



Rapidly ship high-ROI data projects

RudderStack data apps help data teams bridge the gap between customer 360 and measurable business results.



Configurable solutions for critical use cases



Attribution

Calculate attribution with data from the entire customer journey to optimize marketing spend



Propensity scores

Boost conversion and reduce churn with actionable insights from configurable propensity models



Real-time personalization

Make your Customer 360 available via API to drive real-time website and app experiences

Speed and agility powered by RudderStack Profiles



Configurable

Access code-based models and modify them to fit your business needs



Customer-360 fueled

Power your projects with every relevant data point from your data cloud



Declarative

Move fast using declarative definitions, not complex code, to define your inputs



RudderStack helped us turn marketing into a math problem. Now we know when we spend X on a particular campaign, we're going to get Y yield over time.

Mike Sperduti

Head of Engineering

 **STATPEARLS**

