



EXTOLE



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segment

TURN YOUR CUSTOMERS INTO A GROWTH ENGINE **WITH THE EXTOLE AND SEGMENT INTEGRATION**

Segment makes it easy for brands to implement Extole's acquisition and engagement programs like refer-a-friend, influencer, contests, challenges, and more using their first-party data. With the Extole Segment destination, marketers can easily reward customers, advocates, and referred friends for taking purchase and non-purchase actions across their online, mobile app, and brick-and-mortar channels. Additionally, marketers can tailor the content, rules, and rewards in their Extole powered programs to different customer audiences by enriching Extole's real-time user profiles with Segment data. Lastly, marketers can send data and audiences generated from their Extole powered programs into other tools throughout their stack to get a more holistic view of their customers and to power future marketing.



ACQUIRE MORE CUSTOMERS

Turn your customers into a vehicle for acquisition by asking them to refer their friends to your brand. A one-time implementation with Segment supports a dynamic refer-a-friend program that can be tailored to different customer segments.



BOOST CUSTOMER VALUE

Leverage customer actions from Segment such as transactions, plan upgrades, mobile app downloads, and more to power reward challenges for lapsed or early lifecycle customers. Rewarding your customers for engaging with your brand helps boost customer lifetime value, increase loyalty, and drive revenue.



HARNESS THE POWER OF YOUR CUSTOMER DATA

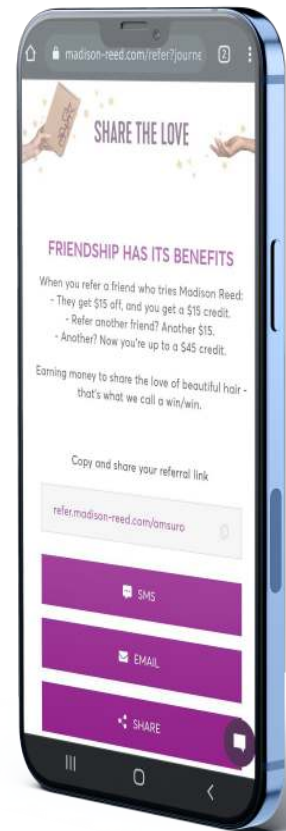
Use data from your refer-friend and influencer programs such as who's a referred customer, who's advocating, and who has influence to get a holistic view of your customers and create new persona audiences within Segment. Route these audiences to other parts of your tech stack to help power future marketing.



“At Madison Reed, it's important for us to recognize our customers for sharing the products that they love with their friends. With Extole and Segment, we've been able to leverage our customer engagement data to power a refer-a-friend program that reaches our customers wherever they are.

With a one-time implementation, we're able to reward our advocates and their friends for any type of engagement, whether that be a first time online purchase, a hair color subscription, or a color bar appointment at one of our salon locations.

Being able to easily tailor the referral experience and rewards to the customer journey has been key to scaling customer acquisition through word of mouth.”



**LINDSEY BARNETT , DIRECTOR OF PRODUCT MANAGEMENT
MADISON REED**

ABOUT EXTOLE

Marketers use Extole to fight skyrocketing paid media costs by turning their customers into a primary vehicle for acquisition, awareness, and activation. With Extole's SaaS platform, marketers rapidly launch programs such as refer-a-friend, influencer, and challenges.

ABOUT SEGMENT

Segment is a customer data platform (CDP) that helps companies harness first-party customer data. Segment's platform democratizes access to reliable data for all teams and offers a complete toolkit to standardize data collection, unify user records, and route customer data into any system where it's needed.

