

RudderStack Reverse ETL

Your data warehouse is where you collect all of your data and discover your most valuable insights, but taking action on those insights in other tools in the stack is a big technical challenge.

With RudderStack's Reverse ETL, your various go-to-market teams can send warehouse data to any tool in your stack for activation.



Prioritize prospects with accurate lead scoring. Prioritize prospects and accounts with lead scoring built on the warehouse using product usage and marketing site visit data.



Build audiences and personalize your marketing campaigns. Target specific audiences and run highly personalized marketing campaigns using data from multiple sources, including opportunity status from your CRM, purchase history from your payments platform, lifetime value, and more.



Respond to support tickets with the right context. Respond to customers with more context and detail – agents will see recent product usage, conversations with sales, recent webpages viewed, etc.

“With RudderStack, we’re connecting data to all of our systems internally. We’re optimizing them and making them as fast as possible. Our customers can now see personalized recommendations on our site.”



David Annez,
Head of Engineering, Loveholidays

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