

Activations Overview



Funnels is a legacy feature. Learn more about [Treasure Data Journey Customer Orchestration](#), a premium feature currently in Beta that will replace Funnels.

Activation is the process that allows marketers to personalize communication to users interested in your brand:

- **Funnel activation:** Create a funnel activation for each funnel stage. The activation exports to external marketing tools for campaigns or BI tools for analysis and reporting.
- **Segment activation:** Activate the segment data (export) to external tools for activities such as marketing campaigns, business analysis, and social media. Targets include Email Marketing Systems, Marketing Automation Systems, Advertising Platforms, CRM, ERP, Cloud Services, and SFTP.

Next Step

[Create an Activation](#)