kubit + Segment

Turn Your Data Warehouse into Analytics Powerhouse

Making Deep Data Discovery and Insights Accessible for Everyone

The Business Problem Is...

Companies that collect a lot of data aren't necessarily data-driven. In fact, most of the time, they're not.

An overwhelming amount of data can distract even the savviest marketer or business development executive from the measurements that matter. And in the absence of smart analytics software, you often get more questions than answers. The result? Inaccurate market assessments, wasted time, and slower innovation.
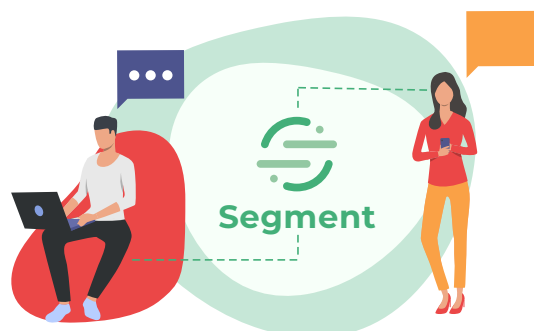
Other services don't fully understand your data, tell only part of the story, and rely on you to run everything manually--again and again. Kubit uses AI-powered automation to make deep data discovery and insights accessible for everyone--no computer science degree required!

We're product people. We get it. That's why we initiated this partnership with Segment to enable self-deployment to our users.

We invite you to see the difference for yourself with our free trial with full features. All you need is a work email--no credit cards, no commitments.

Get started here, and learn about Kubit's analytics in our guide, below.

Want to see it in action first? Book a demo here.

How It Works

Getting Started

Sign up is self-serve and automated--no phone calls, no forms, with full features and unlimited users.

Anyone can create an account with a business email. Once verified, users will get a password to automatically enable the trial. (And, you can invite anyone from your company or they can also self sign-up.)

Enabling Data Flow

To get up and running:
1, Click on "Enable Segment"
2, You'll be taken to Segment Workspace. Once there, enable Kubit as a "Destination."
3, Sit back and let us authorize the connection--and get your data flowing.
4, To add up to 30 days of historical data to Kubit, use the "Replay" feature on the Segment side to send historical data over

In addition to your own data, we provide every trial customer with access to a default public data set.

Not on Segment?

No worries. Contact us and we will help you set it up and go!

Features & Tools

Use **Query Builder** to [investigate data and define KPIs](#). Use Search your data by user activity, events and a host of other filters like time frames, location, device, gender and more.
All queries are saved to your history, and you can view when others run queries as well.
Like the insights you got from a particular query, and want to track it regularly? Turn a query into a KPI and add it to your Dashboard!

The **Dashboard** visualizes your data in real-time and is interactive and customizable. Drag-and-drop to re-prioritize your KPIs, and easily toggle between layouts to view different elements of your data in different formats. Share dashboards virtually with others in your organization and download reports when you need to. Read more about the [Query Builder and Dashboard features on our blog](#).

Now that you're uncovering all this product intelligence, you'll want to talk about it using our **Collaboration** tool. Create a workspace where you can add your analyses, and invite other users to participate. Link your workspace to your company's Slack channel to organize data-driven conversations in one place.

Why Segment?

To gain insights from data, we need accurate, reliable, and scalable event instrumentation and collection pipelines. We partner with Segment to direct your data flow into Kubit's data warehouse, effortlessly.

With Segment, our customers can access Identify, Page, Screen, and Track events effortlessly and reliably. And with a unified.., our users are free from the implementation restrictions set by any single analytics vendor. These changes make integration easier and significantly reduce lead times, which is a win for all involved. You can find more details about this integration here.

Start Your Free Trial Today

Auto-create an account using a business email, and we'll do the rest for you. Sign up here.

For a list of available packages, view our pricing model. Kubit bases prices on data volume, and provides all tiers of users with the same robust features.

Still curious? Schedule a demo with us.

And, you can always visit our FAQs page.

About Kubit

Kubit's Smart Analytics helps teams improve product performance through a better understanding of customer needs, and allows them to seamlessly track, report, and share the thought process from start to finish.

With Kubit's AI-guided augmented analytics, users can get actionable insights for deeper product intelligence, see the whole picture with smarter analytics, and enjoy dynamic teamwork on a clean, collaborative platform.