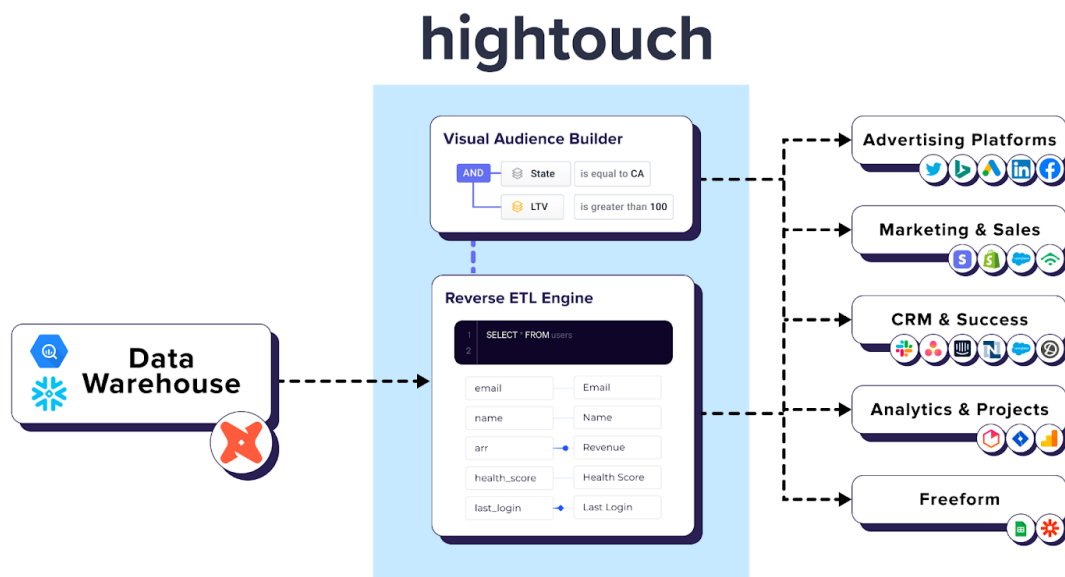


## Hightouch Audiences

What if marketers didn't have to rely on their oversubscribed data teams every time they needed help launching a marketing campaign? With Hightouch Audiences, data teams simply define customer data models once, and marketers can then create as many custom audiences they desire to power their omnichannel campaigns.

Thanks to Hightouch's flexible, no-code audience builder, marketing and ops teams alike are empowered to centrally manage all of their cross-channel personalization and targeting efforts with data directly from their data warehouse.

Hightouch Audiences is an interface built on top of Hightouch's core Reverse ETL platform that democratizes data access to everyone in a company—regardless of their SQL abilities. Simply define audience logic with the no-code UI and then sync the customer cohorts to any marketing or business application. The use cases are endless—from lifecycle marketing to targeted paid ads and lookalike audiences—business teams are now empowered to activate meaningful customer data that drives business results.



"The launch of Audiences brings us one step closer to accomplishing our vision of making data accessible to everyone within a company," said Kashish Gupta, co-founder and co-CEO of Hightouch. "Before Hightouch, taking action on data involved exporting a CSV and then uploading that CSV to an ad or email tool. Now marketers and other business users can pull the audience directly from a central source of truth like a data warehouse, and then sync that audience to their many marketing tools in realtime."

Autotrader, Warner Music Group and Compare Club are a few examples of customers that leverage Hightouch Audiences today. For these customers, Hightouch Audiences allows their marketing teams to activate data without relying on their data teams for SQL queries day to day.

"One of the biggest blockers to success in marketing is speed of experimentation and iteration. Getting data to run campaigns has been a limiting factor, as marketers have to rely on other stakeholders. Hightouch Audiences enables marketers to self-serve data, leading to more experimentation, creativity and ROI within marketing teams," said Fareed Mosavat, VP of Programs at Reforge and a former Director of Product at Slack.

Hightouch extends the usefulness of the data warehouse beyond its typical purpose—analytics—into new use cases that enable customer data to power workflows that directly impact business results, such as reducing customer churn, optimizing sales leads, or personalizing email campaigns.

**Supplemental Materials:**

<https://hightouch.com/composable-cdp-ebook/>

<https://databricks.com/blog/2022/06/24/the-emergence-of-the-composable-customer-data-platform.html>