

# The Customer Engagement Stack:

A Definitive Guide to Customer-Centric Tools and Technologies



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# Introduction

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In the ever-changing landscape of digital business, customer experiences are now the key differentiator for success. As data-driven organizations continue to outperform their peers, the traditional tech stack has evolved into a more holistic and focused approach: the “Customer Engagement Stack.” At the heart of this new stack lies a crucial component, the Customer Data Platform (CDP), which helps orchestrate and unify data to power exceptional customer experiences.

Despite the undeniable value of data, a staggering 63% of executives admit their technology infrastructure falls short, while 67% struggle to access or utilize data from their existing tools and resources. So, how can organizations adapt and thrive in this new era of customer-centricity?

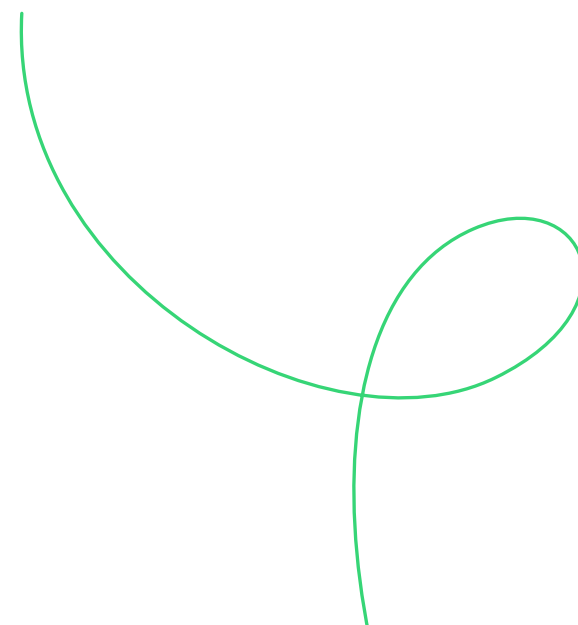
It’s this persistent data struggle that CDPs, like Twilio Segment, were built to solve and why they must sit at the center of your Customer Engagement Stack. But what other technologies should you be connecting to your CDP to ensure your ability to deliver best-in-class experiences your customers love?





In our comprehensive [CDP Report](#), Twilio Segment examined data from over 25,000 businesses to explore the technologies that underpin their interactions with customers. Based upon our unique vantage point we've identified the top categories of technologies and the most prevalent applications that form the backbone of today's Customer Engagement Stack, enabling organizations to create and deliver significant value across the enterprise.

As you embark on this journey, you'll discover how a data-driven Customer Engagement Stack, with a CDP at its core, can transform your organization—unleashing the potential to create more meaningful customer experiences, drive business growth, and establish a competitive edge.



# Top A/B Testing tools

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A/B testing is a critical component of an effective customer engagement strategy. By testing different variations of web pages, emails, or ads, businesses can determine which elements are most effective in driving customer behavior. Below we'll explore some of the top A/B testing tools on the Twilio Segment platform to understand the unique features that can help businesses take their customer engagement to the next level.

## Optimizely



Leading digital experience platform, [Optimizely](#), was the top A/B testing tool on the Twilio Segment platform for 2022. The platform allows teams to create and optimize digital experiences through data-driven experimentation. It offers a user-friendly interface for A/B and multivariate testing across web and mobile, and shows experiment performance and statistical significance to make decision-making easy.

Optimizely also has powerful personalization capabilities, allowing teams to create hyper-targeted experiences for different segments of their audience.

**Recipe:** [How to A/B test your tech stack](#)

**Explore our catalog:** [Optimizely integration features](#)

## Apptimize



[Apptimize](#) is a mobile A/B testing and release management platform that helps mobile teams drive engagement and revenue through experimentation. It allows users to experiment with different app experiences, messaging, and features without the need for code releases, and it supports a variety of test types including A/B testing, multivariate testing, and feature rollouts.

Apptimize also has a powerful visual editor that allows users to design and modify app experiences without any coding skills.

**Explore our catalog:** [Apptimize integration features](#)





## Taplytics



Taplytics is a mobile A/B testing and engagement platform that helps teams optimize their mobile experiences. Its platform offers powerful experimentation and personalization capabilities, allowing teams to experiment with different app experiences, messaging, and features.

Taplytics also offers in-app messaging and push notifications, allowing teams to send targeted messages and campaigns to their users based on their behaviors and interests.

**Explore our catalog:** [Taplytics integration features](#)

## Visual Website Optimizer



Visual Web Optimizer (VWO) is an all-in-one optimization platform that allows teams to optimize their web experiences through experimentation and personalization. It offers a user-friendly interface for A/B testing and multivariate testing, as well as powerful personalization capabilities.

VWO also has a range of other optimization features, such as heatmaps, session recordings, and surveys, to help teams better understand their users and optimize their experiences accordingly.

**Explore our catalog:** [VWO integration features](#)

# Top Advertising tools

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With so many different advertising platforms available, it can be challenging to choose the right ones for your business. In this section, we'll introduce you to some of the most popular advertising tools used by Twilio Segment customers today. These tools allow you to target specific audiences and deliver personalized messaging, making it easier to engage and convert potential customers.



## Meta Pixel



The [Meta Pixel](#) is a piece of code on your website that can help you better understand the effectiveness of your advertising and the actions people take on your site.

You'll also be able to see when customers took an action after seeing your ad on Facebook and Instagram, which can help you with retargeting. As the leading advertising tool on the Twilio Segment platform, some of its top features include conversion, tracking, and remarketing, so marketers can manage ads from one platform.

**Recipe:** [How to Use Lookalike Audiences and Audience Suppression](#)

**Explore our catalog:** [Pixel integration features](#)

## Google Ads



More than [80% of businesses](#) worldwide use [Google Ads](#) for advertising and pay-per-click (PPC) campaigns on Google's search engine results pages, YouTube, and other websites within the Google Display Network.

Be seen where your customers are searching, browsing and watching across the web with these features:

- Search trend research and creation of targeted cross-platform Google ads with keyword planner
- Custom Google ads based on country, city, region, or distance from location
- "Customer Match" to market campaigns to target audiences using customer data like email addresses

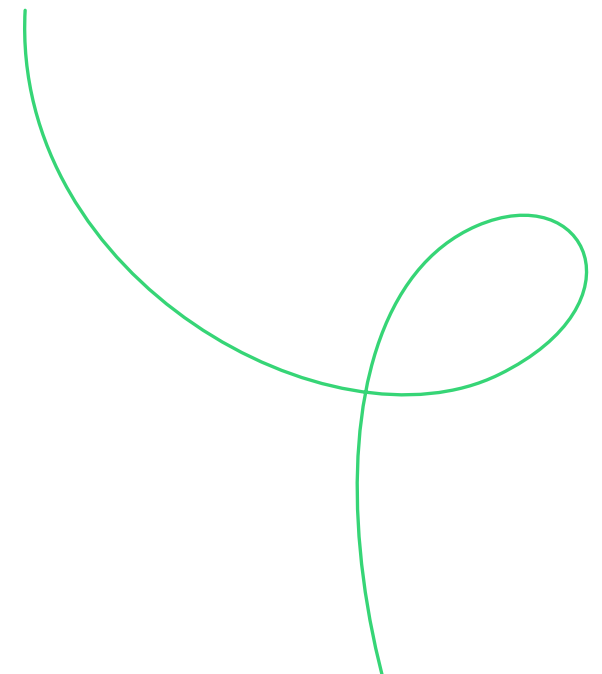
**Explore our catalog:** [Google Ads integration features](#)

## Gtag



[Gtag](#) is a tag management system developed by Google that simplifies the process of adding tracking codes to websites. With Gtag, businesses can easily add Google Analytics, AdWords, and other tracking codes to their website without having to modify their website's source code.

**Explore our catalog:** [Gtag integration features](#)



## LinkedIn



Business and social networking platform, [LinkedIn](#), turns 20 years old in 2023. With [875 million members](#), the platform offers businesses a variety of advertising options, including sponsored content, sponsored InMail, and display ads.

Unique features of LinkedIn ads include the ability to target specific job titles, industries, and company sizes, as well as retarget users who have engaged with a business's content or website.

**Explore our catalog:** [LinkedIn Audiences integration features](#)

## Bing Ads



With 653 million monthly searchers, [Bing Ads](#) is Microsoft's advertising platform that allows businesses to place ads on Bing search results pages, as well as other Microsoft-owned properties like MSN and Outlook.com.

The ability to import campaigns from Google Ads, target specific demographics or locations, and track conversions using a Universal Event Tracking (UET) tag are just a few of the features Bing Ads has to offer.

**Explore our catalog:** [Bing Ads integration features](#)



# Top Analytics tools

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By analyzing customer data, businesses can gain valuable insights into their customers' behavior, preferences, and needs, which allows them to create more personalized, targeted experiences. In this section, we'll explore some of the top analytics tools being used on the Twilio Segment platform and highlight their unique features and use cases.

## KISSmetrics



KISSmetrics is a powerful behavioral analytics and engagement platform that allows businesses to analyze customer data and gain insights into how customers engage with their product or service.

With KISSmetrics, businesses can optimize their marketing and conversion strategies to improve customer engagement and drive growth.

**Explore our catalog:** [Kissmetrics integration features](#)

## Mixpanel



Mixpanel is a comprehensive product analytics platform that provides real-time data and insights to help businesses understand how users engage with their products.

Its powerful tools enable companies to track user behavior across devices and channels, analyze user interactions, and segment customers based on their actions, enabling them to optimize their product and marketing strategies.

**Recipe:** [How to measure product KPIs to determine product growth](#)

**Explore our catalog:** [Mixpanel integration features](#)





## Heap



Heap is an easy-to-use product analytics platform that automatically captures and tracks user behavior across websites and mobile apps.

Its powerful tools enable businesses to analyze user interactions, identify trends, and segment customers based on their actions, enabling them to optimize their product and marketing strategies.

**Explore our catalog:** [Heap integration features](#)

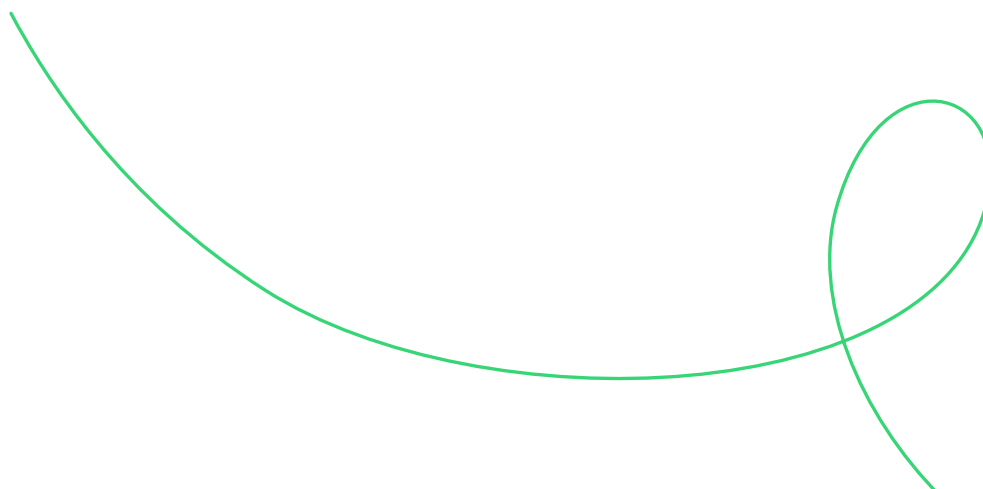
## Amplitude



Amplitude is a comprehensive product intelligence platform that seamlessly collects and interprets user behavior across digital platforms like websites and mobile apps. Its robust capabilities allow businesses to analyze user engagement, discover patterns, and categorize users based on their behavior.

This empowers businesses to make data-driven decisions and execute optimization strategies that enhance user experience and drive business growth.

**Explore our catalog:** [Amplitude integration features](#)



# Top CRMs

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CRM (Customer Relationship Management) is a critical category of technology for businesses in their customer engagement efforts. By leveraging CRM tools, businesses can manage their interactions with customers, track their behavior and preferences, and build stronger relationships. In this section, we'll round up some of the top CRM tools on the Twilio Segment platform and highlight their key features, which allow businesses to create more personalized customer experiences.

## Intercom



Intercom is a customer service platform that helps businesses connect with their customers through personalized, targeted messaging. It enables businesses to send messages through multiple channels like email, in-app messages, and push notifications.

Real-time and automated messaging allows businesses to engage with customers when they are most active and save time by sending personalized messages to customers at the right time.

**Explore our catalog:** [Intercom integration features](#)

## Freshsales



Freshsales is a CRM platform that helps businesses manage their sales pipeline and customer relationships. It has a range of features like lead management, deal management, and email tracking that enable businesses to track customer interactions and sales activities.

Freshsales also offers its AI-based lead scoring system to help businesses prioritize their leads based on their likelihood to convert.

**Explore our catalog:** [Freshsales integration features](#)





## HubSpot



HubSpot is an all-in-one marketing, sales, and service software that helps businesses manage their customer relationships from end-to-end. Its leading offering is its free CRM that allows businesses to manage their customer data and interactions in one place.

HubSpot also offers a range of automation features that help businesses save time by automating repetitive tasks, and it integrates with a range of other tools to create a seamless customer experience.

**Explore our catalog:** [Hubspot integration features](#)

## Salesforce



As a long time leader in the space, Salesforce is a cloud-based CRM platform that helps businesses manage their customer relationships, sales, and marketing activities. It boasts features like customizable dashboards allow businesses to monitor and track their sales performance in real-time.

Salesforce also offers a range of automation features that help businesses save time by automating repetitive tasks, while integrating with a range of other tools to create a seamless customer experience.

**Explore our catalog:** [Salesforce integration features](#)



# Top Customer Success tools

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Customer success involves managing the customer journey from initial purchase to continued use of a product or service, with the goal of ensuring customer satisfaction and loyalty. By leveraging customer success tools, businesses can proactively monitor customer behavior and preferences, provide targeted guidance, and offer personalized support. To give you the complete overview, we'll take stock of the leading customer success tools being used on the Twilio Segment platform.

## Zendesk



Zendesk is a cloud-based customer service platform that offers a suite of tools to help businesses manage customer relationships. The platform offers a multi-channel support system that allows for customer interactions across a variety of channels such as email, chat, phone, and social media.

Zendesk also features advanced analytics and reporting tools to help businesses monitor performance and identify areas for improvement.

**Recipe:** [How to break down data silos between your sales and support teams](#)

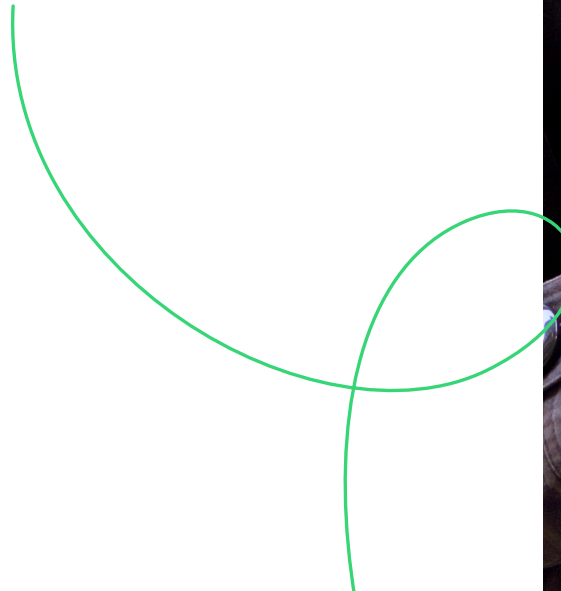
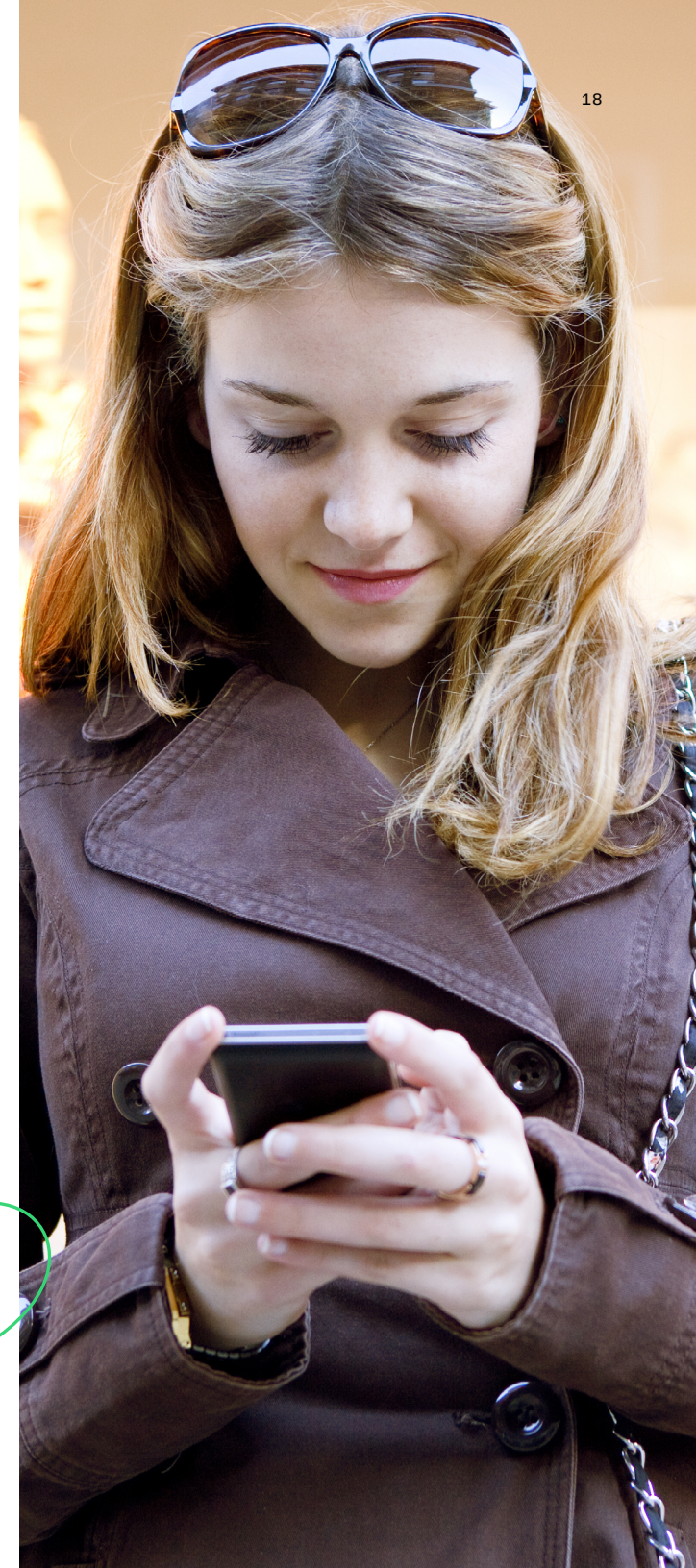
**Explore our catalog:** [Zendesk integration features](#)

## Satismeter



Satismeter is a customer feedback management platform that helps businesses measure customer satisfaction and improve customer experience with in-app and email surveys that can be customized to meet specific business needs, automatic trigger-based surveys, and real-time feedback analysis.

**Explore our catalog:** [Satismeter integration features](#)





## Totango



Totango is a customer success management platform that helps businesses improve customer retention and loyalty.

The platform includes real-time customer insights, automated customer engagement campaigns, and customer health scores based on a variety of factors such as usage patterns and engagement history.

**Explore our catalog:** [Totango integration features](#)

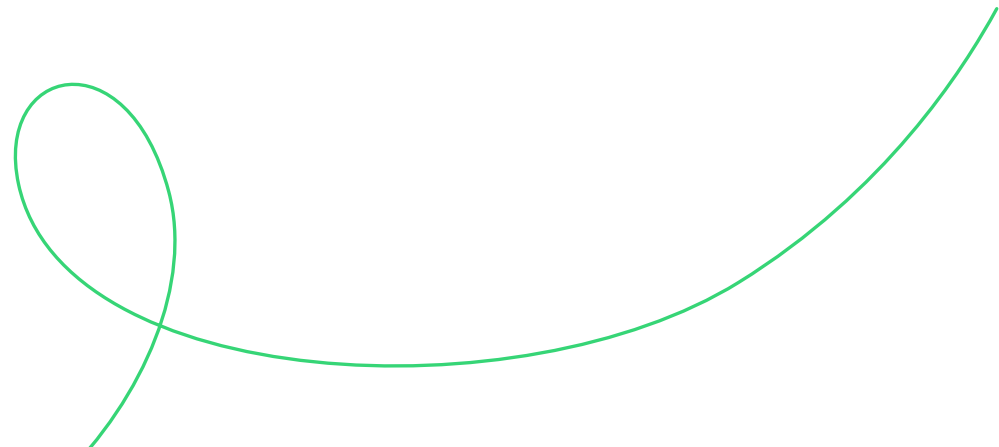
## Help Scout



Help Scout is a customer support platform that enables businesses to manage customer interactions across multiple channels. A shared inbox, knowledge base management system, and automated workflows help streamline customer service processes on the platform.

Help Scout also offers advanced reporting and analytics tools to help businesses monitor performance and identify areas for improvement.

**Explore our catalog:** [Help Scout integration features](#)



# Top Email tools

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In this section, we'll highlight some of the most powerful email tools available to modern businesses, and how they can help to create meaningful customer experiences. From automated campaigns to A/B testing and dynamic content, these tools provide a range of features to help businesses of all sizes connect with customers more effectively.

## Customer.io



Customer.io is an email marketing automation tool that enables you to send behavior-triggered emails, push notifications, and SMS messages to your customers.

Its unique features include a drag-and-drop campaign builder, customer profiles that allow you to store customer data, and real-time analytics that provide insight into your campaigns' performance.

**Recipe:** [How to personalize customer communications using real-time location data](#)

**Explore our catalog:** [Customer.io integration features](#)

## MailChimp



MailChimp is a popular email marketing tool that allows you to send marketing emails, automated messages, and targeted campaigns to your audience. It offers a variety of email templates, including a drag-and-drop builder, and allows you to segment your audience based on demographics, behavior, and more.

MailChimp's key features include A/B testing, which enables you to test different email elements to optimize your campaigns, and e-commerce integration that allows you to track purchases and revenue from your campaigns.

**Explore our catalog:** [Mailchimp integration features](#)





## Braze

*braze*

Braze is a customer engagement platform that enables you to send personalized messages across channels, including email, push notifications, and in-app messages. It offers a variety of targeting options, including segmentation, behavior-based triggers, and real-time user data.

The platform also includes an AI-powered recommendation engine, which allows you to suggest products or content based on user behavior, and advanced reporting that provides insights into engagement and conversion rates.

**Explore our catalog:** [Braze integration features](#)

## Iterable



Iterable is a cross-channel marketing automation tool that allows you to send personalized messages across email, SMS, push notifications, in-app messages, and direct mail. It offers a drag-and-drop campaign builder, advanced segmentation, and real-time analytics.

Iterable's unique features include workflow automation, which allows you to create complex campaigns with branching logic, and predictive analytics that help you identify the best time to send messages to your audience.

**Explore our catalog:** [Iterable integration features](#)

# Top Screen Recording & Heatmaps tools

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Screen recording & heatmap tools allow businesses to gain an in-depth understanding of their customers' behaviors and preferences by recording user sessions on websites and mobile apps. With this data, companies can identify pain points, areas for improvement, and opportunities to enhance the customer experience. In this section, we'll take a closer look at some of the top screen recording & heatmap tools on the Twilio Segment platform and explore their leading features.

## FullStory

# fullstory

FullStory offers powerful screen recording and heatmap capabilities that enable businesses to gain a comprehensive understanding of their customers' experiences. With FullStory, businesses can monitor user behavior, track customer interactions in real-time, and make data-driven decisions to enhance customer engagement.

FullStory's advanced features allow businesses to identify and optimize areas of their website or application that may be causing frustration or confusion, resulting in an improved customer experience and higher engagement.

**Explore our catalog:** [Fullstory integration features](#)

## Hotjar

# hotjar

Hotjar provides a suite of tools designed to analyze and optimize user behavior, allowing businesses to tailor their customer engagement strategies for maximum impact. With Hotjar, businesses can generate heatmaps that reveal which areas of their website or application are most popular or problematic for users.

Additionally, Hotjar's feedback tool enables businesses to gather valuable customer insights and use that data to drive engagement. By identifying key areas for improvement, businesses can optimize the user experience, increase engagement, and retain customers.

**Explore our catalog:** [Hotjar integration features](#)







## Crazy Egg



Crazy Egg is a powerful heatmap tool that empowers businesses to analyze and optimize their customers' experiences. With Crazy Egg, businesses can generate heatmaps of user activity, enabling them to identify popular or problematic areas of their website or application.

Additionally, Crazy Egg's visual analytics capabilities allow businesses to track user behavior and optimize the user experience to drive engagement. By understanding how users interact with their website or application, businesses can create a seamless and engaging experience that keeps customers coming back.

**Explore our catalog:** [Crazy Egg integration features](#)

## Inspectlet

# inspectlet

Inspectlet's screen recording and heatmap tools provide businesses with valuable insights into their customers' experiences. With Inspectlet, businesses can watch recordings of user sessions, track user behavior, and analyze the user experience in real-time. This enables businesses to identify areas of their website or application that may be causing frustration or confusion, and make data-driven decisions to enhance customer engagement.

Inspectlet also allows businesses to identify patterns in user behavior, allowing them to optimize their customer engagement strategies and improve retention.

**Explore our catalog:** [Inspectlet integration features](#)

# Top Data Warehouse tools

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Customer data can come from a wide variety of sources, and it's crucial to have a reliable and scalable way to store and manage that data. This is where data warehouses come in - they allow you to store large amounts of customer data in one place, making it easier to analyze and derive insights from. In this section, we'll cover some of the most popular data warehouses used by Twilio Segment customers today, including BigQuery, Postgres, Redshift, and Snowflake.

## BigQuery



Google  
BigQuery

BigQuery is a powerful data warehouse offered by Google Cloud that enables businesses to analyze large datasets quickly and efficiently. With BigQuery, businesses can store, manage, and query their data, making it easy to gain valuable insights into customer behavior and improve their marketing efforts.

BigQuery is highly scalable, allowing businesses to easily handle large volumes of data, and is compatible with a wide range of third-party tools and services.

**Explore our catalog:** [BigQuery integration features](#)

## PostgreSQL



PostgreSQL is an open-source relational database management system that is highly customizable and scalable. With PostgreSQL, businesses can store and manage their data with ease, making it easy to access and analyze customer data.

PostgreSQL offers a wide range of advanced features, including indexing, replication, and transaction control.

**Explore our catalog:** [Postgres integration features](#)





## Redshift



Redshift is a cloud-based data warehouse offered by Amazon Web Services that enables businesses to store and analyze large datasets quickly and efficiently.

With Redshift, businesses can easily scale their data warehouse to meet their needs, making it an ideal choice for enterprise businesses.

**Explore our catalog:** [Redshift integration features](#)

## Snowflake



Snowflake is a cloud-based data warehousing platform that is designed to be highly scalable, efficient, and easy to use. With this cloud warehouse, businesses can store and manage their data with ease, making it easy to access and analyze customer data.

Additionally, Snowflake offers a range of advanced features, including automatic backups, data sharing, and multi-cluster warehousing.

**Explore our catalog:** [Snowflake integration features](#)

# The heart of the customer engagement stack



Twilio Engage, our trailblazing customer engagement solution, operates like the heart of your customer interaction ecosystem, pumping vital lifeblood in the form of real-time data to the diverse veins of your tech stack. Built on top of Segment CDP, Twilio Engage activates real-time data across our native channels (email, SMS, WhatsApp, etc.) which enables marketers to power personalized customer experiences, journey orchestration, and multichannel campaigns together in one solution.

By giving marketers the ability to build dynamic audiences without reliance on technical teams and orchestrate multi-step, multichannel journeys based on real-time customer behavior, Twilio Engage helps brands optimize marketing spend, improve campaign performance, and grow customer lifetime value.

**Brenda Jones**  
bjones@email.com

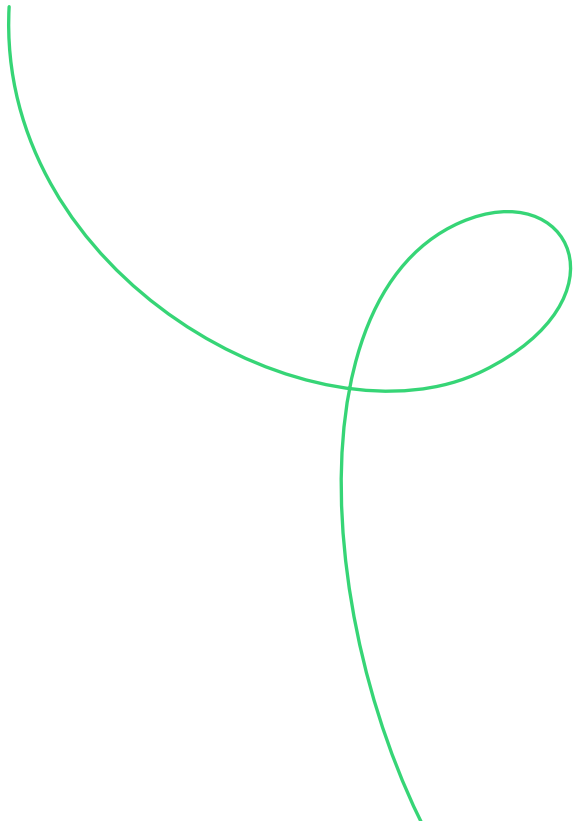
Events **Traits** Audiences Identities

Emails today <b>3</b>	24s
Propensity to Buy 14 Days <b>75%</b>	2m
Favorite Product Color <b>Blue</b>	5m
Last Product Bought <b>Running Shoes</b>	2d

Channel icons: Mobile, Email, Chat, Click, Cloud

Since Segment is an open, flexible, and extensible platform with over 400+ out-of-the-box integrations (including the tools and technologies featured above), we make it easy for you to use Segment CDP and Twilio Engage with whatever systems you currently have in your tech stack – and any new tools you might need or want in the future.

At the heart of your customer engagement stack, Twilio Engage provides a single data-first solution to help you reach your customers with the right message where, when, and how they want to engage with your brand.



# Case study: CraftJack and Twilio Engage

## INDUSTRY

Consumer Goods and  
Services  
Advertising and Marketing

## HEADQUARTERS

Chicago, Illinois

## PRODUCTS

Twilio Engage  
Connections  
Journeys

## CRAFTJACK

### Data-driven multichannel customer engagement

CraftJack, a subsidiary of [Angi](#), is a home services platform that connects homeowners and service professionals. During the pandemic-driven home improvement boom, CraftJack struggled to manage the influx of customer data generated from new homeowner signups and grow service professional signup rates to meet increased demand.

Twilio Engage helped CraftJack build a modern data foundation, giving it a unified view of the customer and its marketing team the ability to easily act on that real-time data by launching personalized customer experiences natively across email and SMS without help from technical teams.

“This is the first time marketing can send SMS on their own instead of having their devs set it up,” Jordan Dietch, VP of Product Management at CraftJack, said. “With Twilio Engage, we are able to do the work of three or four different tools, all in one centralized platform. We are able to bring transactional conversation and personalized marketing messages all into Twilio Engage for greater efficiency.” As a result, CraftJack improved its operational efficiency and delivers data-driven customer engagement:

- 31% increase in new service professional signups YoY
- 80% improvement in engineering implementation efficiency
- 41% growth in homeowner reviews YoY

[Read the full case study here](#)

# Driving engagement across the customer journey

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From converting prospects to nurturing brand loyalists, customer-centric tactics start with a strong data foundation. Learn from top brands across industries to understand how cross-functional teams act on their data to drive engagement across the customer journey.



# Case study: Schnucks

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## INDUSTRY

Consumer Goods and Services

## HEADQUARTERS

St. Louis, Missouri

## PRODUCTS

Connections  
Twilio Engage



## Deliver More Personalized Experiences

Schnucks Market is a fourth-generation, family-owned grocery retailer with over 100 stores throughout the Midwest.

With the accelerated adoption of digital shopping, Schnucks wanted to deliver better digital experiences. However, teams struggled to understand the customer journey and personalize digital experiences due to siloed systems and data.

Schnucks turned to Twilio Segment to unify its customer data across systems and channels. With a CDP in place, the retailer has replaced its manual batch-and-blast marketing strategy with an automated and triggered workflow for personalized communications based on user actions. Their team can now simultaneously execute multiple campaigns based on user behavior and make real-time campaign changes based on user actions.

By unifying customer data and automating segmentation, Schnucks **increased the number of active personalized campaigns by 200%**.

**[Read the full case study here](#)**

# Case study: Quartz

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## INDUSTRY

Entertainment, Media,  
and Broadcasting

## HEADQUARTERS

NYC, New York

## PRODUCTS

Connections  
Protocols  
Twilio Engage

# QUARTZ

## Thrive in a world without 3rd party cookies

Quartz (qz.com) is a digital-first media publisher offering global business news and insights for a new generation of business leaders. Based in New York, the company focuses on delivering valuable global business content to users and advertisers across digital devices.

From global data privacy regulations to major initiatives changing how users are tracked and targeted online, Quartz Media knew it needed to invest in a customer-centric data privacy strategy that would differentiate its brand from the competition; and meet its needs as a publisher, the needs of its advertising partners to drive campaign efficiency, and the needs of its readers for relevant and timely content.

Quartz implemented Twilio Segment as the foundation of its customer data infrastructure to double down on first-party data and make it easy to exercise good data practices. By using Twilio Segment and having all customer data clean and automatically inline with user specifications, Quartz is able to create more relevant experiences while respecting user privacy.

**[Read the full case study here](#)**

# Case study: **Daily Harvest**

## **INDUSTRY**

Consumer Goods and  
Services

## **HEADQUARTERS**

NYC, New York

## **PRODUCTS**

Connections



## **Build a direct-to-consumer business**

Founded in 2015, [Daily Harvest](#) quickly gained traction with its mission to clean, delicious, and convenient food straight to their customers' doorstep.

Like many direct-to-consumer businesses, it struggled with fragmented customer data using Google Analytics for website tracking, and storing data from its production database in a data lake. To double-down on personalization, Daily Harvest needed to break down these data silos and create a single source of truth that could be leveraged across teams.

By implementing Twilio Segment, its team could finally access the data they need to make decisions from what ingredients were included in recipes, to campaign messaging, and product recommendations. With this process streamlined, Daily Harvest could more precisely target email communications based on customer interest, to put the right items in front of the right people.

**[Read the full case study here](#)**

# Case study: **Rugs.com**

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## **INDUSTRY**

Consumer Goods and  
Services Retail

## **HEADQUARTERS**

Fort Mill, South Carolina

## **PRODUCTS**

Connections  
Twilio Engage

## **Rugs.com**

### **Remove data silos across the enterprise**

Rugs.com not only has volumes of data across its own properties and tools, but the company also owns multiple brands around the globe. In order to design more intelligent experiences, the company wanted to leverage insights from customer data across all of its e-commerce properties.

However, Rugs.com did not have an effective way to collect, manage, and activate its own system's data, let alone from other brand lines.

With Twilio Segment as its customer data platform (CDP), the Rugs.com team now connects disparate data sources across websites, payment processing tools, and various marketing and analytics tools. From there, the team leverages its valuable first-party data to build highly robust, unified customer profiles.

By seamlessly connecting its data and sending valuable shopper audiences to downstream marketing and ad platforms, Rugs.com has improved return on ad spend and contributed to unprecedented 400% YoY growth.

**[Read the full case study here](#)**

# Case study:

# Toggle

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**INDUSTRY**

Financial Services and Insurance

**HEADQUARTERS**

Los Angeles, California

**PRODUCTS**

Connections  
Functions  
Protocols  
Twilio Engage



## Speed into new markets with connected data

Toggle, a Farmers Insurance brand, offers straightforward and customizable insurance products meant for the needs of today's modern consumer such as renters insurance, car insurance, and even identity protection insurance.

After implementing Segment, Toggle gained a fuller understanding of the end-to-end user journey. Leveraging Twilio Engage, the team can improve the user experience at every customer milestone, from acquisition, to onboarding, to the claims process, to customer support. The team can also now create in-depth customer profiles and deliver personalized messages and campaigns without relying on technical resources – streamlining a process that once took weeks to implement.

For example, to acquire new customers, the team sends hyper-targeted audiences built with first-party customer knowledge from Segment to model lookalike groups in ad platforms like Facebook and Google to retarget users with tailored ads based on actions prospects have taken on the site. Toggle has achieved remarkable business results in a short period of time as a result of using Segment:

- Decreased cost per acquisition by 64%
- Increased Return on Ad Spend (ROAS) with more targeted audience segmentation
- Reduced customer support tickets by 35%

**[Read the full case study here](#)**

# Case study:

## Fender

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### INDUSTRY

Consumer Goods and Services

### HEADQUARTERS

Los Angeles, California

### PRODUCTS

Connections  
Protocols  
Twilio Engage



## Drive an increase in customer engagement and lifetime value

Founded in 1946, Fender's worldwide guitars, amps, pedals, and accessories have been played on more stages than any other company in the industry.

Fender needed to create a single view of the customer to better understand their journey. They also wanted to improve marketing efficiency by sharing data across teams, and increase activation for Fender Play@ while moving app subscribers from free to paid accounts.

The brand turned to Twilio Segment to create a single source of truth by unifying customer data. Now Fender's marketing and product teams can query events and traits with Segment's self-service audience builder and create cohorts of users for more target messaging. And API access to user profiles enables real-time personalization across its website and mobile apps.

As a result of implementing a CDP, Fender is able to:

- Create a single customer view by consolidating and cleaning its data
- Optimize marketing spend for greater ROI through personalization
- Improve marketing campaign performance via cross-team data sharing

[Read the full case study here](#)



## Thanks for reading



If you would like to learn more about what Twilio can do for your business,  
please [contact the Segment sales team](#).