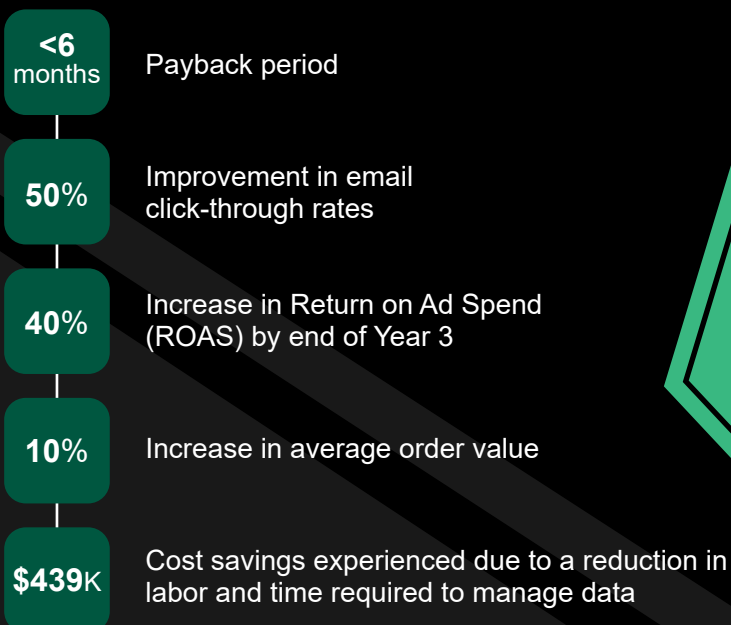


The Total Economic Impact™ Of Segment CDP

Through five customer interviews and data aggregation, Forrester concluded that Segment CDP has the following three-year financial impact.

BENEFITS SUMMARY



“

Without Segment, we couldn't do anything that we do today. It's foundational. It'd be like asking someone 'Is it worth having plumbing at your house?'

Chief digital officer,
office retail

”

VOICE OF THE CUSTOMER

“We were so heavily focused on ETLs and getting random data points for the sales and marketing teams, whenever it was requested of us....Now, we spend our time on actual services internally that are needed to support really big initiatives on the website or overall customer experience.”

Senior product manager, beauty and cosmetics

“I can consistently get better open rates, better clicks, and better conversions by doing targeted messages. Now, it's like a click of a button to create segments. I don't need developers — I can do it myself.”

Head of growth, consumer electronics and appliances

COMPOSITE ORGANIZATION CHALLENGES

Before Implementing Segment CDP Solution



Fragmented customer data **storage** instead of a single location



Lack of **system capacity** for data volume and connectivity needs



Resource inefficiencies due to degree of **manual work** required



Lack of **segmentation** and **personalization** capabilities



Read the full study

This document is an abridged version of a case study commissioned by Segment titled: The Total Economic Impact Of Segment CDP, August 2021.

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Commissioned By

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