

# 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)

*For more information please contact our sales team or visit [segment.com/services](https://segment.com/services)*

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## Engagement Details

### Approach

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

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- ▶ **Focused**  
On capabilities activation

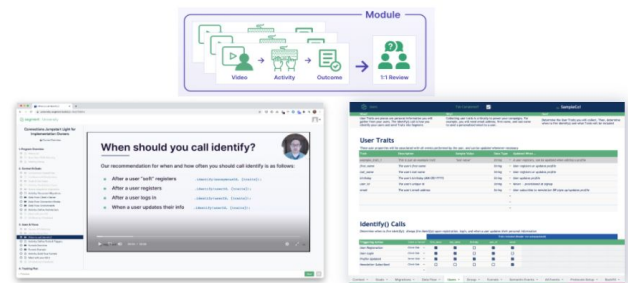
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- ▶ **Foundational**  
For unlocking Segment use cases

### Artifacts

#### Insights Deck & Supporting Sheets

Summarizing our methodology, best practices, and prioritized recommendations



### How this compares

to other Jumpstarts

		<b>Jumpstart Lite</b>	<b>Jumpstart</b>
	<i>Objective:</i>	Activate Segment Capabilities	Unlock 2-3 Use Cases
<b>Scope</b>	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
<b>Discover</b>	Define CDP Goals & Use Cases		
	Learn API & Naming Conventions	Self-Guided	SA-Facilitated
	Learn QA Best Practices		
<b>Plan</b>	Define User Profiles & Funnels	via Pirate Metrics	for Your Use Cases
	Build & Prioritize a Tracking Plan		
	Define a Backfill & Migration Strategy	x	SA-Facilitated
<b>Deploy</b>	Setup Connections/Protocols/Personas		
	Validate Dev & Prod Data & Audiences	1-2h SA guidance for each	6-10h SA guidance for each
	Configure & Test Destinations		
	<i>Timing:</i>	<b>1 week</b>	<b>3+ weeks</b>
	<i>Pricing:</i>	<b>\$5K</b>	<b>\$25K+</b>

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