rudderstack™

The Guide
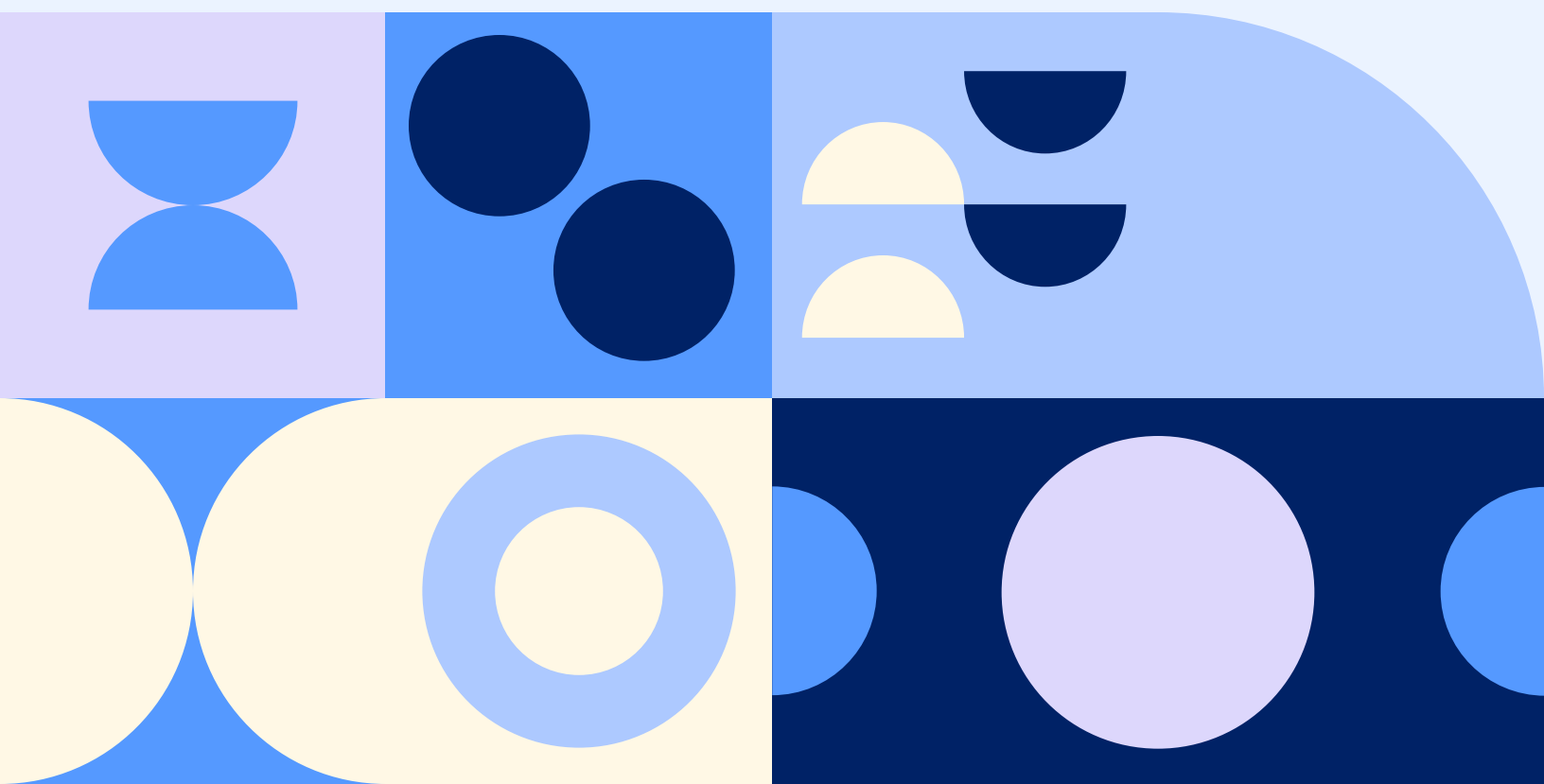
Why companies choose RudderStack over Segment

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OVERVIEW

Convinced RudderStack's [Headless CDP](#) architecture is right for your company's data stack but need to convince your boss to invest in a new tool? This doc is for you. It covers the key reasons why our customers consistently choose RudderStack over Segment.

TL;DR: our customers who migrate from Segment save time, money and, most importantly, ship more powerful use cases. Feel free to take the credit.

WHY USE RUDDERSTACK IN THE FIRST PLACE?

Segment was revolutionary when it first launched (about a decade ago) but is simply no longer suitable for many companies. If you're considering a switch, there are a few fundamental differences between RudderStack and Segment you'll want to consider:

1. Unlike Segment, RudderStack **doesn't store your customer data**.

2. RudderStack gives you **full control** over payloads and integrations with code.

3. RudderStack makes your **warehouse the foundation of your CDP**.

4. RudderStack is a tool **by engineers, for engineers**. Segment was built for marketers (and is now integrated into Twilio's marketing tool).

RUDDERSTACK'S PRICE STRUCTURE IS MORE COST-EFFECTIVE

Segment's monthly tracked user (MTU) based pricing is frequently cited as a major drawback by its users:

- "The cost of the tool can [get] really expensive if your monthly tracked user amount grows quickly and then you might have to choose to leave out some of the analytics events." ([link to G2 review](#))
- "The monthly cost is absurdly high, especially in big projects, since the price is based on the number of single users tracked per month." ([link to G2 review](#))
- "The only major downside to using Segment is the cost. The more that we scale, the more it will cost. It essentially acts as a tax on all of our growth efforts, unfortunately." ([link to G2 review](#))

At RudderStack, our pricing is based purely on event volume so that you can scale without budget-killing concerns. Plus, increased flexibility with RudderStack allows you to save precious dev and data engineering time, often up to a full headcount or more.

> *"Adding a new dimension in our email platform used to take 2-3 weeks. With RudderStack and Iterable, we have shortened that to 1 hour."*
>
> - Brett Trani, Director of Analytics at Joybird (read our [case study with Joybird](#))

Now that we've discussed why companies choose RudderStack in the first place and the difference in price structure with Segment, we can debunk the **5 myths we've heard about RudderStack**.

MYTH #1: MIGRATING TAKES TIME AND EFFORT (SPOILER: WE'RE API COMPATIBLE)

Migrating to RudderStack from Segment is easy with our APIs and SDKs. You can fully migrate to RudderStack in under 6 weeks. Read our in-depth guide, [Migrating from RudderStack to Segment in 3 steps](#).

MYTH #2: LEARNING HOW TO USE RUDDERSTACK TAKES TIME

Every new tool involves a learning curve, but users familiar with Segment get up and running with RudderStack in no time. Take it from one of the members of our [Slack community](#)!
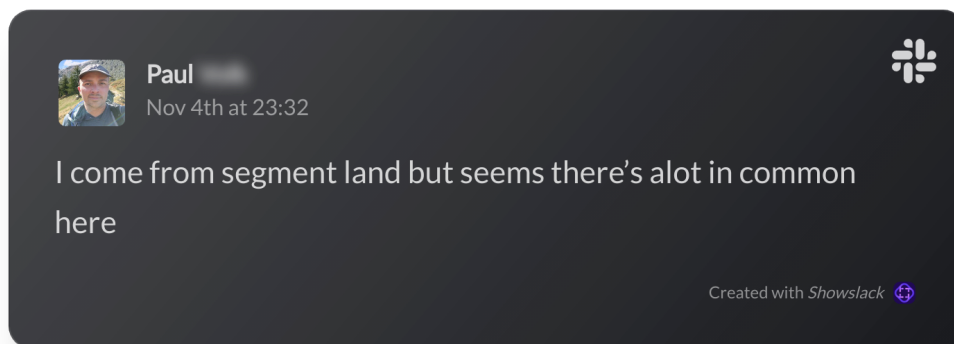
MYTH #3: SEGMENT HAS MORE BUILT-IN FEATURES THAN RUDDERSTACK

RudderStack and Segment have a lot of overlap regarding the number of sources and destinations. Like Segment, RudderStack can handle custom sources, warehouses, data lakes, and do everything Segment can do. We also have a few key features that are unique to RudderStack. We don't store your data, we give you full control over payloads and integrations with code, and we're warehouse-first. We're biased, but don't take it from us. [Read our reviews on G2](#).

MYTH #4: RUDDERSTACK IS NOT RELIABLE FOR ENTERPRISES BECAUSE IT'S SO NEW

Over 20,000 sites and applications use RudderStack, including enterprise companies like Crate & Barrel, Priceline, Stripe, Hinge, and many more. The team behind RudderStack is made up of data engineers who understand their unique challenges and pain points. Check out our status page if you're interested in our stability.

MYTH #5: RUDDERSTACK DOESN'T HAVE AN AUDIENCE BUILDER LIKE SEGMENT

We do now. Reach out to our team for access to our early beta.

rudderstack™

RudderStack is the warehouse-first, customer data platform built for developers. We take a new approach to building and operating your customer data infrastructure, making it easy to collect, unify, transform, and store customer data as well as securely route it to a wide range of marketing, analytics, sales, and product tools. Over 18,000 sites and apps run RudderStack including Crate & Barrel, Acorns, Hinge, Stripe, Allbirds, and more.

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