TWILIO segment | Professional Services

Health and Maturity Assessment

Assess your Segment workspace against our Customer Data Maturity and technical frameworks to uncover quick wins and long-term opportunities

Overview

An in-depth review of your workspace using Segment's Customer Data Maturity (CDM) framework and supporting technical metrics. We'll deliver **a set of strategic recommendations** based upon industry best practices to unlock value and advance your implementation impact and ability to realize tangible business value.

Outcomes

A Clear Analytical Picture
Of your workspace health across our CDM framework

Identified Drivers
Of "red flag" trends (the "Why")

Strategic Recommendations
On how to achieve desired outcomes and uplevel CDP maturity

Analyses include...

▸ **Utilization against limits**
Such as MTUs, API calls and Throughput

▸ **Schema quality**
In relation to Segment best practices for Data Maturity

▸ **Consent & privacy flags**
Captured in your data and leveraged in profiles

▸ **Profile robustness**
In terms of identifiers, traits, and computations

▸ **Engagement complexity**
With Audiences and Journeys in conjunction with computations

▸ **Governance at scale**
For your schemas, audiences, and engagement flows

▸ **Leverage of predictions and AI**
To supercharge your engagement & activation strategies

Best if you're...

▸ Approaching your Segment anniversary

▸ Concerned about the health of your workspace

▸ Considering adding new teams or BUs into your workspace

▸ Unsure about how well-adopted Segment is within your organization

▸ Looking for guidance on where to go next with your CDP maturity

Pricing: Ask your Segment salesperson

Timing: Typically 1-2 weeks

Led by: A Segment Solutions Architect

Required from you (and time commitments)
Business stakeholders to attend readout (1h)
Marketing & product team owners to attend readout (1h)
BI, Engineering & Data Ops owners to attend readout and potentially implement changes (varies)

For more information please contact our sales team or visit segment.com/services

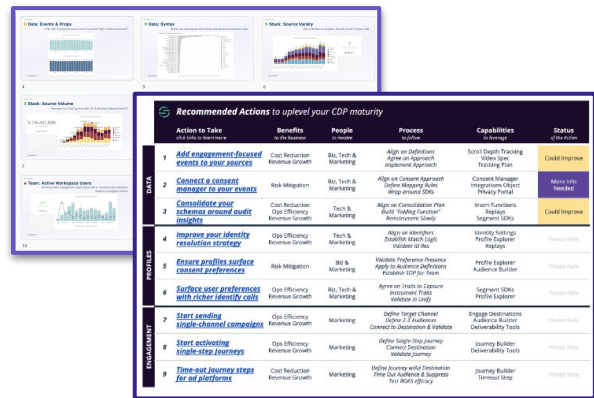# Health and Maturity Assessment

Approach

Evaluate your workspace around each maturity pillar (Data, Profiles, Engagement) to determine the corresponding maturity level (Foundational, Advancing, Adaptive).

Prioritize the next best actions to help unlock greater maturity within each pillar. These recommendations will be specific to your implementation.

Discuss our findings, recommendations, and potential next steps in a workshop-like setting.

Artifacts

Insights and Maturity Assessment Decks
Summarizing our analyses, findings and prioritized recommendations

How this compares
to a CSM-led pre-renewal health check

	Pre-Renewal Health Check	Health & Maturity Assessment
Prepared & delivered by	Customer Success Manager	Subject Matter Expert
Workspace Health Assessment	High-level & summarized	Deep & Detailed
Health Improvement Recommendations	Simplified & Generic	Workspace-Specific
Schema Review	High-level & summarized	Workspace-Specific
Profile Insights	High-level & summarized	Deep & Detailed
Consent management and privacy policies	Not included	Part of Recommendations
Best Practice Guidance	Not Included (possible as a next step)	Part of Recommendations

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