavior drops, guiding further analysis or actions to bring users back to complete their experience.

“Regarding my main use case with Segment, we utilize GTM and HTML tagging to track users from multiple different channels and platforms, allowing us to identify the first point of interaction or touch channel details. This helps us know which platform or channel attributed to bringing the user to our site. We also create unique user IDs to analyze if one user comes from multiple different channels, allowing us to use either the last or first interaction according to our business needs. We then analyze this data through SQL or visualize it with tools such as Power BI or Tableau, which are powerful for gaining multiple different insights, demonstrating the overall BI use case of Segment. .”

Arnab Arnab

Data Manager API at a tech vendor with 51-200 employees

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“Segment connects with our data streams to send WhatsApp campaigns and email campaigns to our international audience, including Argentina, Nigeria, South Africa, and other South American markets.

“One of our problem statements was to send WhatsApp campaigns to the Nigerian audience to understand how they would respond to our campaigns, so as to have incremental revenue based on the voucher or discount codes that we give to them, and also to measure the performance of the campaigns once we send them. The bottleneck situation was that we didn't have any campaign measurement capability. That's why we reached out to Segment team from Ireland. The idea was to get the data infrastructure ready, which is required for Segment to get the data streams. Once the data was set up, we were able to set up journeys based on our needs and pre-select the data identifiers, and we sent the campaigns using WhatsApp setup from Segment.

“For the campaigns, we touched base with the architect from Segment team. They were very helpful in setting up a data infrastructure via regular sessions with our data architecture team and product team. We identified approximately 25 data fields which would be useful to select the primary and secondary characteristics for the campaigns. This engagement lasted almost two to three months. Once the data was set up and signed off by the high authorities, we tested the setup. Once we were confident in the setup, we then collaboratively worked with the marketing team to set up the campaigns and set up WhatsApp campaigns to start with. The performance showed that there was a 2% conversion rate on the campaigns that we sent, and we were happy with the prototype setup using campaign analytics of Segment..”

MukulAgarwal

Product Manager at a university with 10,001+ employees

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“My main use case for Segment is to share a practical experience about how we used Segment at XP Invetimentos bank to transform behavioral data into business intelligence and high-impact marketing campaigns, where we worked in the MarTech arm with a very clear goal: to turn Segment into our CDP, making it the main source of truth about our customers while understanding how they interacted with the XP app to personalize the end-to-end experience.

“Before giving a specific example of how I used Segment to personalize customers' experience in the XP app, I will talk about the challenge and the technological solution, where my role as a software engineer was directly tied to implementing, maintaining, and optimizing this pipeline. I knew the tool very well inside and we created and configured sources, structured the receipt of events via HTTP calls or webhooks, and developed specific scripts to trigger two fundamental types of events: track, focused on capturing behavioral events within the app, and identify, responsible for capturing customers' registration data, ensuring we continuously used and updated customers' registration data for a solid, enriched, and always up-to-date base. The architecture of the solution and the data flow was the way to make this work at bank scale, managing millions of daily events through a robust architecture where events generated in the app passed through an intermediary application responsible for collecting these actions through messaging services like Kafka and RabbitMQ, allowing us to format the events with custom fields for proper identification, processing, and standardized sending to Segment, which let us segment and create highly qualified audiences crossing in-app browsing behavior and product acquisition with the client's investor profile, opening a huge range of operational and marketing opportunities like abandoned cart campaigns and personalized banners displaying real-time customized offers.

“The process to create those qualified audiences involves a multidisciplinary approach seeking a successful final impact, where building this ecosystem is not a one-person job and requires deep integration between multiple technology and business fronts, as we worked side by side with the Mobile, interface, hub, advisors, BFF, backend, and database teams to ensure that front-end collection was performant and did not impact the app experience, while serving the Revenue team directly as it used Segment as its main work tool and source of truth, enabling them to create dynamic audiences, trigger targeted campaigns, and

extract precise reports for strategic decision-making in a summarized implementation of Segment at the XP bank, transforming our communication approach into a fully personalized strategy focused on the investor's journey, an enriching technical project where I applied software engineering to leverage MarTech results generating real business value.

“I believe that the offer banners were successful cases from my experience with Segment, as we tracked the entire flow from click, view, and conversion of marketing campaigns, which brought in significant revenue reaching about 650 million in monthly revenue..”

Thiago Vernizzi

Engenheiro de Software at a outsourcing company 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 integration process with Segment was generally straightforward, although we faced a couple of challenges with Databricks, which I believe were due to corporate policies implemented within our Databricks environment that created the complexities..”

Filip von Reiche

Works

[Read full review](#) 

“My experience with pricing, setup costs, and licensing was smooth, though I did not know the total expense, estimated around 1 to 2 million per month, with licensing restrictions on access to Segment CDP tool, experiencing a negative aspect when triggering numerous tests that exceeded our monthly limit resulting in a 5 million fine..”

Thiago Vernizzi

Engenheiro de Software at a outsourcing company with 10,001+ employees

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“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

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Architect at a consultancy with 501-1,000 employees

“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

I have not used customer support during my time with Segment, so I hope it is reliable. However, I am uncertain if customer support is now handled by AI or real-time human agents.

Arnab Arnab

Data Manager API at a tech vendor with 51-200 employees

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“I have had experiences with customer support from Segment, particularly when we were learning the product and expanding our use cases. Their support team was extremely helpful in resolving issues, mainly when we struggled with the Databricks connectivity..”

Filip von Reiche

Works

[Read full review](#) 

“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

[Read full review](#) 

“Customer support for Segment was satisfactory, as communication happened through tickets and scheduled meetings with support staff who sometimes spoke Portuguese, with a need to adapt to the tool's capabilities rather than having fully customized solutions. I would rate customer support around seven or eight due to what I perceive as limited availability for immediate assistance compared to the overall value derived from the tool's capabilities..”

Thiago Vernizzi

[Read full review](#) 

Engenheiro de Software at a outsourcing company with 10,001+ employees

“The customer support is really helpful and knowledgeable. They are always happy to help. I am not much in touch with customer support currently. At our initial phase, whenever I required any help related to the setup, I contacted them and they provided me with the solution in very little time. However, due to regional timing differences, I received some replies with a delay. My personal experience with them is quite good..”

Vyas Shubham

[Read full review](#) 

Senior Quality Analyst at a consultancy with 51-200 employees

“The customer support for Segment was very important to us, as we had dedicated support that helped us troubleshoot at the beginning. Their professional services team worked hand-in-hand with us in setting everything up and digging into the use cases, which was important.

“I would rate the customer support a nine..”

Deepak N

Owner and Founder

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Other Advice

Companies must bear in mind that their organization must be large for Segment to be a profitable tool. If it is a small company that invoices less than 100 million euros, it is not worth it. This review has a rating of two out of ten.

RodrigoRodrigo

Ecommerce Director at a transportation company with 51-200 employees

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“My advice to others looking into using Segment is that if people want a lightweight CDP platform to collect information, validate through email in terms of identity resolution, and provide their marketing team with a lightweight tool to create audience segments, they should definitely look at Segment as a great tool to use. I would rate Segment a seven overall..”

Deepak N

Owner and Founder

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“I would say it is important to have a phased activation plan, think about your use cases, think about your data governance, and consider the environment that you are bringing Segment into. Having the technology is not a magic bullet, as there are many other factors that will make it successful. Really think about the customer experience you are trying to drive towards and work back from that. I would rate this review overall as a 7 out of 10..”

Verified user

Market Solutions Senior Principal at a outsourcing company with 10,001+ employees

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“My advice for those considering using Segment is to thoroughly research the market and understand the tool's benefits as it is a strategic investment that necessitates discussions with other businesses to benchmark their experience and success post-implementation. My final comment on Segment is that it was a very enriching experience that taught me about event-oriented applications and how behavioral events and registration data are stored in Segment, allowing me to appreciate the potential for creating marketing campaigns based on a deep knowledge of our customer profiles. I would rate this product an 8 out of 10..”

Thiago Vernizzi

Engenheiro de Software at a outsourcing company with 10,001+ employees

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Regarding Segment's AI capabilities, I believe governance and security involve a worldwide unified approach being monitored across different tools and platforms integrated with enterprise data. AI governance and security need to be assessed properly before AI can take over various functions on our behalf.

On the topic of AI accuracy and reliability of output, I have not extensively used AI

since it was not integrated much when I left my old organization, but I hope AI can significantly enhance the platform's capabilities compared to those without AI.

“My advice for others considering Segment is that if you want a unified solution for analytics and BI, Segment should be your go-to choice.

“I rate this product seven out of ten. .”

Arnab Arnab

Data Manager API at a tech vendor with 51-200 employees

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“For the basic functionality, the learning curve for new users getting started with Segment is very easy.

“I find Segment relatively flexible within the defined functionality, and the ability to add custom functions helps extend that considerably.

“Segment's documentation and resources provided are helpful.

“Segment integrates very well with all our other tools.

“I appreciate the simplicity in terms of getting into and leveraging Segment. Compared to some other CDPs, those options felt much more complex to reach the same stage, which is why I valued the simplicity of Segment.

“I advise others looking into using Segment to understand who their intended users of the data are, what processing they want to conduct on that data, and how clean their input versus output will be. I would rate this product an eight out of ten..”

Filip von Reiche

Works

[Read full review](#) 

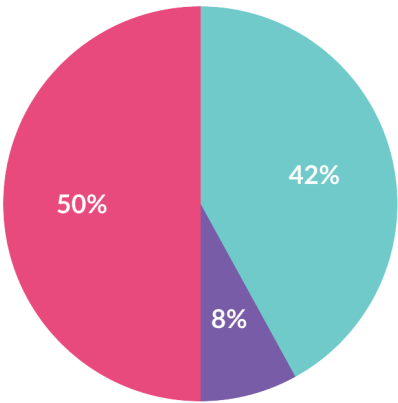
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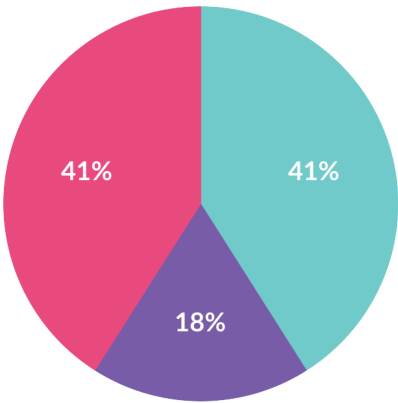


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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- Company size
- Which solutions you're already considering

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