Jumpstart Lite

Self-paced learning and expert guidance to rapidly activate Segment capabilities and lay the foundation for your use cases

Overview

A 2-week hybrid online course and SA-led sessions to accelerate your team through activating your Segment capabilities. We guide you on everything from strategic planning to QA best practices for Connections, Protocols, Profiles, and Engage.

Outcomes

- **Standardized Events**
  Scoped and flowing through Segment
- **Activated Capabilities**
  In connections, protocols, & engage
- **Accelerated Time to Value**
  Around best practices for leveraging Segment

Activities

- **Self-paced learning**
  SA created video content of best practices and jumpstart workbook walkthroughs
- **Scalable Documentation**
  To make understanding, updating, and scaling your Segment implementation easy for anyone
- **Support & Guidance Integration**
  With training, troubleshooting and enablement as you turn your implementation plan into reality
- **Async & Live SA Support**
  Customer is supported along the way with async support and live calls to review your work
- **Onboarding Workbook**
  After each lesson, you will complete onboarding tasks in the workbook
- **Prioritize Metrics that Matter**
  By aligning your business goals with Segment’s Semantic Spec and Tracking Plan methodology

Best if you’re...

- New to Segment Connections, Protocols, Profiles & Engage
- Seeking guided activation of Segment capabilities
- Determining which API methods and events are best to prioritize when deploying Segment
- Spending less than $50K annually on Segment
- Time-crunched and need to measure things right the first time around

Pricing: Ask your Segment salesperson

Timing: Typically 2 weeks

Led by: On-demand courses and a Segment Solutions Architect

Required from you (and time commitments)

- An Implementation Owner to inform goals & KPIs, prioritize planning and manage your Segment workspace
- Dedicated engineers to implement & QA API calls
- A Marketing Owner to define campaign requirements and own downstream activation tools (required for Engage Channels Activation)

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

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Engagement Details

Approach

- **Standardized**
  Around Pirate Metrics & Semantic Events

- **Focused**
  On capabilities activation

- **Foundational**
  For unlocking Segment use cases

How this compares
to other Jumpstarts

<table>
<thead>
<tr>
<th>Scope</th>
<th>Objective: Variations for Connections, Protocols, Personas</th>
<th>No PS Customer-Directed</th>
<th>Jumpstart Lite Activates Segment Capabilities</th>
<th>Jumpstart Unlock 2-3 Use Cases</th>
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</thead>
<tbody>
<tr>
<td>Discover</td>
<td>Guidance on Functions Development</td>
<td>Self-Directed</td>
<td>✗</td>
<td>Add-On Available</td>
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<tr>
<td></td>
<td>Discovery &amp; Planning session delivery</td>
<td>Self-Directed</td>
<td>Pre-recorded videos + 1:1s</td>
<td>Live Zoom sessions</td>
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<tr>
<td></td>
<td>Learn API &amp; Naming Conventions</td>
<td>Self-Directed</td>
<td>via Digital Videos</td>
<td>SA-Facilitated</td>
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<td></td>
<td>Learn QA Best Practices</td>
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<tr>
<td>Plan</td>
<td>Define User Profiles &amp; Funnels</td>
<td>Self-Directed</td>
<td>via Pirate Metrics</td>
<td>for Customer’s Use Cases</td>
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<tr>
<td></td>
<td>Build &amp; Prioritize a Tracking Plan</td>
<td>Self-Directed</td>
<td>Self-Guided</td>
<td>SA-Facilitated</td>
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<td></td>
<td>Define a Product &amp; Migration Strategy</td>
<td>Self-Directed</td>
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<tr>
<td>Deploy</td>
<td>Setup Connections/Protocols/Engages</td>
<td>No SA Guidance</td>
<td>1-2h SA guidance</td>
<td>6-10h SA guidance</td>
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<tr>
<td></td>
<td>Validate Data &amp; Audiences</td>
<td></td>
<td>for each</td>
<td>for each</td>
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<td></td>
<td>Configure &amp; Test Destinations</td>
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<tr>
<td>Timing</td>
<td>Variable</td>
<td>2-3+ weeks</td>
<td>3+ weeks</td>
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<tr>
<td>Pricing</td>
<td>Free</td>
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