

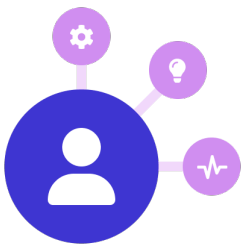
RudderStack for Marketing

What is RudderStack?

OVERVIEW

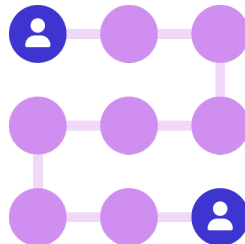
RudderStack enables you to securely collect, store, and process customer data within your warehouse and across all your downstream tools. We take a new approach to building and maintaining your CDP by putting your warehouse at the center — making it easy for you to fully leverage your customer data without giving up control or worrying about privacy and compliance.

KEY MARKETING BENEFITS OF RUDDERSTACK



Personalized and timely customer engagement

Trigger engagement and product recommendations based on high-value actions, life stages, and signals across the user journey.



Consistent audiences across all your tools

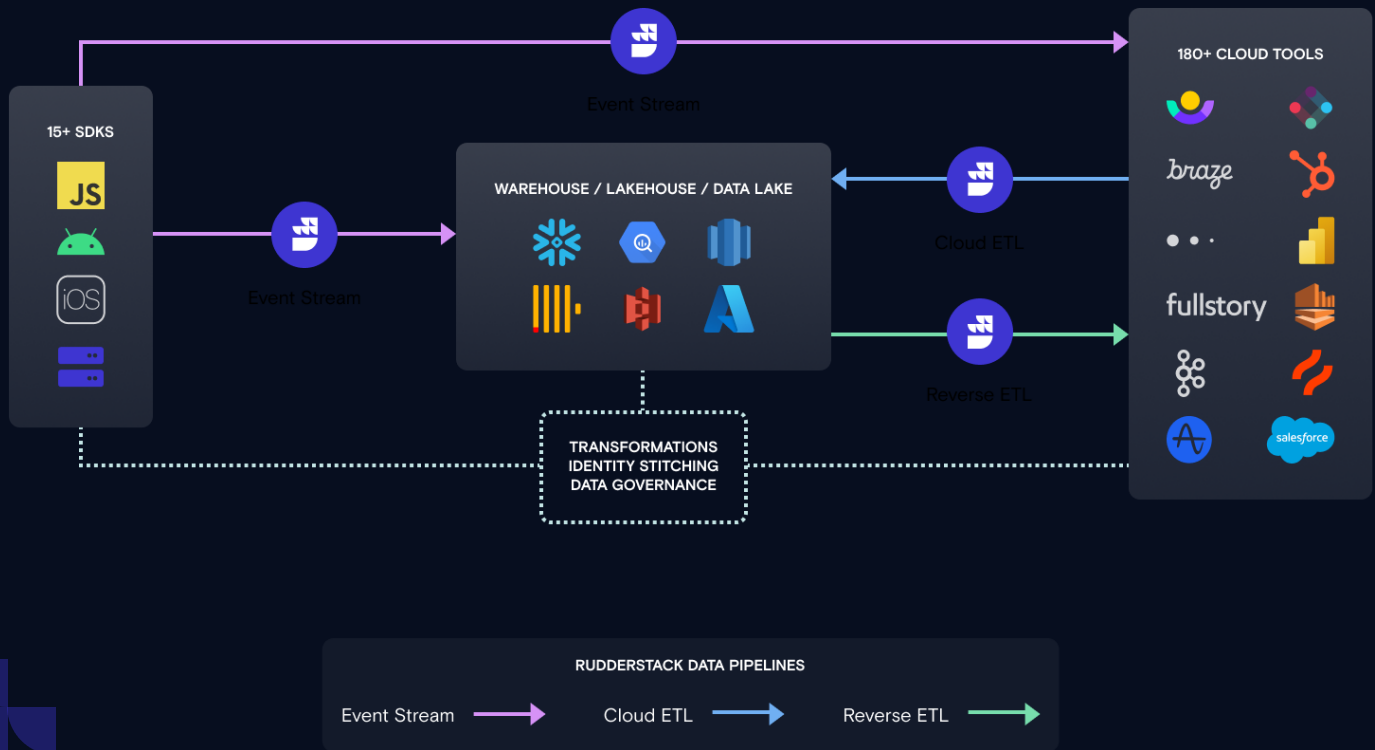
Create audiences and cohorts once and synchronize them to all your marketing, sales, product, and analytics tools.



Single view of your customer

Seamlessly track users across all channels, devices, and products. Connect your warehouse and centralize your customer data for a holistic customer view within a single source of truth.

UNLOCK THE FULL POTENTIAL OF YOUR CUSTOMER DATA WITH RUDDERSTACK



RUDDERSTACK ARCHITECTURE DIAGRAM

HOW IT WORKS

The RudderStack platform is made up of three customer data pipelines:

- ▶ **Event Stream:** connect your event data directly to your marketing tools and warehouse
- ▶ **Cloud ETL:** connect your cloud data from your tools to your warehouse
- ▶ **Reverse ETL:** connect your custom built audiences, profiles, conversions, and more from your warehouse to your cloud tools

These three pipelines securely collect and connect your first-party customer data across all your tools and centralize it within one place (your warehouse).

From basic user journey tracking, customized audience building, and advanced personalized campaigns, RudderStack's three pipelines eliminate data silos and enable you to make informed and effective customer decisions.

Marketing Use Cases with Rudderstack

- ▶ **Data activation:** Push customer event data directly to your marketing tools, or send to your warehouse to create granular audiences
- ▶ **User Journey Tracking:** Understand and stitch user behavior across channels, campaigns, products, and devices
- ▶ **Attribution:** Combine behavior data from websites and apps with campaign performance data to quickly understand true cost per acquisition and full-funnel attribution
- ▶ **Audience Creation:** Build richer audiences directly from your warehouse that combine behavioral data, transactional data, product data and intent data. Send these audiences directly to marketing tools and ad platforms
- ▶ **Omnichannel Messaging:** Send consistent and personalized messaging across all channels to create a better user experience
- ▶ **Timed Responses:** Use real-time customer intent behavioral signals to send the right message through the right channel at the right time
- ▶ **Cart Abandonment:** Create custom strategies and campaigns to re-engage customers who have dropped out of the funnel
- ▶ **Propensity Modeling:** Understand who is likely to convert and optimize campaigns to drive conversions
- ▶ **Frequency Caps:** Ensure people are not delivered the same advertisements too many times
- ▶ **ROAS:** Identify and target those most likely to convert for higher return on ad spend
- ▶ **Personalization:** Create and trigger customized messages and offers based on real-time user behavior

The social gaming industry is extremely competitive and data-driven. We use RudderStack every day to track player behavior and analyze in-game trends to stay ahead of our users and competing apps.



MANZIL AHMED

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