MessageGears

Drag-and-Drop Visual Segmentation

Segmentation made for Marketers

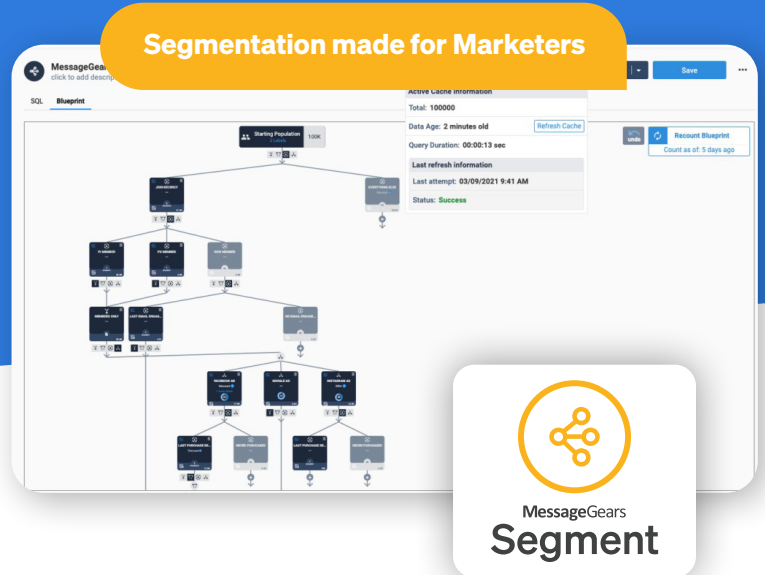**MessageGears Segment**

Today's segmentation tools force enterprise marketers to choose between tools that are far too technical and tools that lack the powerful capabilities they need.

MessageGears Segment bridges this gap with an incredibly powerful and flexible segmentation engine that is designed for marketers who want to understand their users and deliver seamless, relevant experiences across any touchpoint.

Drag-and-Drop Interface

The simple drag-and-drop interface paired with direct data access allows deep segmentation in a fraction of the time it takes other platforms.

Add or Remove Targets at Anytime

While building out your segmentation, you can add or remove targets at any time to meet your current needs, and view the information referenced in your target

Enhance Your Existing Data

You can enhance your existing data by creating and defining labels within individual segments, enhancing the flexibility of personalization per segment.

ACTIVATE CUSTOMER DATA QUICKLY AND EASILY

facebook   **AIRSHIP**   **Google**   **amazon REDSHIFT**   **snowflake**

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