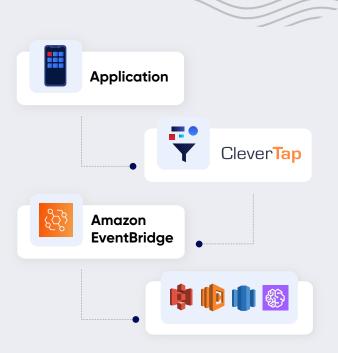


Amazon EventBridge

Your bridge between CleverTap data and AWS services

Amazon EventBridge makes it easy to connect SaaS applications with Amazon services and route your data to the right targets. As an Amazon EventBridge SaaS integration partner, CleverTap can now move your mobile data into popular services including Amazon Redshift, Lambda, SageMaker, and Kinesis.



Some of the Key Benefits include:



Real-Time Processing

No more waiting for batch data uploads. Move your mobile event data instantly to create real-time workflows within AWS services



Filtered Events

Instead of moving everything over and paying for every mobile event created, filter and select only the ones important to you



Cost Savings

No need to pay for extra servers, coding, maintenance, or third-party iPaaS services. Simply migrate your events and pay through your AWS account

Some Common Use Cases include:



Measure Marketing Effectiveness

Push your mobile events into Amazon Redshift and combine them with your web data to measure overall campaign success



Create a Single Source of Truth

Merge you mobile events with your CRM, web and other data sources to create an unified data set for analysis and activation



Trigger AWS Services Workflows

Push your mobile events into services like Amazon SageMaker for machine learning and outcome-based workflows