Census

Like Legos, But Better

User segmentation with reverse ETL

Agenda

Who’s here and why

What Census does

Make Census work for you

Make someone happy

Who I am

Census Customer Data Architect
Presales, Post-sales

Data, data, data

Enterprise, growth, small

DW Frontier: activating data

Who we are

“On a mission to build a data platform that enables everyone to have access to trusted data so they can take action and automate their business”

Total funding: $80.3 million
Series B: $60 million

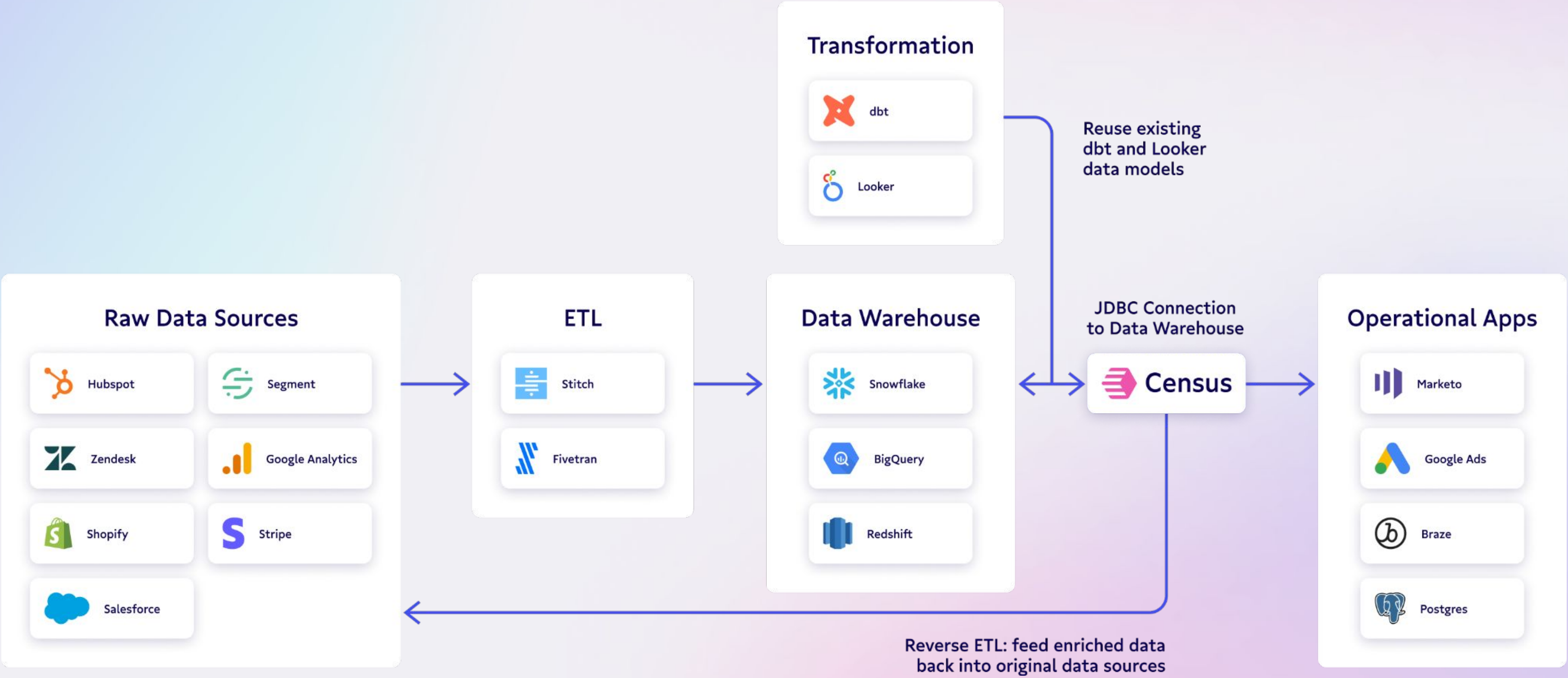
SEQUOIA
INSIGHT PARTNERS
TIGERGLOBAL
andreessen. horowitz

RIPPLING
Figma
VOUCH
Canva
zip
bitly
docker
Notion
DigitalOcean
PLEO
MasterClass
forward FINANCING
carta
ClickUp
bill
invision
loom

Who you are

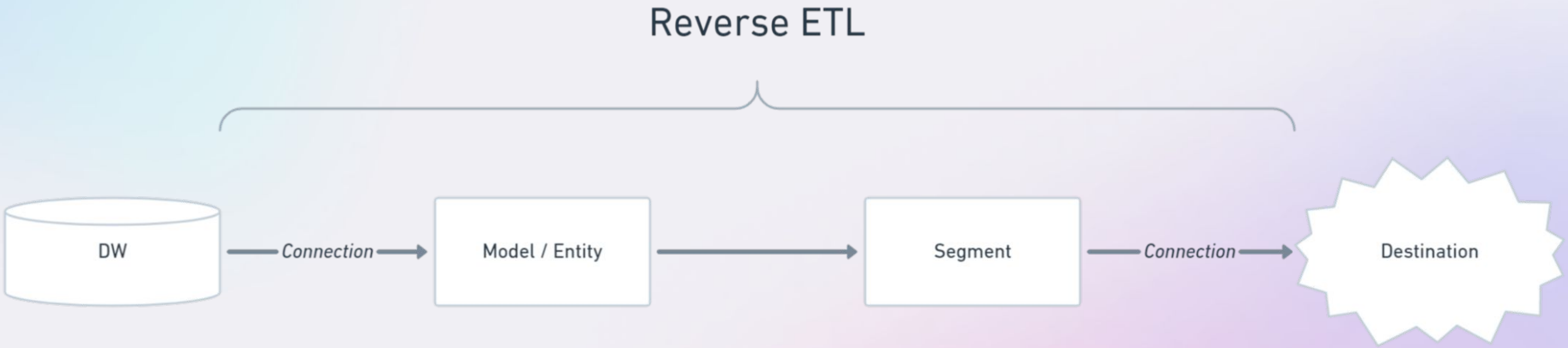
- Curious about making segmentation easier
- Data person who brings the data dream to life!
- Want to make better use of their data warehouse
- Just realizing you wandered into the wrong session...*but decided to stay anyway*

Where Reverse ETL Fits



How Reverse ETL Supports *Segmentation*

Warehouse-native data activation platform



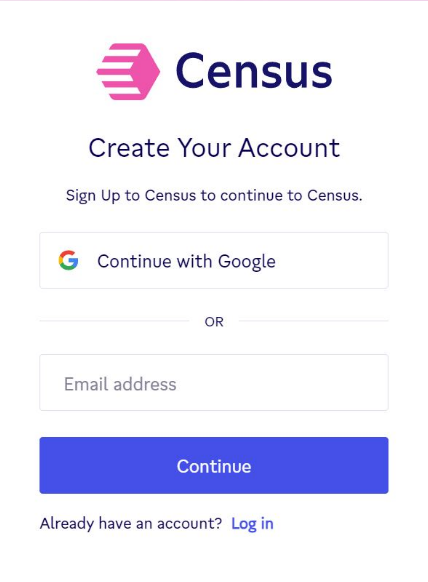
Segmentation In The Real World

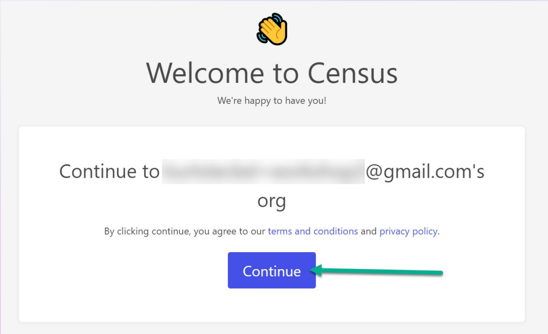
(AKA how it makes your stakeholders <3 you)

Let’s do this!

There’s a prize. So really, you should do this.

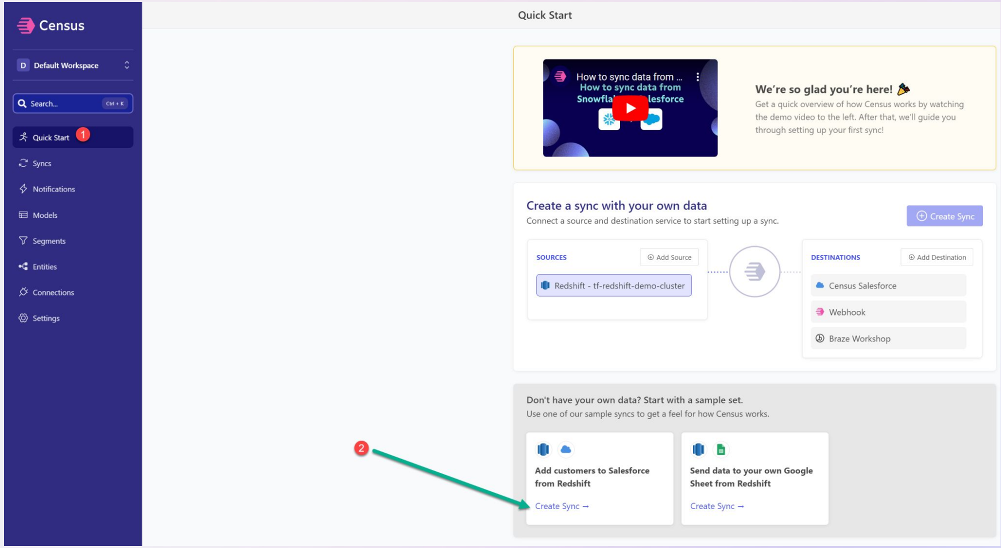
1. Go here: app.getcensus.com
2. Click “Sign up”
3. Use Gmail or enter your email address
4. Go through sign up flow
5. When you get to the end, click “Continue” to complete the process!



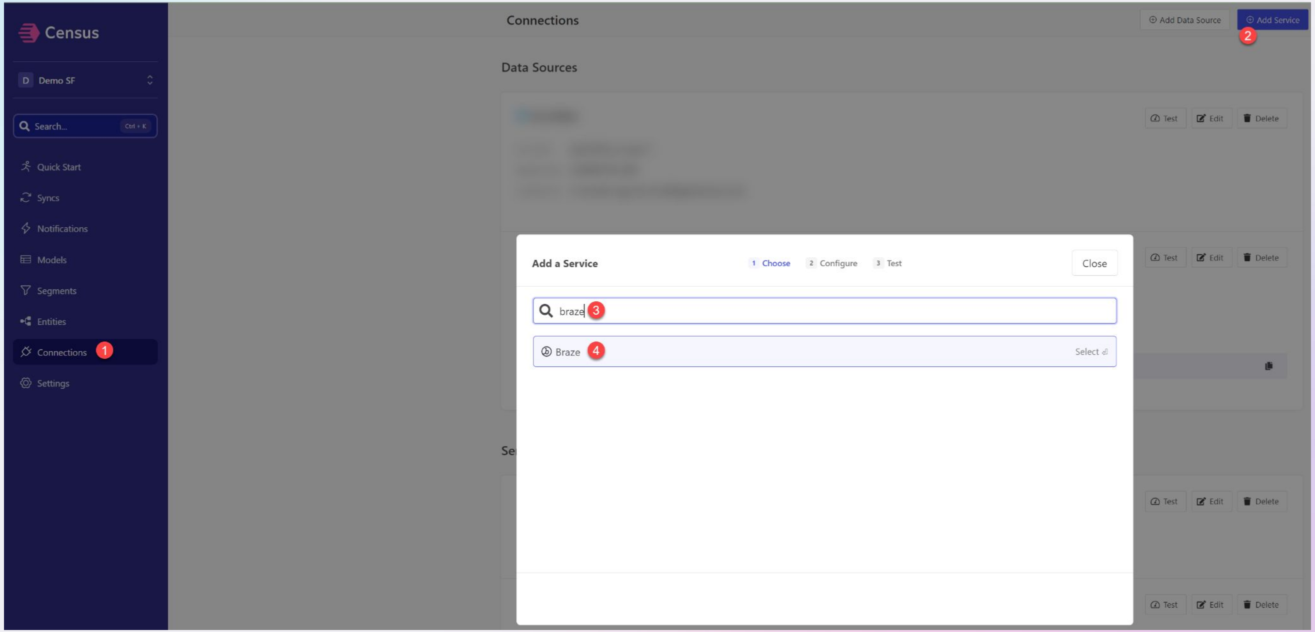


Alright, let's create your first sync 🎉

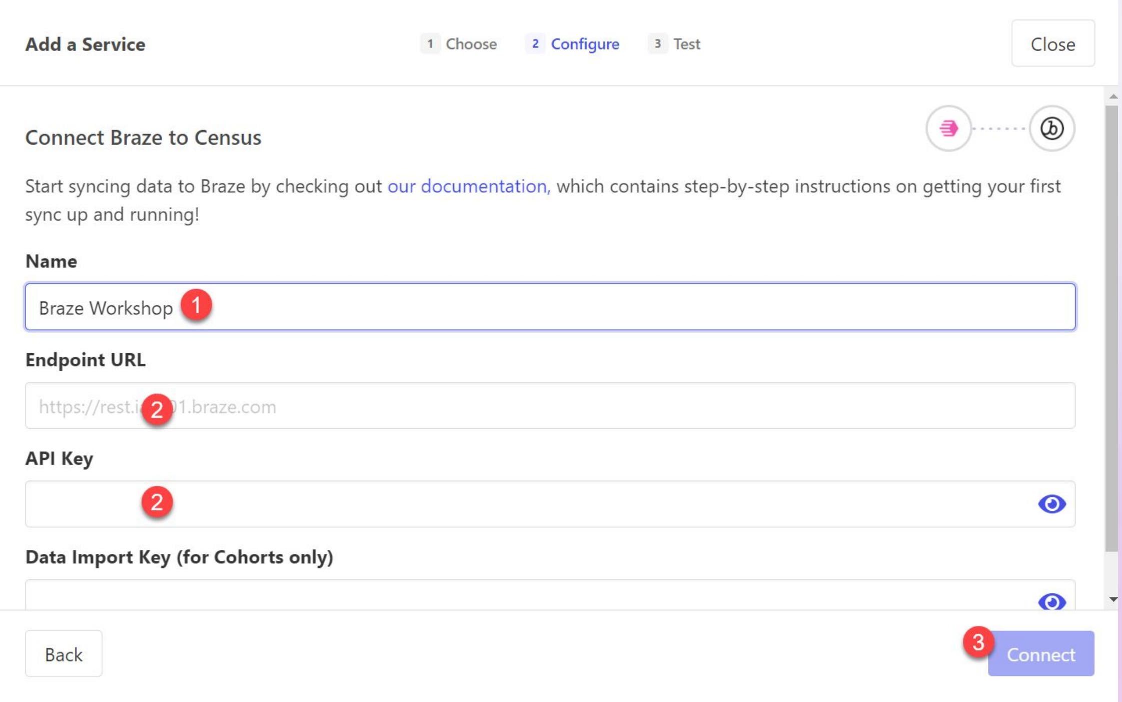
1. Click "Quick Start"
2. Click "Create Sync →" for *Salesforce from Redshift*



1. Click “Connections”
   Click “OK” to the warning message
2. Click “Add Service”
3. Type “braze”
4. Select “Braze”

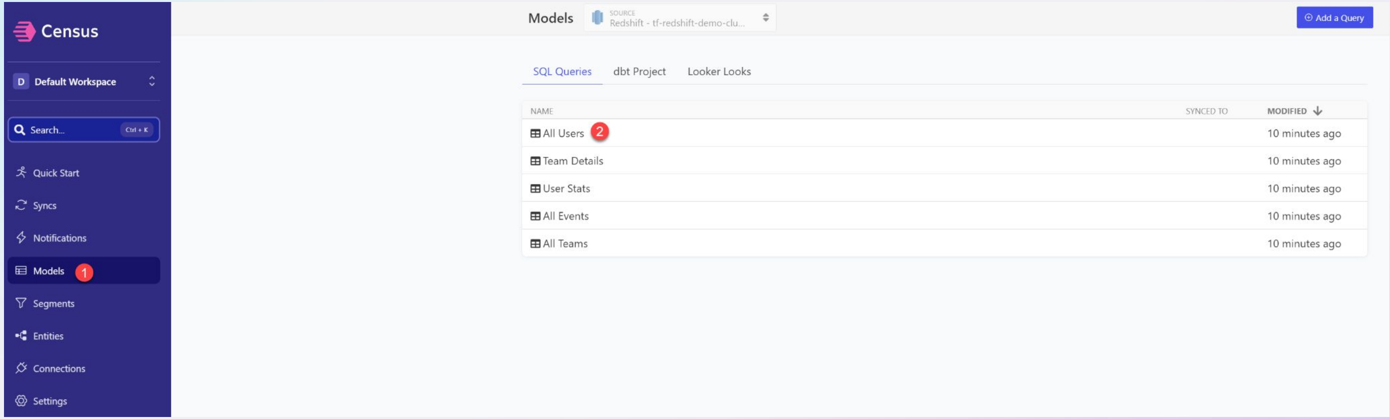


1. Change name to “Braze Workshop”
2. Go to getcensus.com/datacouncil to retrieve the Endpoint URL & API Key
3. Click “Connect”
4. Click “Finish”

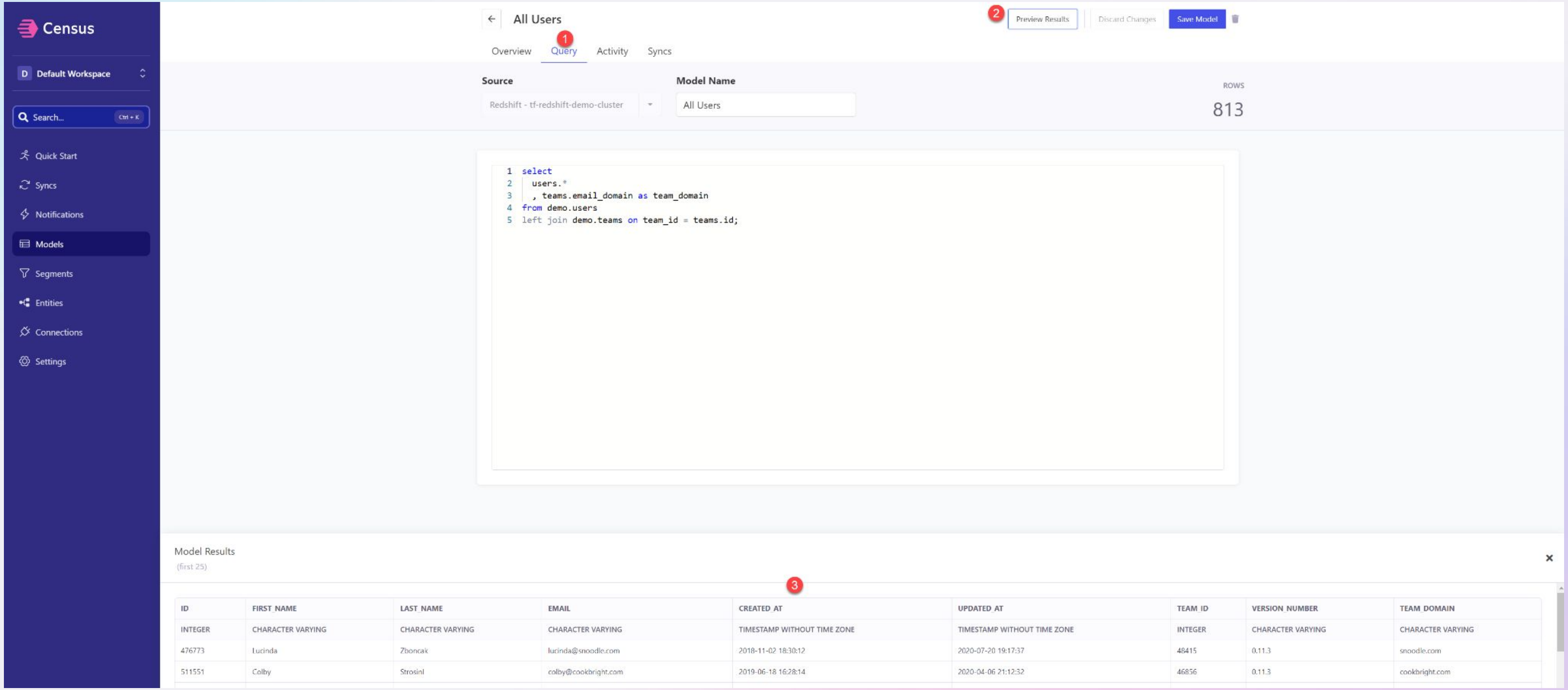


1. Click “Models”

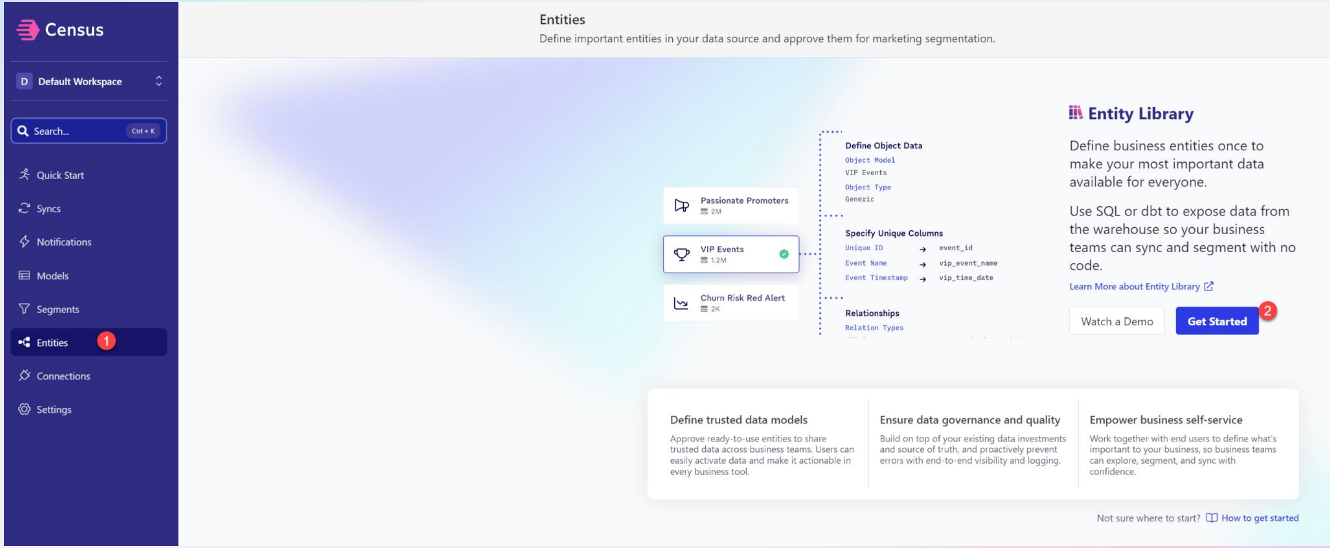
2. Then click “All Users”

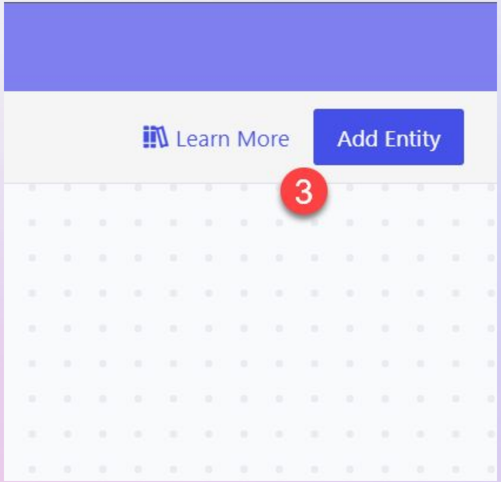


1. Click “Query”
2. Click “Preview Results”
3. See the *Model Results* at the bottom



1. Click “Entities”
2. Click “Get Started”
3. Click “Add Entity”





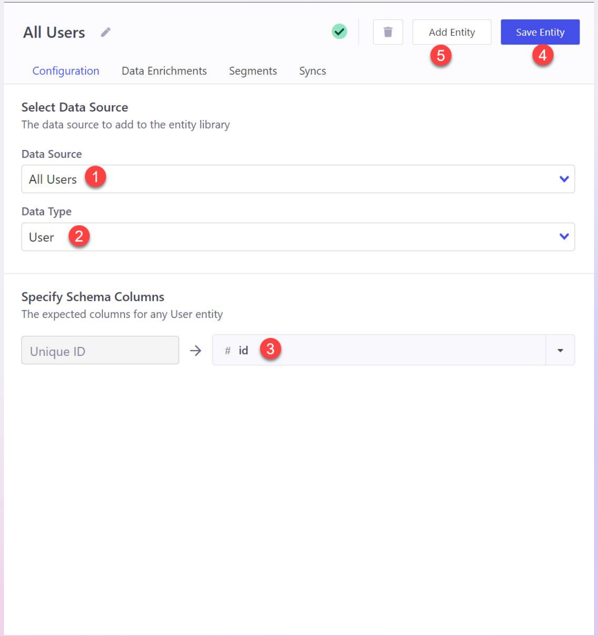
1. Choose Data Source “All Users”

2. Set Data Type to “User”

3. Specify Schema Column ”id”

4. Click “Save Entity”

5. Click “Add Entity”



1. Choose Data Source “All Events”

2. Choose Data Type “Event”

Specify Schema Columns:

3. id
4. name
5. time

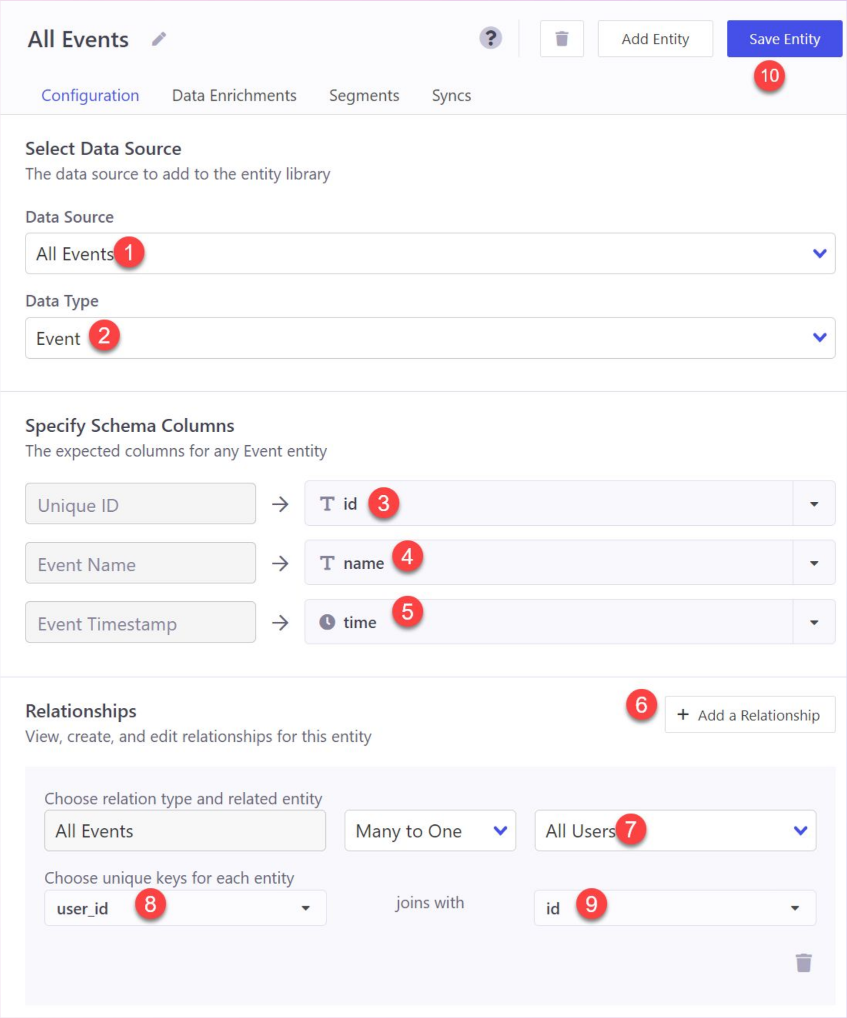
6. Click “+ Add a Relationship”

7. Choose “All Users”

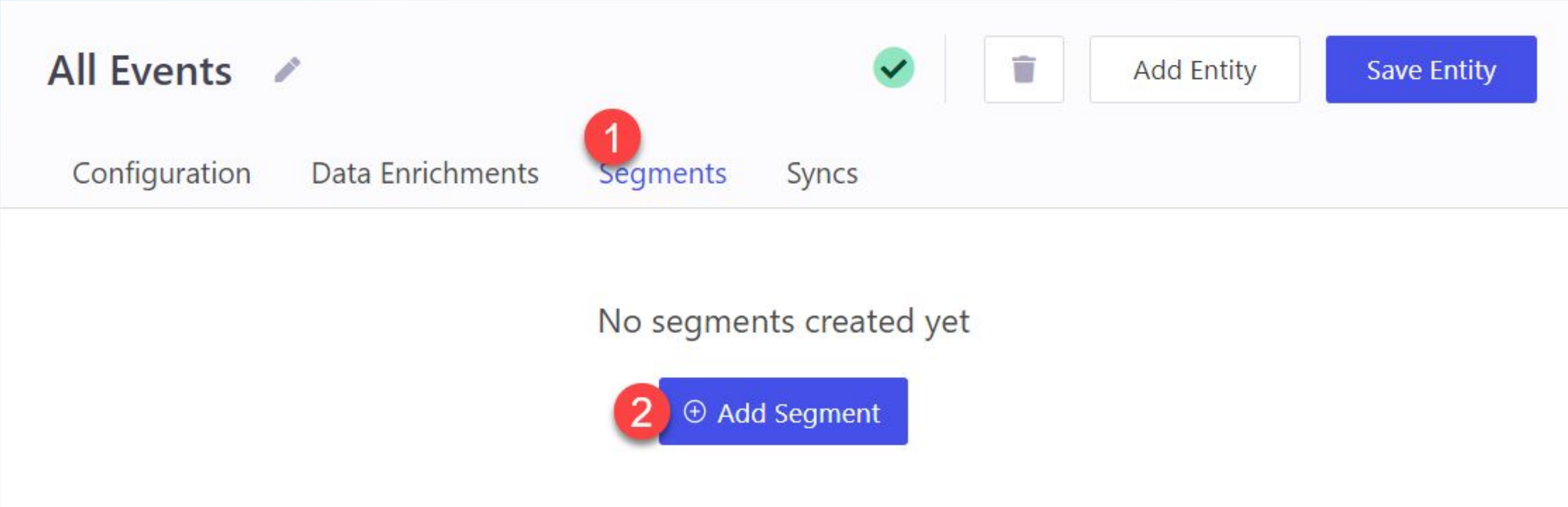
8. Choose unique key “user_id”

9. Joins with “id”

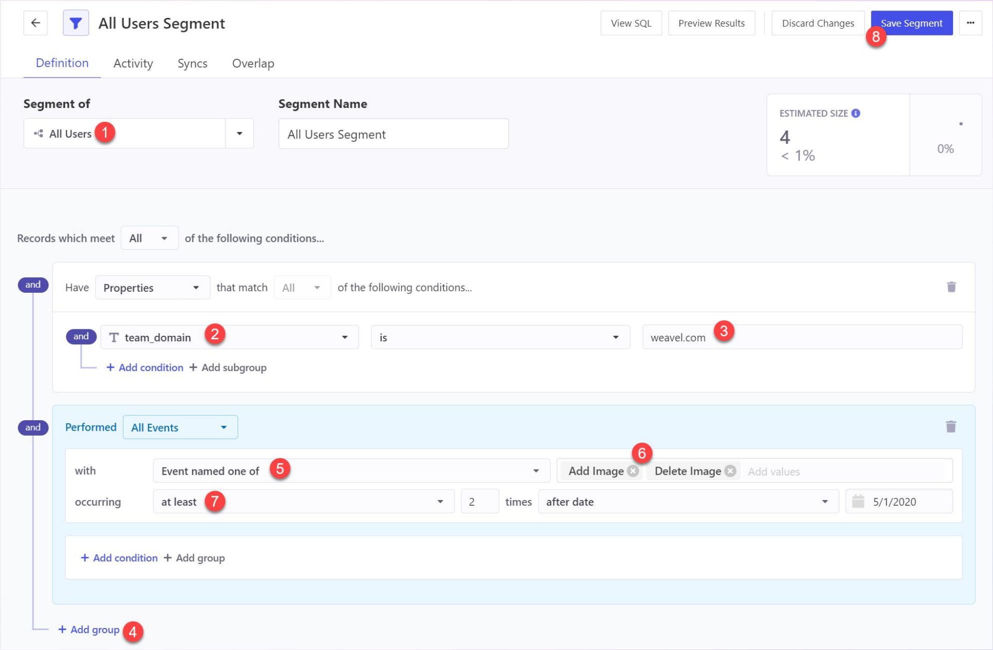
10. Click “Save Entity”



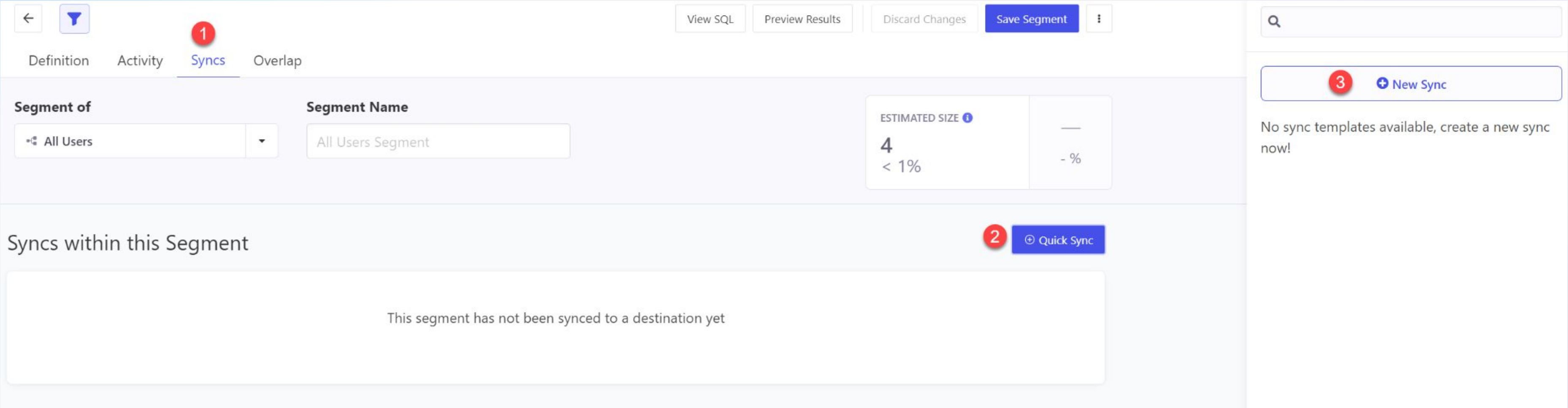
1. Click “Segments”
2. Click “Add Segment”



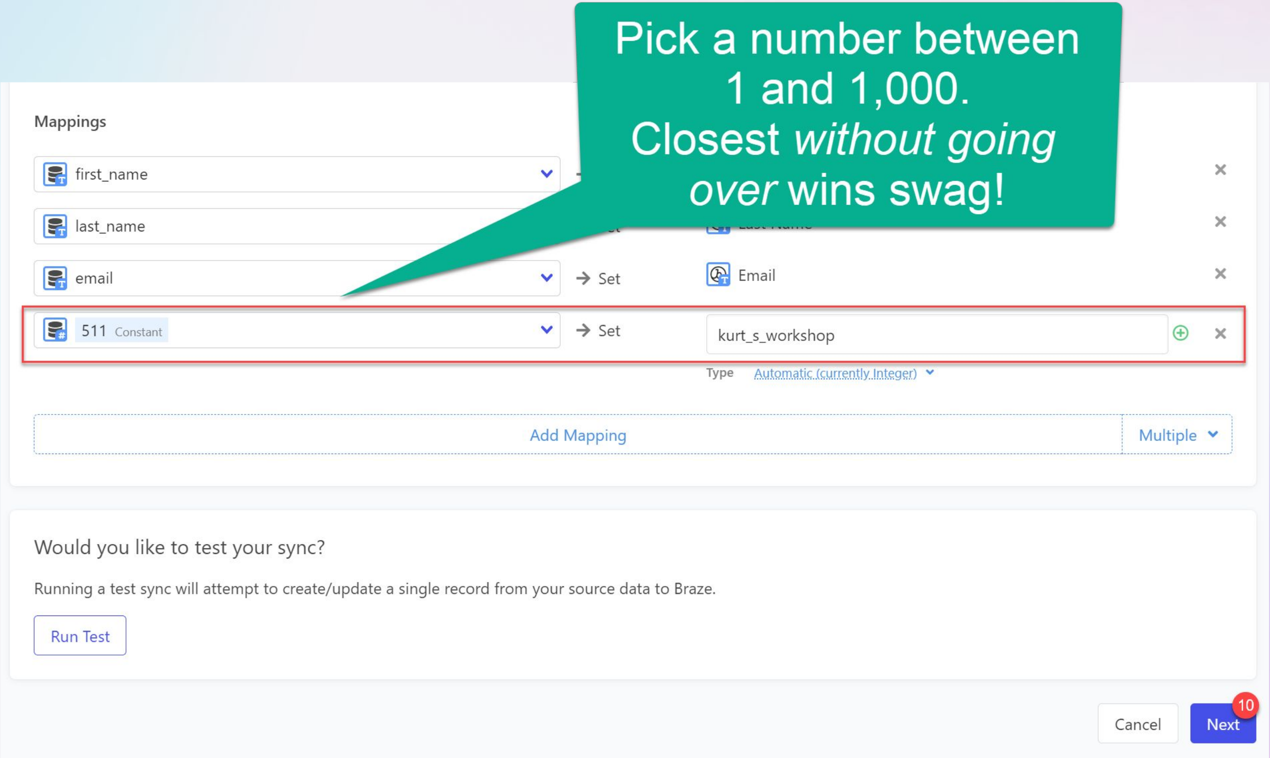
1. Select “All Users”
2. Select “team_domain”
3. Type “weavel.com”
4. Click “Add group > All Events”
5. Select with “Event named one of”
6. Type “Add Image” and “Delete Image”, enter after each and match caps
7. Select “at least”, 2, after date, 5/1/2020
8. Click “Save Segment”



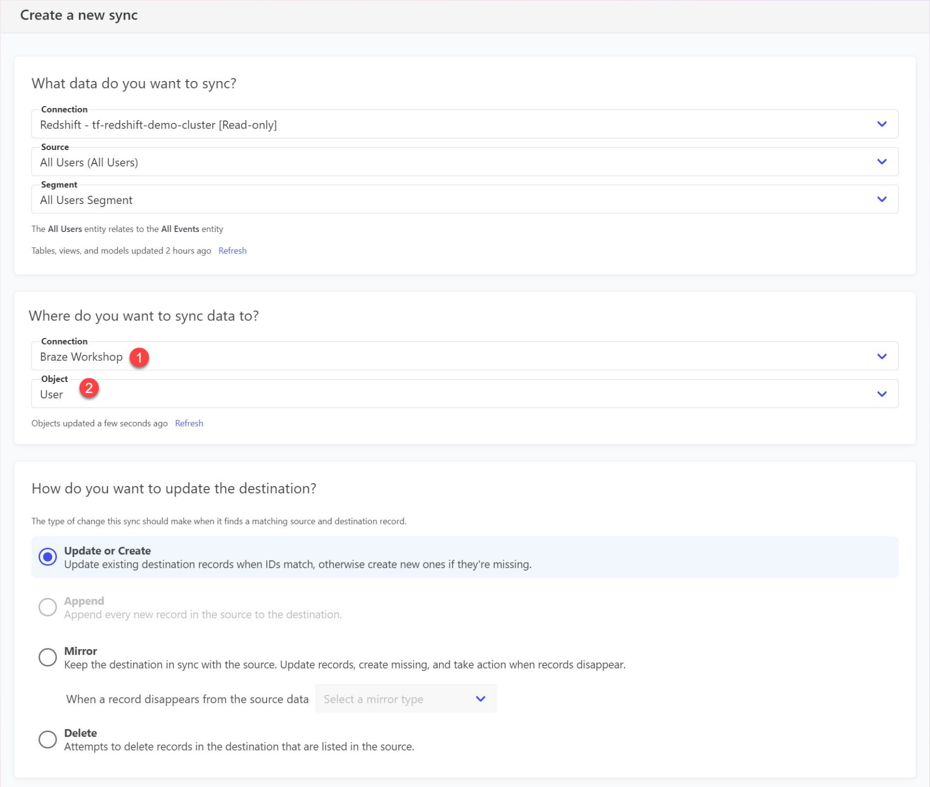
1. Select “Syncs”
2. Select “Quick Sync”
3. Select “New Sync”



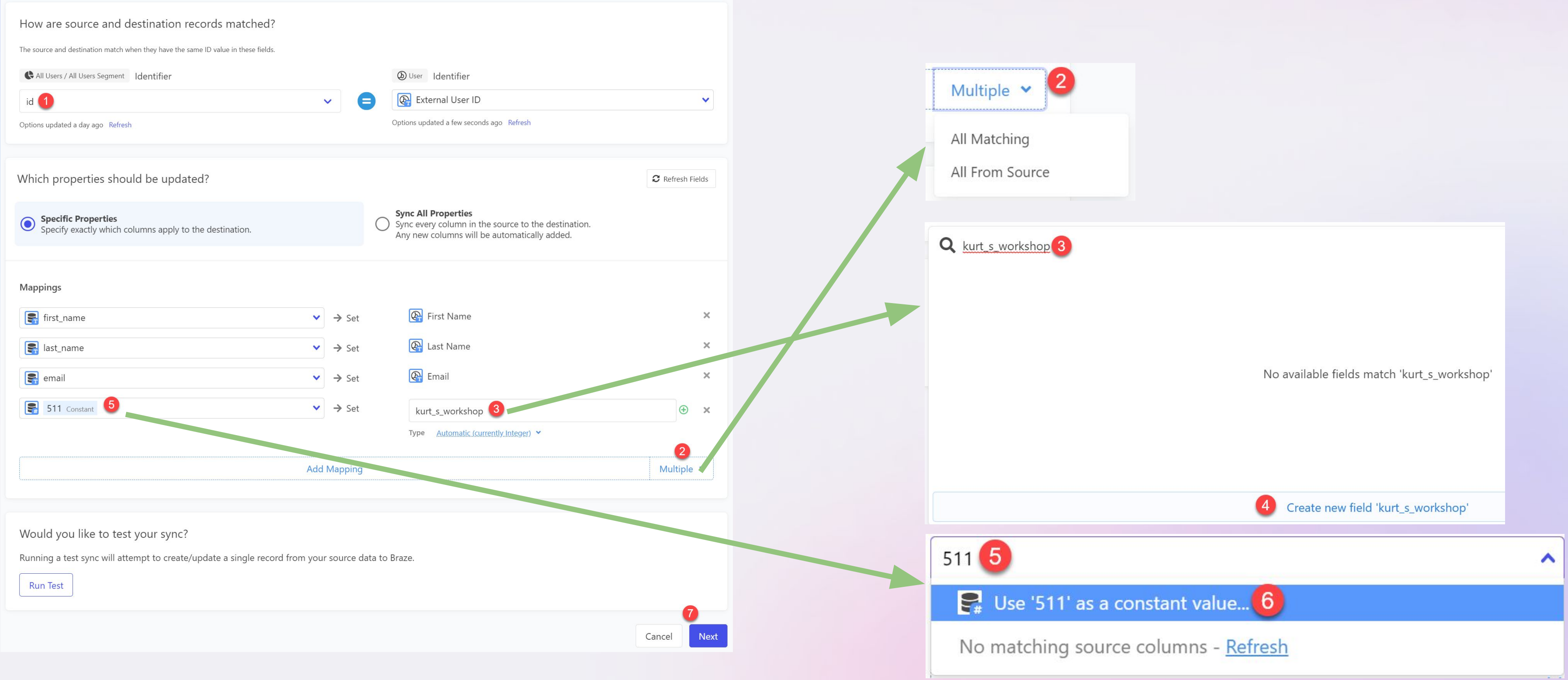
On the next screen be sure to do this



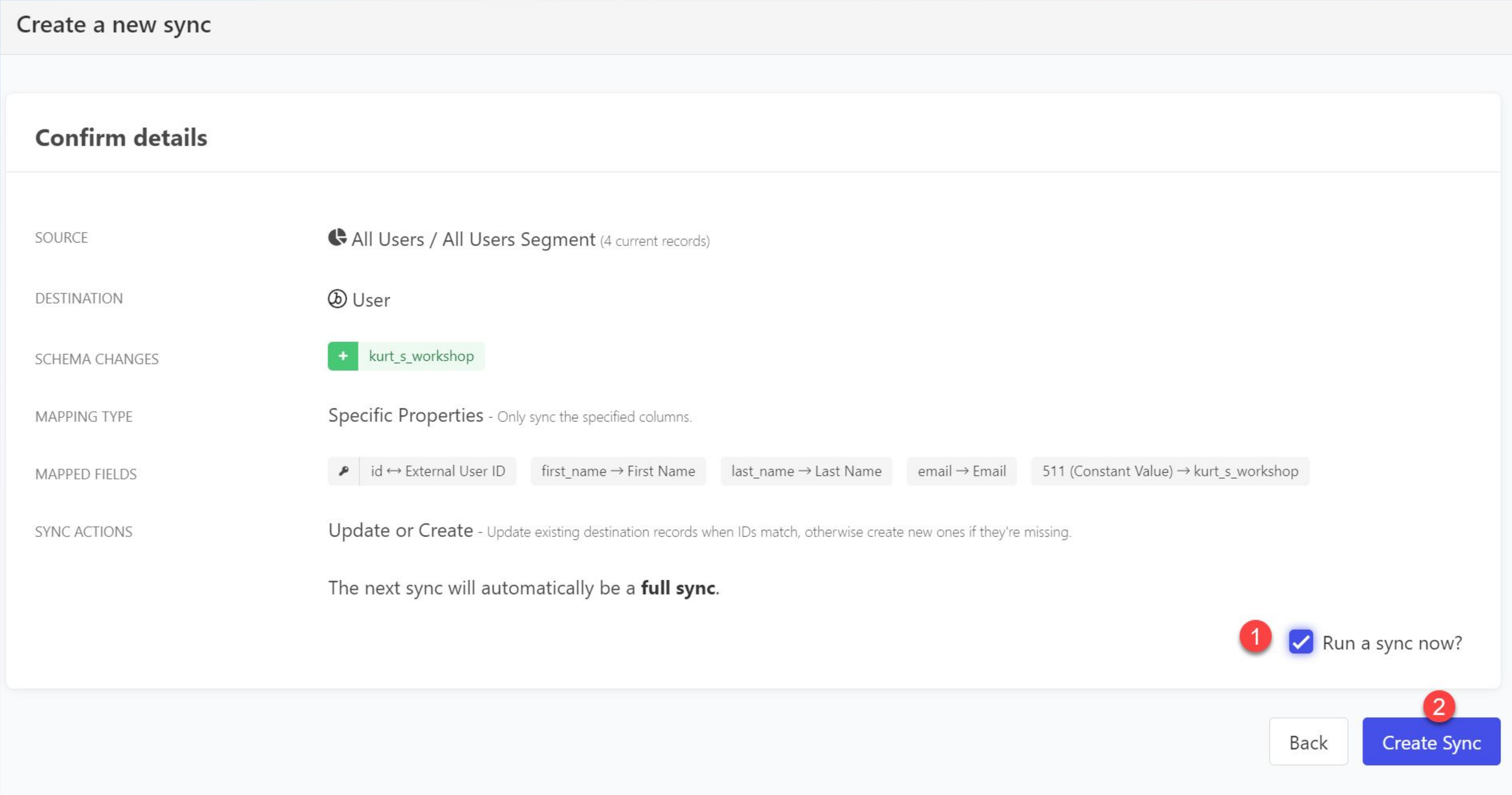
1. Select Connection "Braze Workshop"
2. Select Object "User"



1. Select Identifier “id”
2. Select “Multiple > All Matching”
3. Type firstname_lastinitial_workshop
4. Click “Create new field…”
5. TYPE IN YOUR GUESS
6. Click “Use…as a constant value”
7. Click “Next”



1. Check “Run a sync now”
2. Click “Create Sync”



Your data in Braze!

Custom Attributes

kurt_s_workshop	511

Please reach out

kurt@getcensus.com

linkedin.com/in/steckelio