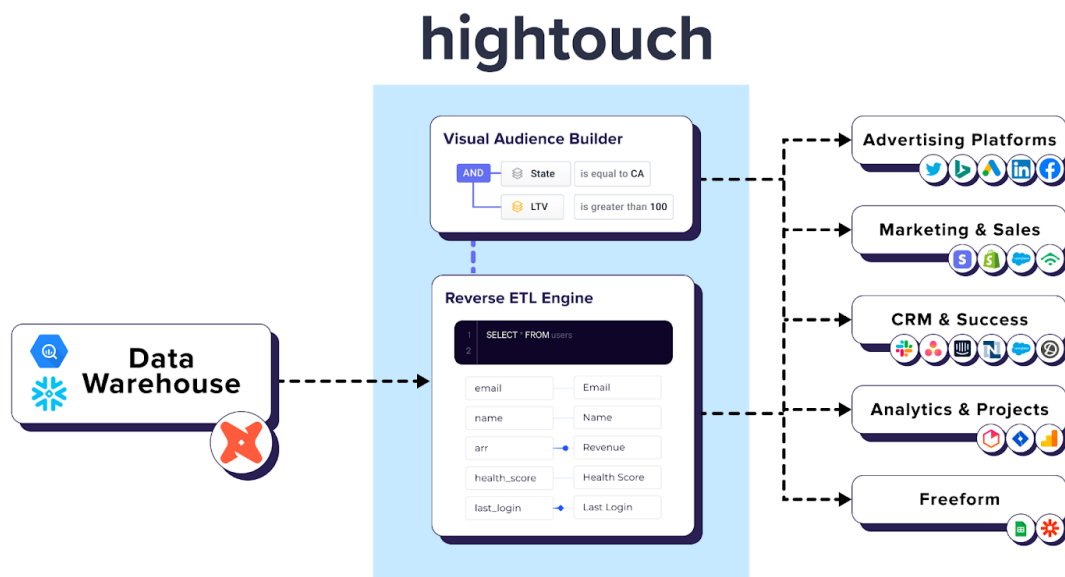


Hightouch Audiences

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.

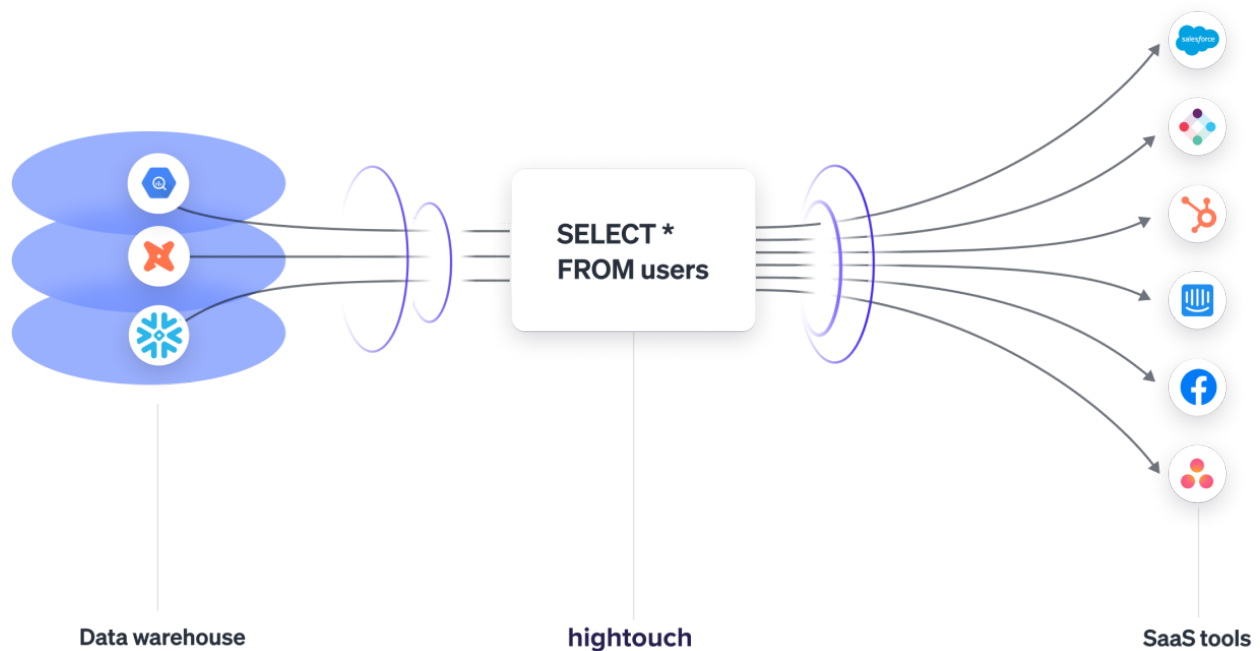
Supplemental Materials:

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

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

Activate your customer data with Reverse ETL from Hightouch

Your data warehouse is your source of truth for customer data. You should keep it that way. Hightouch is a data activation platform that uses Reverse ETL to sync valuable customer data from your warehouse directly into 100+ tools your business teams rely on. All with SQL. The result? Business teams are powered with actionable customer data in minutes—not months—and data teams reclaim their time and sanity by breaking down silos, automating workflows, and empowering business teams with data from a single source of truth.



Today's business teams—from sales and marketing to support and customer success—rely on relevant, accurate, and real-time customer data so they can add critical context to their workflows. Through the power of Reverse ETL, Hightouch supplies the tools these business teams already use with that data in seconds. Whether you're enhancing customer communications via CRM, optimizing ad copy, or personalizing email campaigns, Hightouch makes your data actionable —no scripts, APIs, or alternative data platforms required.

"Thanks to Hightouch, I no longer have to wake up on Saturdays and Sundays to upload manual CSV files. With Hightouch, we can trust that the same data that lives in our internal reports is the same data that is getting passed to our ad platforms." - Weston Rowley, Director of Strategy & Analytics at Lucid

Getting started is simple:

1. Add your data source and destination: We connect to over a dozen warehouses and have built custom integrations to over 100 business apps.
2. Define your model: You can use SQL or take advantage of the existing dbt or Looker models you've already built.
3. Set up your sync: Simply define how fields from your model should map to your destination.

And that's it! In less than 15 minutes, you can activate your valuable customer data so downstream business teams can drive positive business results.

"We used to spend 80% of the time moving data over to build campaigns; that's fallen to 20%. It means we can focus more on building engaging emails and making sure we have the data back from campaigns to analyze." - Miguel Puig, Technical Lead at Nandos

You can schedule your syncs to run as often as you'd like, and even trigger them from dbt Cloud or Airflow or Dagster DAGs. Hightouch never stores any of your data (and we don't want to): simply run queries on the data that already exists in your warehouse. We're also SOC Type 2, GDPR, and HIPAA compliant. We offer a ton of built-in observability features and integrations, too, so you can be alerted when there's a problem with a sync, and dig into the insights you need to find and fix problems faster.

Supporting Materials:

<https://hightouch.com/blog/data-activation-the-next-step/>

<https://hightouch.com/blog/the-data-activation-company/>

<https://hightouch.com/blog/reverse-etl/>