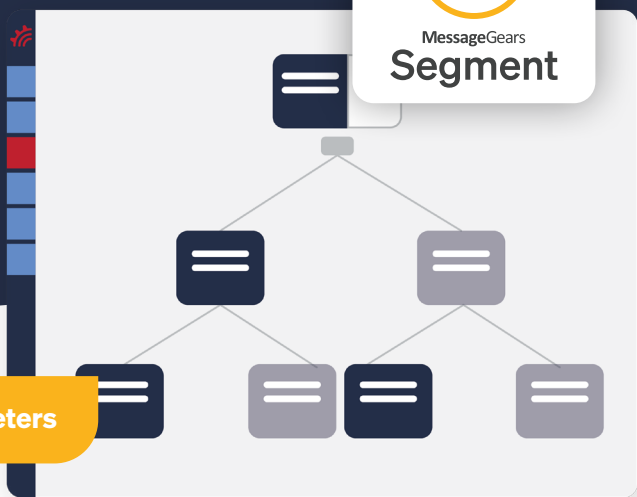**MessageGears** + **Google BigQuery**

Segment

Turn Your Google BigQuery Database into a CDP

Segmentation made for Marketers

MessageGears Segment + BigQuery = Best-of-Breed CDP

While CDPs ingest customer data from your data warehouse and store a copy for marketing accessibility, MessageGears Segment lives securely on top of your BigQuery Database to provide a single source of truth. One real-time view of customer data, one less step to reaching them, no copying your data. This gives you security and power to work with your live data behind your firewall, build dynamic audience segments, and personalize them based on any customer data in your database with just a few clicks. All it takes is a light software install, try it today!

Use your live data

Utilizing any data you have, live and in real time, helps you quickly and easily build dynamic audience segments.

No predefined schema

Because you are directly connected to your data, use any information in any format - no data feed setup required.

Export audiences anywhere

Integrations with dozens of third parties allow seamless activation on any medium for consistency at every interaction.

ACTIVATE CUSTOMER DATA QUICKLY AND EASILY

Google Ads

AIRSHIP

LiveRamp

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