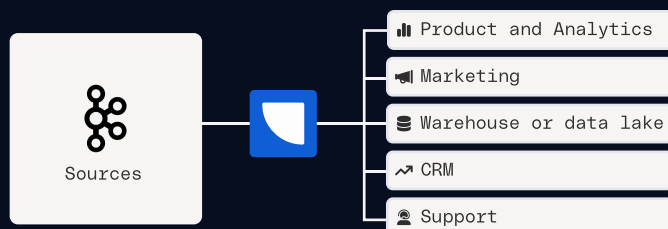# Better Together: RudderStack + Kafka

Get higher ROI from your Kafka infrastructure.

Write event data to Kafka topics once, then RudderStack handles the complexities of securely extracting, enriching, and transporting the data across your entire customer data stack.

Sources

- Product and Analytics
- Marketing
- Warehouse or data lake
- CRM
- Support

Eliminate Low-Value Data Engineering Work

RudderStack integrates directly with your Kafka cluster to tap into events, then automates the pipelines and integrations needed to get that data to marketing and product tools.

Activate Data To Drive Business Outcomes

RudderStack leverages 200+ pre-built integrations to distribute your enriched customer events to diverse destinations for various use cases:

- Unlock real-time personalization
- Trigger customer messages directly in marketing tools
- Complete your customer 360 with data from multiple Kafka topics

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RudderStack's warehouse native approach gives us the best of both worlds. We have the event data streams that we can activate in real-time. We also send the event data to our warehouse and join it with data from different CRM services to create our customer 360, that we can then send directly to marketing and product tools via Reverse-ETL.

Brett Trani,
Director of Analytics, La-Z-boy

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