

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 (35h)

Dedicated engineers to implement & QA API calls (20h)

A Marketing Owner to define campaign requirements and own downstream activation tools (required for Engage Channels Activation) (35h)

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

Jumpstart Lite

Engagement Details

Approach

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

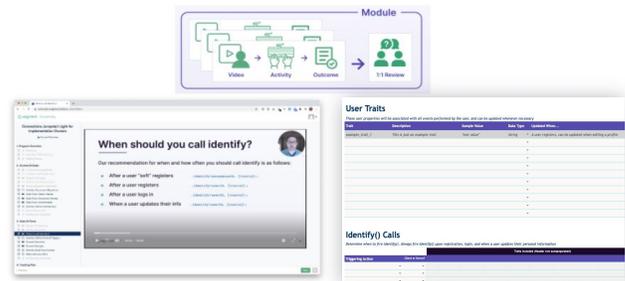
- ▶ **Focused**
On capabilities activation

- ▶ **Foundational**
For unlocking Segment use cases

Artifacts

Insights Deck & Supporting Sheets

Summarizing our methodology, best practices, and prioritized recommendations



How this compares

to other Jumpstarts

	Objective:	No PS Customer-Directed	Jumpstart Lite Activate Segment Capabilities	Jumpstart Unlock 2-3 Use Cases
Scope	Variations for Connections, Protocols, Personas	n/a	✓	✓
	Guidance on Functions Development	Self-Directed	x	Add-On Available
Discover	Discovery & planning session delivery	Self-Directed	Pre-recorded videos + 1:1s	Live Zoom sessions
	Define CDP Goals & Use Cases			
	Learn API & Naming Conventions Learn QA Best Practices	Self-Directed	via Digital Videos	SA-Facilitated
Plan	Define User Profiles & Funnels	Self-Directed	via Pirate Metrics	for Customer's Use Cases
	Build & Prioritize a Tracking Plan			
	Define a Backfill & Migration Strategy	Self-Directed	Self-Guided	SA-Facilitated
Deploy	Setup Connections/Protocols/Engages			
	Validate Dev & Prod Data & Audiences	No SA Guidance	1-2h SA guidance for each	6-10h SA guidance for each
	Configure & Test Destinations			
	Timing:	Variable	2-3+ weeks	3+ weeks
	Pricing:	Free	\$5K	\$25K+

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