

# Segment for mobile teams

Find your audience and grow your app.

Delivering a great mobile experience starts with a deep understanding of the people who use your app and how they interact with your brand. Ultimately, you are charged with using that information to grow your app. Without accurate data, you're flying blind.

With Segment, you can quickly integrate with the tools you love, understand how your customers discover and download your app, and improve the performance of your app. Our customer data platform now powers the analytics stack for over 3,000 mobile apps. Collectively, these apps have over 500 million downloads. In fact, mobile traffic makes up 45.9% of Segment's overall API volume.

Hundreds of third-party vendors provide tools and services to help you achieve your goals. Often, you choose the best-of-breed tools for mobile analytics, customer support, A/B testing, advertising, and more. While these tools and services provide valuable information to help you guide your decisions, the data they generate about your customers remains siloed and inaccessible to one another and across your business.

But the reward for bringing the data from these tools together can be great. With a single view of your customer, you'll be able to understand who your top customers are, which customers have support issues, how your customers use your product, and much more.

The list of Segment mobile customers is long and growing:



# Improve app performance by reducing SDK bloat.

When it comes to performance, you want an app that's as lightweight as possible without sacrificing the functionality of tools for analytics, push notifications, and attribution. Segment ensures that your app performs as efficiently as possible by moving many features server-side.

Segment uses the latest mobile technologies to keep your app performant:

## Lightweight SDK

Segment's small SDK, measuring 276 KB on iOS and 118 KB on Android, punches high above its weight-class. With just our mobile library and no additional partner SDKs wrapped in, you can access 85 powerful server-side integrations like Facebook App Events and Google Adwords. We'll automatically track key mobile lifecycle events.

## Intelligent data management

Segment uses Gzip compression to decrease network usage and lower the number of bytes sent over the wire by 10–20 times. Our SDKs also intelligently batch multiple events into a single message, so we don't wake the radio for every event. Due to data batching and compression, Segment's SDK **reduces energy overhead** by 2–3x, which means longer battery life for your app's users.

## Data durability

We built our SDKs to be **durable**, reliably delivering your data to your integrations and warehouses. On mobile, battery loss and spotty networks can lead to dropped data. That's why we persist every message to a disk-backed queue and, in the event that a network is acting up, we'll retry messages until the request is successful, dramatically improving data deliverability.

Our mobile libraries are open source with hundreds of contributors making improvements alongside our engineering team. To see how they work, you can take a look yourself on [Github](#).

“We use Segment as an easy one-stop solution for a mess of tracking and third-party SDKs. They have robust client-side libraries and empower our team with a comprehensive set of data.”

– Sam MacDonnell,  
Chief Technology Officer



# Integrate with the tools you love.

Segment empowers mobile marketing, product, and BI teams to use the tools they want. Instead of waiting in a never-ending engineering queue, they can quickly test and try new tools to maximize return on user acquisition costs with personalized marketing campaigns, app engagement, and retention strategies.

## Automatic data collection for key events

Get value from Segment immediately. By opting in to our Native Mobile Spec, you can automatically track essential user interactions such as Application Installed, Application Opened, Screen Viewed, and Order Completed, letting you measure key mobile metrics without instrumenting any tracking code.

## Catalog of best-in-class partner integrations

With Segment, you can quickly and easily connect your app to over 180 tools and databases to analyze and act on your data. Understand detailed user behavior flows with analytics tools or Redshift, then use A/B testing tools to test new designs to determine where folks might drop off. Send personalized in-app, push, and email messages to customers based on what they've seen and done in your app already.

## Access to new tools without submitting to the app store

When you install our lightweight SDK, you have access to our entire suite of 85+ server-side integrations with the flip of a switch. There's no need to resubmit to the app store, recompile your app, or wait for customers to update. Just turn on the tool in the Segment dashboard, and we'll start forwarding your data along.

See the full catalog of Integrations and Sources available at [segment.com/catalog](https://segment.com/catalog).



“Thanks to Segment, by tracking the usage data in our mobile app we were able to notice that initially, something about the date of birth field increased our drop off rate significantly. We tested some different takes on it, and ended up increasing our conversion rates by several percentage points.”

– Paul Liberman,  
Chief Operating Officer  
and Co-Founder



# Understand the customer journey.

How your customers consider, evaluate, and adopt your product is unique to your business and industry. Data gleaned from using Segment will ensure that you can understand your customer and grow your app.

## Create the right mix of push, email, and SMS

You need to measure which of your acquisition campaigns drive the most valuable users, and how to engage (and re-engage!) those users with the right mix of channels.

## Bring your data together

Segment is the only customer data platform that collects data from every mobile marketing touch point, so you can truly optimize your campaigns. Using Segment Cloud App Sources and our Native Mobile Spec you can pull together these marketing touchpoints alongside engagement and revenue for analysis.

- Advertising Campaign Impressions
- Advertising Campaign Spend
- Push Notifications Sent
- Push Notifications Opened
- Deep Links Opened
- Emails Delivered
- Emails Opened
- Emails Clicked
- SMS Delivered
- SMS Opened
- Payments Processed
- Sales Opportunities Opened
- Sales Opportunities Closed Won
- Support Tickets Created
- Applications Uninstalled

Discover which of your campaigns are working, what the best mix of channels is, and who your highest value customers are.

To find out more about Segment, go to <https://segment.com/>.

“We look at product and marketing less as two distinct things and more as one continuum focused on the customer life cycle. Now [with Segment] we’re thinking about the intersection between messaging, merchandising, marketing and product and we can run better tests around what we show people on landing pages or on sales pages or in the search results.”\*

– Jeff Bordogna,  
Vice President of Product

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.com

\*Source: “Data Delivers Detente Between Product And Marketing At Relay Foods,” AdExchanger.com