Jumpstart Lite

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

Overview

An intensive 6-day 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, and Personas.

Outcomes

Standardized Events
Scoped and flowing through Segment

Activated Capabilities
In connections, protocols, & personas

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, & Personas

▸ 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 6 days

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)

Jumpstart Lite

Engagement Details

Approach

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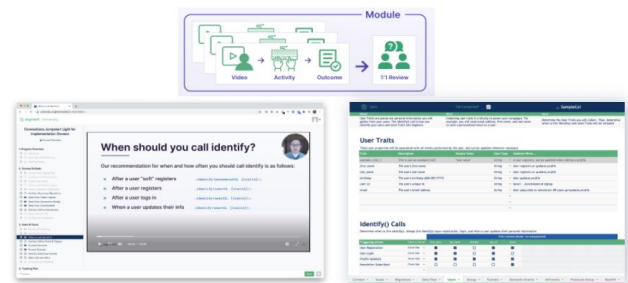Around Pirate Metrics & Semantic Events

▸ **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

		Jumpstart Lite	Jumpstart
	Objective:	*Activate Segment Capabilities*	*Unlock 2-3 Use Cases*
Scope	Variations for Connections, Protocols, Personas	✓	✓
	Guidance on Functions Development	x	Add-On Available
	Discovery & planning session delivery	Pre-recorded videos + 1:1s	Live Zoom sessions
Discover	Define CDP Goals & Use Cases		
	Learn API & Naming Conventions	Self-Guided	SA-Facilitated
	Learn QA Best Practices		
Plan	Define User Profiles & Funnels		
	Build & Prioritize a Tracking Plan	via Pirate Metrics	for Your Use Cases
	Define a Backfill & Migration Strategy	x	SA-Facilitated
Deploy	Setup Connections/Protocols/Personas		
	Validate Dev & Prod Data & Audiences	1-2h SA guidance for each	6-10h SA guidance for each
	Configure & Test Destinations		
	Timing:	**1 week**	**3+ weeks**
	Pricing:	**$5K**	**$25K+**

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

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