MessageGears

MessageGears Launches FastCache for Segment Users

Introducing FASTCACHE

With FastCache functionality, MessageGears Segment users can take advantage of our native integration with cloud data stores for fast iteration like never before. Now, users will be able to build out Blueprints, test segmentations with the provided starting population, and test with cached counts of the starting population for fast iteration - taking Blueprint revision down to seconds for micro-segmentation.

The Problem

Heavily burdened and slow relational database storage makes validating data very painful

The Solution

FastCache helps refresh and validate against all available data without having to re-run expensive queries to build our visual segmentation

The Problem

Large datasets (10M+) increase data evaluation time while making small changes to your segmentation

The Solution

Using FastCache speeds up the segment experience by leveraging cloud-native data storage to parallelize data extraction and processing

ACTIVATE CUSTOMER DATA QUICKLY AND EASILY

Google BigQuery   AIRSHIP   Azure   amazon REDSHIFT   snowflake

To learn more about MessageGears Segment and FastCache, hit us up at @messagegears.