


# Build exceptional loyalty that drives revenue with Ometria & Yotpo


Our enhanced self-serve integration makes it even easier for CRM teams to use Yotpo data to segment, automate and personalize marketing messages. Leverage reviews, points, referrals and social proof to predict customer behavior and enhance cross channel journeys.




Bring social proof to every Ometria campaign with Yotpo reviews, and segment based on recent review activity to target by sentiment.



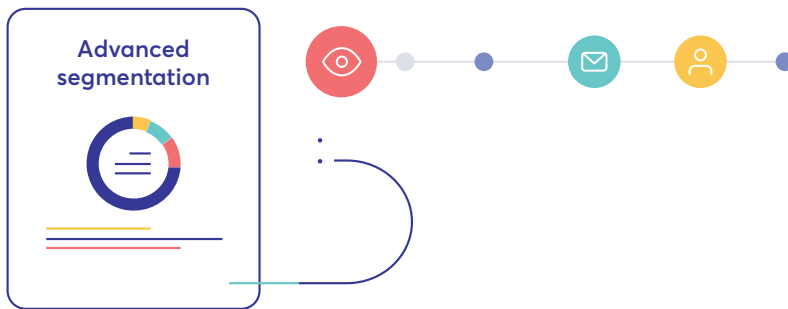
★★★★★  
"Good quality, great look!"  
[SHOP NOW](#)



★★★★★  
"Goes with almost everything summer!"  
[SHOP NOW](#)



★★★★★  
"Perfect fit, true to size, comfortable and so stylish!"  
[SHOP NOW](#)



Engage your best customers and drive conversions through Ometria automations and segmentation enriched with Yotpo data.



Display Yotpo reviews alongside products in Ometria campaigns



Encourage repeat purchase with offer and points reminder campaigns



Increase loyalty adoption with highly personalized welcome campaigns



Segment by loyalty points, tiers, and referral data



Ometria is a Customer Data and Experience Platform that helps retail marketers get on the fastest route to sustainable growth.

Combining the data unification and customer insight of a CDP with an experience platform, Ometria unlocks customer loyalty and CRM growth by helping retailers create personalized, cross-channel, marketing experiences their customers love at scale.

[ometria.com](https://ometria.com)



Yotpo's eCommerce marketing platform helps brands of all sizes to strengthen their relationships with consumers. With unified, data-driven solutions for loyalty, SMS marketing, reviews, subscriptions, and more, Yotpo helps brands deliver winning, cohesive customer experiences that drive eCommerce growth.

[yotpo.com](https://yotpo.com)



### Ometria and Yotpo are trusted by the world's largest brands

