

# Working with Master Segments

In Master Segments, you unify your customer data. When the customer data is unified, you can create customer segments without writing any SQL queries. You can personalize customer communications and conversations of any size and in any channel.

Master Segments provides an interface that professionals, who are not database designers or developers, can use to define a data model for customer data. You can use Master Segments to manage, unify, consolidate, organize, and link data from all your Treasure Data tables.

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