

Hybrid Jumpstart

Expert guidance and planning to quickly send best-in-class data from your Sources to Destinations and rapidly activate audiences in your downstream tools

Overview

An intensive 8-10 week program to get your team up and running 1-2 Connections and Engage use cases involving data collection, audience and computed trait creation, and journey building. We guide you on everything from strategic planning to QA best practices.

Key customer data flowing

Outcomes

And QA'ed around best practices from your highest priority sources to your most important destinations



Activated Audiences

Via campaigns in your most valuable destinations

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Teams Aligned & Enabled

To collaboratively iterate, improve, and refine data-fueled campaigns

Activities

- Immersive knowledge transfer around Segment's capabilities, API, and best practices
- Collaborative brainstorming of your most important campaigns to activate via Engage
- Strategic planning and guided prioritization of your audiences around KPIs
- Technical partnership with engineers, data scientists, and IT ops
- Dedicated enablement of marketing & product team members around the Engage UI
- Joint success planning with business stakeholders to ensure tangible outcomes
- Direct connection
 to Segment support as needed to resolve technical issues

Best if you're...

- New to Segment Connections and Engage
- Unifying data collection across platforms
- Unifying customer profiles into a 360° view
- Building realtime suppression on campaigns
- Migrating many active campaigns to Engage
- Joining behavioral data against warehouse data

Pricing: Ask your Segment salesperson

Timing: Typically 8+ weeks

Led by: A Segment Solutions Consultant

Required from you (and time commitments) Business stakeholders to inform goals & KPIs (25h) Marketing & product strategists to prioritize planning and manage audience/trait definitions (45h) Dedicated engineers to implement API calls (40h)

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



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Engagement Details

Methodology Provides instrumentation strategy 1.a Context & Goals - Conner & implementation guidance for ... 1.b Context & Goals - Engage .. 1.b Context & Goals - Engage Discover Campaigns Understood Campaigns Under 2: Users & Flows 2: Users & Flows 1-2 use cases Flows & Goals Understood Flows & Goale Lin Planning 1-2 audiences or traits 3. Create & Prioritize TP 3. Create & Prioritize TF 4. Finalize & Load TP 4. Finalize & Load Ti 1-2 destinations 5. Identity Resolution 5 Identity Prioritized TP Ready Prioritized TP Ready 1 engineering team 6. Final Considerations 6. Final Considerati Strategy Finalized Strategy Finalized 1 business unit 7. Connections QA Best Practi... ns QA 8. Code & QA P0 Events 8. Code & QA P0 Events 2 Engage Spaces (dev/prod) 9. Engage QA Best Practices 9. Engage QA Best P Data Flowing on QA/DEV Data Flowing on QA/DEV 10. Push P0 to PROD 10. Push P0 to PR Data Flowing on PROD Data Flowing on PROD Connections Jumpstart Comp. Connections Jumpstart Complete! Activation 11. Build/Test PO Traits 11. Build/Test P0 Tr 12. Build/Test P0 Audiences 12. Build/Test P0 Aud P0 Audiences on PROD P0 Audiences on PROD Engage Jumpstart Comple Engage Jumpstart Complete

Artifacts

Jumpstart Workbook

Summarizes your data implementation strategy & priorities

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Jumpstart Delivery Deck

Drives the engagement & guides on best practices



Add-Ons

We can expand the typical timing above to accommodate any of the following:

- Additional use cases
- Additional audiences/traits
- Additional sources & destinations
- Additional engineering team guidance
- Additional business units or teams
- Historical backfill coding/execution
- Custom function coding/execution
- Advisory audit of existing schemas
- Custom documentation development

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