



CDP MIGRATION · CASE STUDY

# From fragmented data to unified activation, without stopping the business.

A global travel marketplace serving 10M+ daily users migrated from Segment to Hightouch in four months, with zero campaigns paused and full audience parity preserved.

|                           |                       |                           |                             |
|---------------------------|-----------------------|---------------------------|-----------------------------|
| <b>10M+</b>               | <b>10%</b>            | <b>4 mo</b>               | <b>2,000+</b>               |
| <b>Daily users served</b> | <b>Revenue uplift</b> | <b>Full CDP migration</b> | <b>Eng. hours recovered</b> |
| Across CRM and paid media | Across CRM campaigns  | Zero campaigns paused     | Via activation improvements |

## THE CHALLENGE

Audience definitions lived inside Segment, disconnected from the data warehouse the team had built. Marketers waited on engineers. Engineers maintained workarounds instead of building new capabilities.

Critical audience logic had limited programmatic access, and CRM, media, and performance marketing teams all depended on the same activation layer. The architecture was central to daily revenue operations, which made it risky to change and slow to evolve.

## WHAT WE DID

Zaelot embedded directly with the client's data, CRM, and media teams to execute a full migration from Segment to Hightouch, without pausing live programs.

- Extracted and rebuilt audience logic from Segment's internal APIs, including behavioral definitions and traits with limited official documentation
- Designed and implemented Hightouch schemas, parent models, and audience relationships to match existing logic
- Ran parallel activation paths across Braze, Meta, and TikTok before cutover, so downstream teams could keep operating throughout
- Validated audience membership, sync timing, and behavioral parity across all destinations before decommissioning Segment
- Coordinated across Data Engineering, CRM, Media, and Rewards teams to prevent drift and resolve issues fast

*"Zaelot handled the most complex and risky parts of our CDP transition. Their ability to preserve audience behavior and coordinate across teams allowed us to move forward without disrupting the business."*

ENGINEERING LEADERSHIP, GLOBAL TRAVEL MARKETPLACE

## THE RESULTS

- 10% revenue uplift across CRM campaigns post-migration
- 10%+ ad load growth, with 20%+ latency improvement
- 2,000+ engineering hours recovered through improved activation architecture
- Full migration completed in four months, zero campaigns paused, full audience parity maintained
- Activation improvements continued shipping during the migration, not after it

## OUR APPROACH

We are composable and stack-agnostic — not because we lack opinions, but because we have the depth to work across the full martech and data ecosystem. If your team is running it, we can work with it.

### Planning a CDP migration or greenfield implementation?

Let's talk through your stack, your timeline, and how fast we can get you there.

**[zaelot.com/contact](https://zaelot.com/contact)**

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