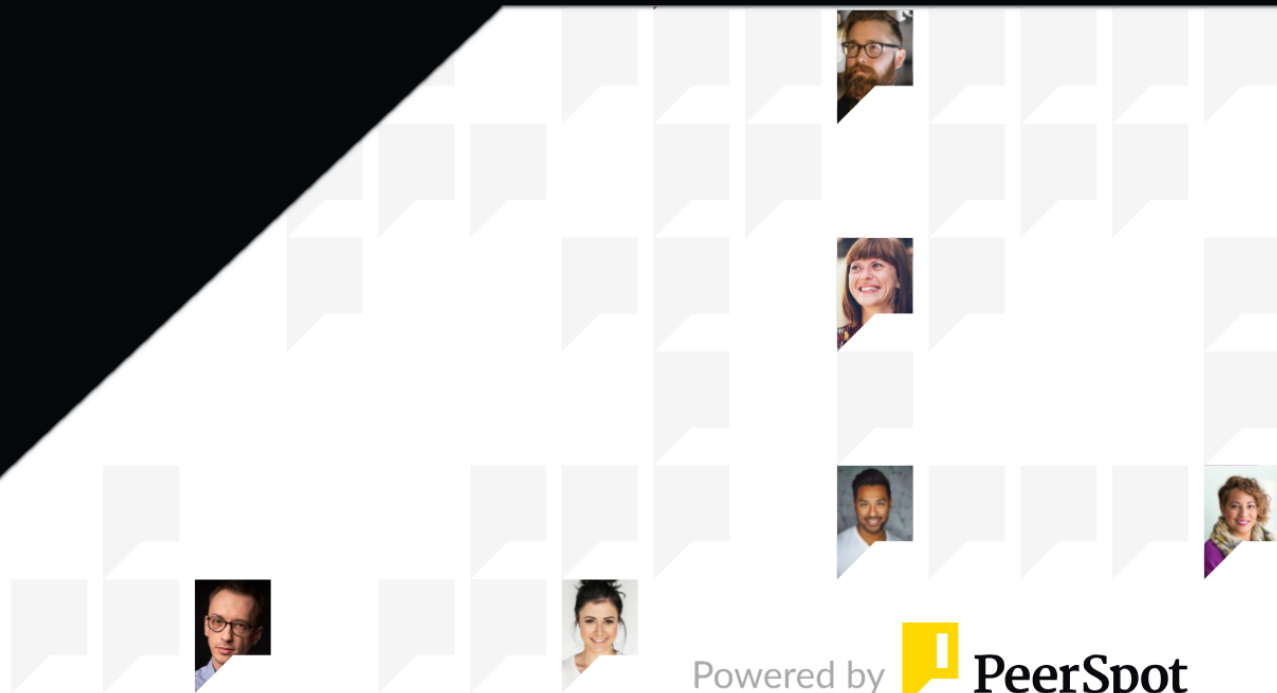




Hightouch

Reviews, tips, and advice from real users



Powered by  **PeerSpot**

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Product Recap



Hightouch

Hightouch Recap

Hightouch is a data activation platform that streamlines the process of operationalizing your data. It bridges the gap between data warehouses and business tools, making data synchronization seamless and efficient.

Hightouch enables organizations to unlock maximum value from their data, ensuring seamless data integration across various platforms. By leveraging existing data warehouses, Hightouch allows users to easily sync data to tools they already use. This minimizes data silos and maximizes efficiency. It offers robust support for business teams, allowing data activation without the need for engineering resources. With an intuitive interface and scalable architecture, it empowers users to automate workflows and ensure data integrity consistently.

What are the key features of Hightouch?

- **Data Sync:** Transfers data seamlessly between data warehouses and SaaS tools.
- **No-Code Platform:** Empowers non-technical users with a user-friendly interface.
- **SQL Editor:** Offers advanced users the freedom to create custom queries.
- **Real-Time Updates:** Provides continuous data flow for up-to-date insights.
- **Security:** Ensures data compliance with strong security frameworks.

What benefits should users consider in reviews?

- **Improved Efficiency:** Reduces time spent on manual data entry with automation.
- **Scalability:** Adapts to growing datasets, supporting business expansion.
- **Data Consistency:** Maintains uniformity across platforms, reducing errors.
- **Return on Investment:** Increases value by reducing the need for redundant systems.

Hightouch finds applications across diverse industries, enhancing marketing, sales, and customer support functions. By integrating with CRM tools, it allows sales teams to target more accurately, while marketing teams benefit from real-time customer insights. Customer support benefits from enriched data for better service delivery.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“We have had a positive impact from Hightouch, and one area where we had that impact is on the handling of customer data.”



Henry Ngeno

Operations Manager at a security firm with 10,001+ employees



“With campaigns like flat battery, for example, we have managed to save over six figures a year.”



Marcus Vo

Data Engineer at a manufacturing company with 201-500 employees



“The feature that made the biggest difference day-to-day is Hightouch's ability to create normalized, performant data models, which could truly aid enterprises dealing with a variety of data systems.”



Harsha Pulletikurti

Principal Data Engineer at a tech vendor with 10,001+ employees



“Hightouch's best features include a simple and easy-to-navigate user interface, which means there is not much of a learning curve involved, simplifying the process of setting it up and selecting desired fields along with using the query editor.”



Validated user

Operations Data Analyst at a healthcare company with 51-200 employees

What users had to say about valuable features:

The best features Hightouch offers are a very large amount of connectors, a good amount of sync destinations, and it is designed to be a business-friendly interface for building audiences and journeys.

Out of those features, the one my team uses the most is probably the schema and the model integration, which allows data engineers to sync data from their warehouse or lake house to Hightouch. Journeys and audiences can be built on top of that by non-technical users, which I find so valuable. .”

Marcus Vo

Data Engineer at a manufacturing company with 201-500 employees

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“Hightouch's best features include a simple and easy-to-navigate user interface, which means there is not much of a learning curve involved, simplifying the process of setting it up and selecting desired fields along with using the query editor. The user interface is so simplistic that it did not take us much time figuring out where each button is and what they do.

“My experience with the query editor and field selection is that it was very easy for me to identify where I need to edit the query, and I could easily spot the fields and buttons that help me in creating the models for the sync. This was self-explanatory for me and something I really appreciate about Hightouch..”

Validated user

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Operations Data Analyst at a healthcare company with 51-200 employees

“The best features that Hightouch offers, in my opinion, include a flexible and convenient UI that is easy for marketing personnel to use, complemented by decent security features such as role-based access, which allows for controlled data access, alongside the ability to define a more understandable schema for business users. However, integrating Hightouch requires significant effort to set up those integrations and datasets.

“The feature that made the biggest difference day-to-day is Hightouch's ability to create normalized, performant data models, which could truly aid enterprises dealing with a variety of data systems. Additionally, although the UI is user-friendly, the limitation to specific compute platforms such as Snowflake and the need for support in hybrid landscapes are areas for future improvement..”

Harsha Pulletikurti

[Read full review](#) 

Principal Data Engineer at a tech vendor with 10,001+ employees

“One feature that Hightouch offers among its many others is being a platform that is easy to integrate. Hightouch supports integration with other tools from CRM tools, customer support systems, and even other marketing platforms. Therefore, that extensive integration capability ensures that whatever data or data you're processing regarding a customer is accurate and up to point for usage across our whole organization. Further to that, it's a multi-industry platform. It's not exclusive to one industry. Anyone who is dealing with clients, whether from financial services, healthcare, manufacturing, or travel and hospitality, can turn to Hightouch in handling their customer data and making it more effective. Still further, with the introduction of AI agents, it's helping execute marketing or customer engagement that is AI-driven. With AI-driven execution, it's more resourceful and less of the errors that plague the manual execution of these campaigns.

“On explaining how integration and the AI agents have changed our marketing and customer engagement, it is due to the simplicity and exclusive access to all-round customer data. With integration, these systems combine from CRM and from marketing ones to deliver what I can call a direct and personalized approach in marketing and also serving clients. This is very effective in ensuring success of whatever we do regarding our customers. Another feature I would like to add is the swift implementation process. Implementing and deploying the platform is a straightforward process that is not complicated. Therefore, users feel free to use it and they find reliability in usage..”

Henry Ngeno

Operations Manager at a security firm with 10,001+ employees

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ROI

Real user quotes about their ROI:

I can share specific outcomes or metrics that show how this change has benefited my organization. We have seen faster campaign launches because we have more direct control. There is less back and forth with dependencies. We have also reduced processing costs, which we previously would have had to pay to our third-party partners. With campaigns like flat battery, for example, we have managed to save over six figures a year.

Marcus Vo

Data Engineer at a manufacturing company with 201-500 employees

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“We have had a positive impact from Hightouch, and one area where we had that impact is on the handling of customer data. The whole process has been automated. Handling of customer data is done by Hightouch very effectively without any need for replication or duplication. Therefore, it offers us real-time knowledge and access to the clients that we have. When done manually, sometimes double profiles are created or fake identities may be created. Therefore, an illusion of a huge customer base is created but the numbers are not real. However, with the whole process being handled by one platform, we are sure that whatever data we are processing is accurate and not duplicated, so we have real analytics and therefore can plan better in growing our organization forward.

“I can share an example on reduced errors with Hightouch. That is a fact that we have seen the number of errors go down. Our agents and our marketing teams are more focused and they have no room for errors because of the tools that they are using, being AI-assisted and being AI-based. This is a huge boost. They get real-time analytics. On the success of the campaigns, marketing campaigns, and increased engagement with our clients, I can give a ballpark percentage number of around ten percent increase yearly. That is quite an achievement, knowing very well the competitiveness in handling your clients. If you fail or do the marketing campaigns wrong, everything becomes a disadvantage. However, with those reach being going up and showing a percentage increase, it shows that a real impact is being felt..”

Henry Ngeno

Operations Manager at a security firm with 10,001+ employees

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Use Case

“To resolve order associations and identity resolutions, we primarily use Hightouch to retrieve data from our database, which is our source of truth, and then push it back into our CRM platform so that the sales and marketing teams have all information without discrepancies.

“Our main use case for Hightouch is to ensure that all information in our portal and database matches in HubSpot, as sales and marketing professionals use the CRM platform to make calls, schedule meetings, and log activities, with HubSpot being the primary source of truth. We must ensure that whatever information we have in our database and warehouse is reflected in HubSpot as well. We also create various segments and perform other derived calculations at the database level, such as creating deals, which we push back into HubSpot so the team knows whom to target and call, in terms of lead scoring and other activities..”

Validated user

Operations Data Analyst at a healthcare company with 51-200 employees

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My main use case for Hightouch is to facilitate our marketing campaigns, particularly our email campaigns.

A specific example of how I use Hightouch for my marketing and email campaigns is that if we pull web analytics data from our flagship sites like Toyota or Lexus.co.uk, we can use that data to identify or categorize customers into hot or warm prospects and then send them a bespoke email, essentially encouraging them to come in for a test drive.

“I have other examples regarding my main use case with Hightouch. For example, we have a flat battery campaign where we want to reduce our stay callers. They have an old car and they haven't had a battery replacement in a while. We realized there was a cost-saving initiative by predicting people with batteries that could be replaced and replacing them, which would ultimately save us money by preemptively replacing the batteries rather than waiting for their battery to go flat. We worked with AA to receive that data and built a pipeline around that, which identifies customers, and we pushed that to Hightouch. .”

Marcus Vo

Data Engineer at a manufacturing company with 201-500 employees

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“My main use case for Hightouch is as a composable data platform, which works differently from traditional customer data platforms. Unlike them, Hightouch allows us to operate on top of our data warehouse, whether it's Snowflake, DataBricks, or any SQL-supported warehouse, leading to almost negligible data movement and improving our data latency through reverse ETL.

“In a specific workflow at Lululemon, Hightouch made a significant difference as it helped our team build and activate customer journeys through various channels such as email, integrating with services such as Salesforce Marketing Cloud and allowing marketers to log in, use stitched customer profiles to create segments, and activate them.

“I find Hightouch valuable because it avoids data duplication and unnecessary costs associated with moving large amounts of data, enabling us to work on real-time data through its composable solution. Although Hightouch is still evolving with many improvements possible, it operationalizes a marketer's approach to utilizing customer data for personalized use cases..”

Harsha Pulletikurti

Principal Data Engineer at a tech vendor with 10,001+ employees

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“Hightouch is our preferred platform for processing customer data that is stored in other data warehouse platforms that help with cloud storage of data. It helps us process that data, customer data and make the most out of it in enabling our customer service and even the sales and marketing process. In a nutshell, it helps us handle our customer data and handle it in a manner that is responsible and one that allows us to use it purposively in growing our customer base.

“A specific scenario where we use Hightouch with our customer data is when we want to deliver a marketing campaign or execute an activation program. This requires the data being used to be real-time. We need an active customer profile, and to build that customer profile in order to engage with customers, we need their data and how they behave, their live behavior in terms of looking for services in our organization. Hightouch allows us to process that data and offer a real-time and personalized marketing drive to push our services further.

“Another area where we use Hightouch is that it has incorporated artificial intelligence and is helping us deploy assistive AI agents that aid in some of the repetitive tasks around marketing processes and customer service processes. These areas include content creation, content curation, and coming up with press releases and various mockups for products or services that we offer. This is helping us implement AI agents in assisting to execute moderate campaigns and execute the repetitive tasks..”

Henry Ngeno

Operations Manager at a security firm 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.

“Hightouch was our first choice because we did a market evaluation. Based on whatever was being projected to us, we found Hightouch to be of much importance to us..”

Henry Ngeno

Operations Manager at a security firm with 10,001+ employees

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Customer Service and Support

“Customer support is responsive and available when needed. This is a good thing because sometimes handling issues with the customer data platforms, they fail at some point and you need to have a vendor who listens to you. Their support is reachable and readily responsive to the concerns of their clients on time..”

Henry Ngeno

Operations Manager at a security firm with 10,001+ employees

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Other Advice

“I rate Hightouch an eight on a scale of one to ten based on all the comments I have made. Regarding Hightouch's artificial intelligence capabilities, I think its governance and security are aligned with industry standards.

“I think Hightouch's accuracy is quite good, and while we have not explored many of Hightouch's artificial intelligence capabilities yet, we are still creating all syncs and models manually to ensure everything is placed in the right location..”

Validated user

Operations Data Analyst at a healthcare company with 51-200 employees

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“Hightouch is a mature product, although it still needs to catch up with leading CDPs. Nevertheless, it is comparatively cheaper than larger competitors, offering significant cost-saving potential along with many capabilities. My advice for others considering Hightouch would be to take this into account.

“Regarding Hightouch's AI capabilities, I have not had the opportunity to work with them personally, and although I know they are publishing various AI agents, I did not encounter any AI functionalities during my time at Lululemon as they were not available in the product at that moment.

“I would rate Hightouch a six out of ten. I chose this rating because Hightouch has plenty of room for improvement, and although I have explained the shortcomings, I recognize that as a young company, they are likely prioritizing these enhancements..”

Harsha Pulletikurti

Principal Data Engineer at a tech vendor with 10,001+ employees

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I rate Hightouch a 7 out of 10 because I think it has improved a lot in the past 18 months. They are always willing to add more features. I still think it is a bit clunky in some areas and it can be improved further; it is not a perfect tool yet, but it definitely does as advertised.

Regarding Hightouch's governance and security, I think they are good because I think it is a composable data platform, so it does not make a copy of our data, which is always a plus, and I do not see risk of any PII data being exposed on it.

“Regarding Hightouch's accuracy and reliability of output, that is something we have not used much of. In all honesty, that is something which we have left unexplored.

“My recommendation to others reading reviews on [PeerSpot](#) is that they should really clarify whether they need Hightouch or not. If you think you can work with non-technical people to build journeys and audiences, then it is worthwhile, and that is where you can save time. .”

Marcus Vo

Data Engineer at a manufacturing company with 201-500 employees

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“Instead of handling or having customer data handled manually, it is better to have a secure platform that will give that customer data profile, profiling and analysis in a manner that is secure and reliable. Hightouch does not duplicate that data; it offers that linkage and success will be seen in endeavors and business processes such as sales and marketing and even customer engagement and support.

“For governance and security, Hightouch is a strong platform. Since it handles our data efficiently, we have not had any issues. It is a strong platform that is able to withstand any security concerns that may be raised. I find it governable and secure.

“On the accuracy and reliability of output regarding Hightouch's AI capabilities, whatever results are obtained at the end depends on what is input. So with proper input, the platform will deliver the required results and it can never fail at any time. I find it reliable and one that can be relied upon to offer accurate customer data handling capabilities.

“The reason I chose a seven out of ten rating is due to the reliability in usage and also the fact that it is now implementing AI. The ability to have AI agents handling some minute tasks around marketing and customer success is making the platform more complete. This is helping organizations a great deal in moving with the technological era and ensuring that they remain compliant and have maintained a lean workforce that is dedicated and knows what to do. I give Hightouch a rating of seven out of ten..”

Henry Ngeno

Operations Manager at a security firm with 10,001+ employees

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Top Industries

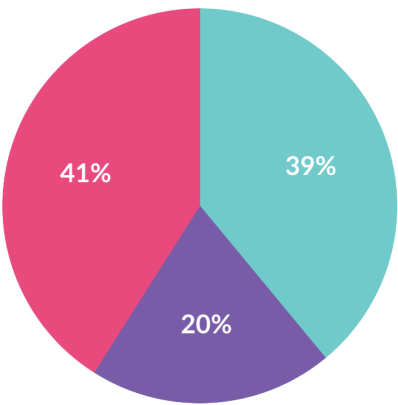
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Company Size

by reviewers

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Large Enterprise Midsized Enterprise Small Business

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