

RudderStack vs. Segment

“When it came down to deciding between the two options, there wasn’t a question. We chose RudderStack as the foundation for our real-time customer data platform to enable data-driven personalized engagement online.”



Chris Frye,
Director of Digital Architecture at Crate and Barrel



Warehouse-first approach

RudderStack has embraced the warehouse and employed a warehouse-first approach. As such, RudderStack does not store customer data. We help turn your warehouse into a CDP, giving you full transparency and control over your data. InfoSec compliance is now simple and vendor lock-in is gone.



Activate your data with Reverse ETL

Segment can send data into your warehouse, but RudderStack goes a step further and turns your warehouse into a data source for the rest of your stack. Send rich data to any destination, including tools for marketing, sales and customer success. Create unified profiles and build audiences via your warehouse using your audience taxonomy.



Built by developers for developers

Save dev time on setup and management by integrating RudderStack into your existing development workflow. RudderStack was built by data engineers and developers for developers to be a fully customizable CDP. Modify payloads using custom JavaScript, deploy version-controlled transformations via GitHub, and enrich payloads with internal and external APIs.

Companies that have migrated from Segment to RudderStack

TONAL

 Mattermost

Hinge

LA  B O Y

Crate&Barrel