

Build a CDP on your warehouse with RudderStack + dbt

You're already using dbt and your warehouse for reporting, ML modeling, and operational workflows. Get even more out of your customer data with dbt and RudderStack, a warehouse-first CDP. We've built several dbt packages that make it easy for you to deliver powerful use cases such as:



Sessionization – Customize session definitions that meet your specific needs and apply them to all the steps of individual users as they navigate your website, apps, marketing ecosystem, and more.



ID Stitching – Stitch or link all of the different unique identifiers and profiles from a user into an ID graph to have a customer 360 profile.



Customer Journeys – Construct customer journeys across every platform, including session abstractions, enabling advanced product optimization and attribution reporting.

“We’ve gained more insights by using RudderStack, dbt, and our warehouse than by looking at any one single system. For example, ID Resolution was one of the many things we were trying to achieve. It wasn't the only one, but it was the first thing that we had to do so that our downstream capabilities would be more reliable, robust, and accurate. Our goal is to provide the right experience, at the right time to our customers.”



Chandra Gangireddy,
Data Engineer, Allbirds

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