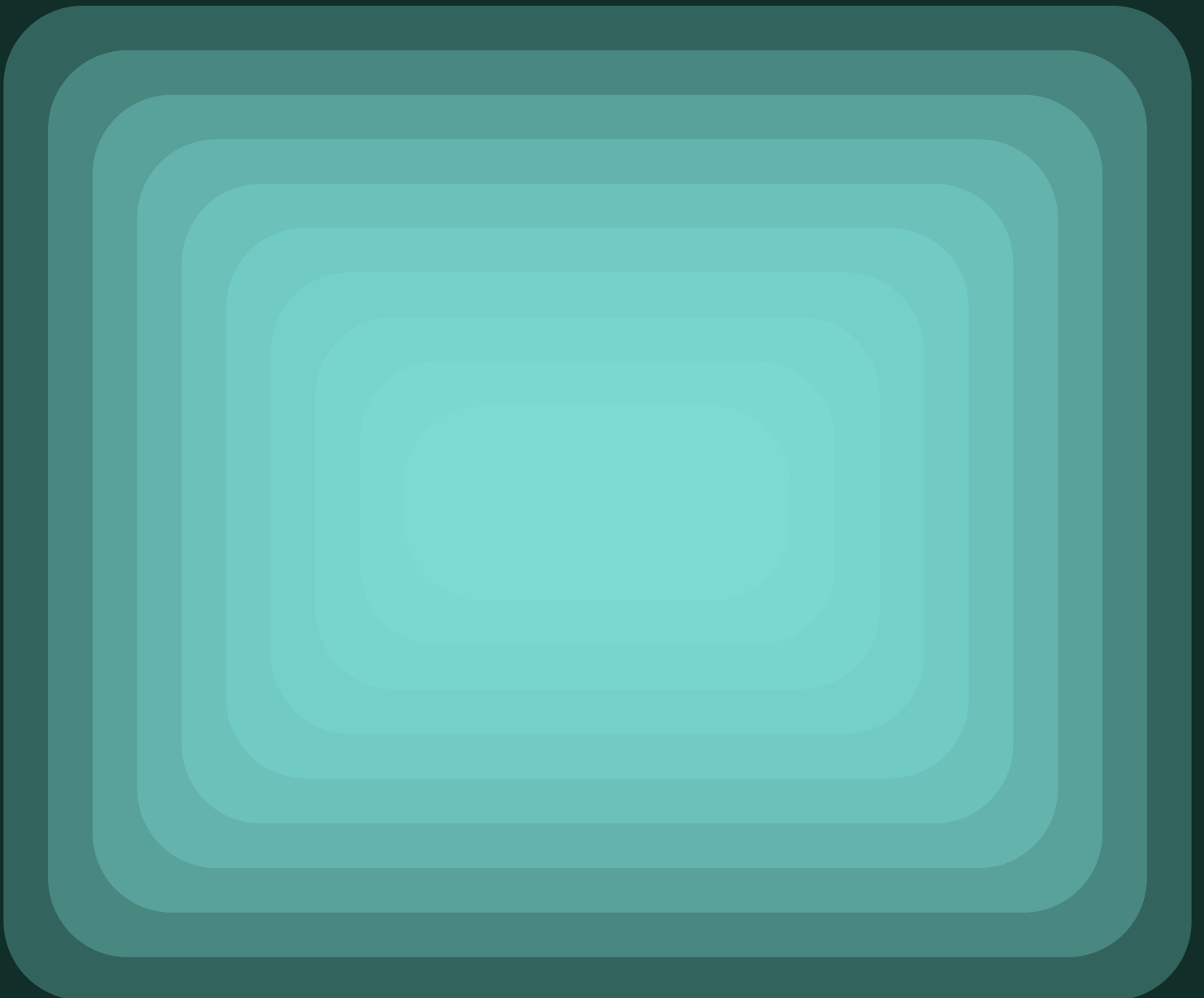


# Unite customer data, unlock growth



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Twilio Segment and Mixpanel provide growth marketing and product teams faster insights with less effort. Thousands of companies build better products and experiences by unifying trusted customer data from Twilio Segment and exploring it with Mixpanel's powerful self-serve analytics. With Twilio Segment, teams can map out every customer touchpoint including web, mobile, server, cloud, and applications. Mixpanel reveals the insights you need to optimize user acquisition, drive conversion, and grow retention. Twilio Segment and Mixpanel enable teams to power data-driven product development, design personalized experiences, and innovate faster.

## With Twilio Segment + Mixpanel you can



### Understand your customers' entire journey

Deliver unified, targeted customer experiences across every channel to drive more efficient acquisition and user retention



### Make better product decisions

Identify areas of drop off and conversion so you can prioritize marketing efforts and product features that drive better user engagement.



### Everyone can be data informed

Empower your entire team by democratizing data access with easy-to-use self-serve analytics on top of unified customer datasets.

## Use cases

1

### Find product-market fit quickly

How are people really using your digital product? Track customer interactions events once through Twilio Segment and analyze cohorts in Mixpanel. Find out what's working and what's not for your users, dig into the "why", then iterate for success.

2

### Power highly targeted marketing

Understand acquisition from ad campaigns to in-product engagement with Mixpanel, then use Twilio Segment for real-time activation across 400+ marketing tools.

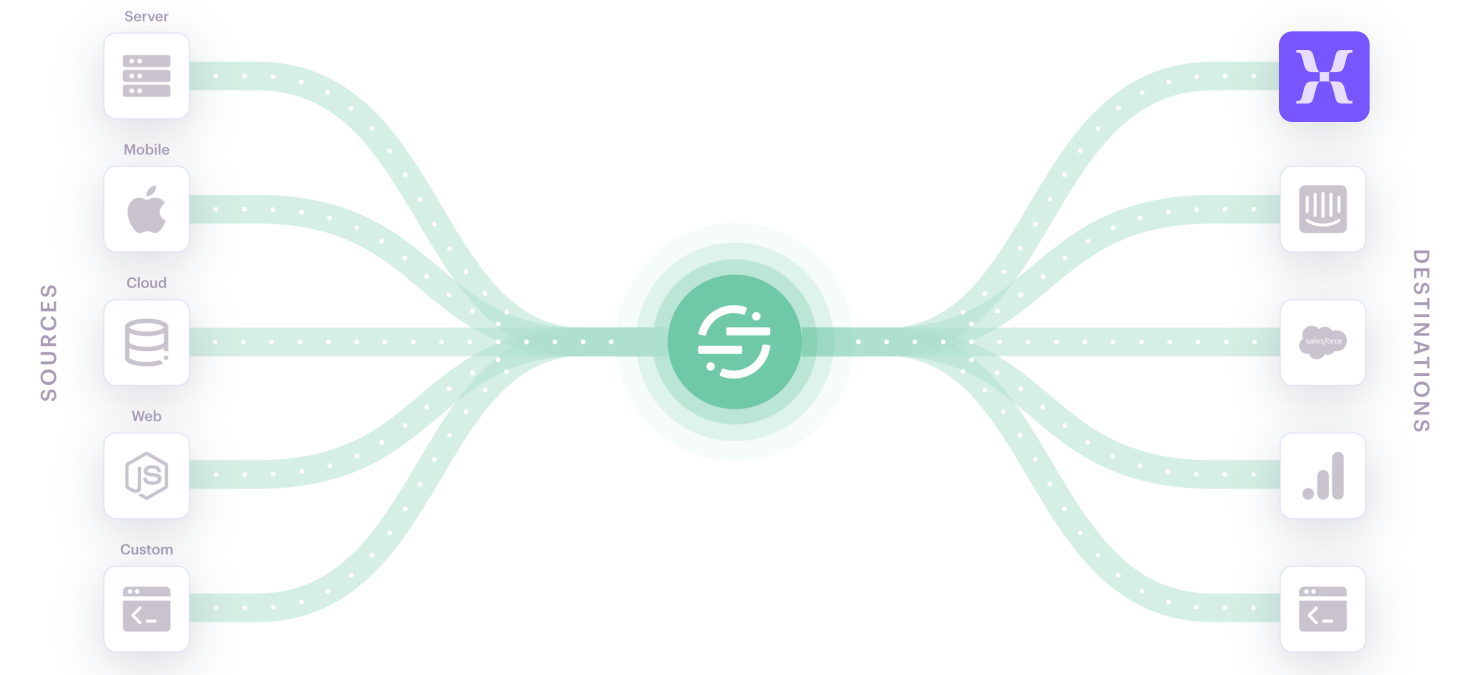
3

### Gain real-time insights

Never wait in the analyst queue again. Twilio Segment's real-time event collection with Mixpanel's self-serve analytics allow you to surface insights and make decisions fast.

Bring in customer data from anywhere with one universal data collector.

**Then power your analytics in minutes with clean, consistent data.**



Mixpanel is integrated with Twilio Segment to get all the data. That integration works perfectly and has been amazing. **It's so easy to use once it's integrated; it's one click.** The benefits are speed, data accuracy, and trust.

**Antoine Creuzet**

Co-founder @ May

## Understand your customers' entire journey

Connect Twilio Segment and Mixpanel with a single click - simplifying the process of collecting all customer touch points for analysis and segmentation. With Twilio Segment in place, Mixpanel users can track event data once and analyze the entire user journey. The Mixpanel Actions destination allows customers to build more flexible and customized data mappings across tools without any code.

## Customers using Mixpanel & Twilio Segment

*Lemonade*

talkspace

**Outdoorsy**