

Connections Jumpstart

Expert guidance and planning support to quickly send best-in-class, succinct & powerful data from your Sources to your Destinations

Overview

*An intensive 3-week program to get your team up and running around **2-3 customer data use cases** involving Data Collection, Data Democratization, Data Unification, and/or Data Privacy. We guide you on everything from strategic planning to QA best practices.*

Outcomes



A comprehensive plan
for your Segment Connections implementation



Key customer data flowing
around measurement best practices



A solid foundation
for growing your analytics and marketing stack

Activities

- ▶ **Immersive knowledge transfer**
around Segment's capabilities, API, and best practices
- ▶ **Collaborative brainstorming**
of your customer data measurement context & priorities
- ▶ **Strategic planning**
and guided prioritization of your events around KPIs
- ▶ **Iterative refinement**
of your strategic plan with long-term execution in mind
- ▶ **Technical partnership**
with engineers, data scientists, and IT ops
- ▶ **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 the Segment platform
- ▶ Expanding your usage volume
- ▶ Unifying data collection across platforms
- ▶ Delivering data to new teams/BUs
- ▶ Implementing a consent manager or PII-management strategy

Pricing: Ask your Segment salesperson

Timing: Typically 3+ weeks

Led by: A Segment Solutions Architect

Required from you (and time commitments)

Business stakeholders to inform goals & KPIs (25h)

Marketing & product strategists to prioritize planning (25h)

Dedicated engineers to implement API calls (60h)

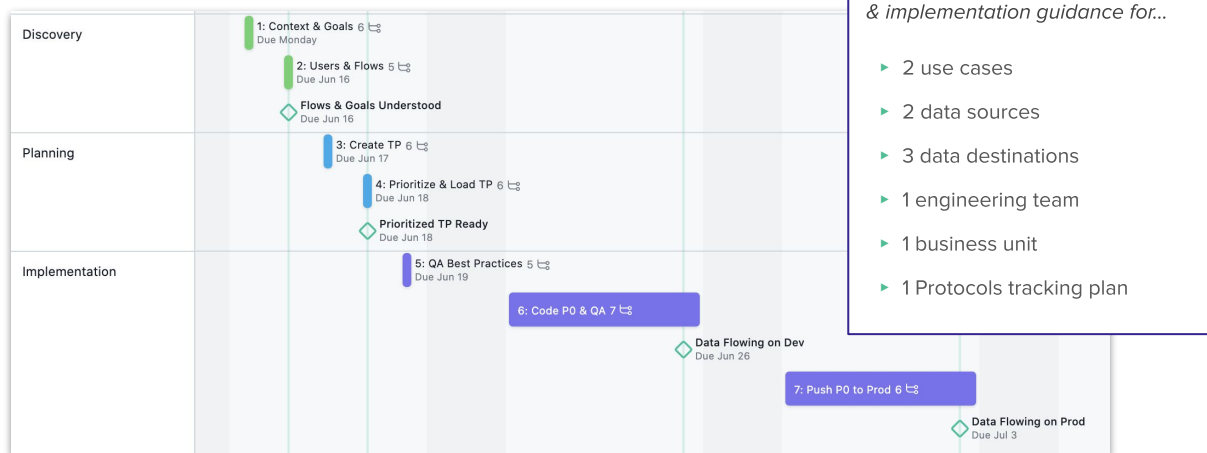
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Engagement Details

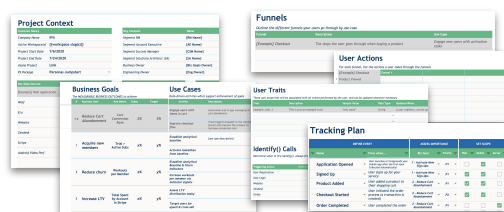
Methodology



Artifacts

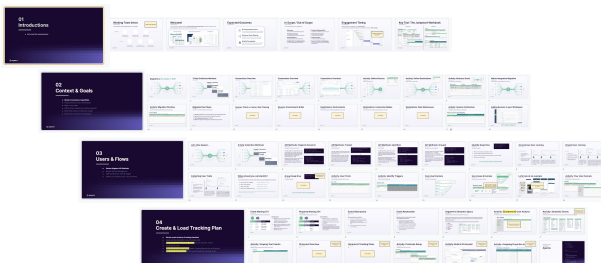
Jumpstart Workbook

Summarizes your data implementation strategy & priorities



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 sources & destinations
- ▶ Additional engineering team guidance
- ▶ Additional business units or teams
- ▶ Historical backfill coding/execution
- ▶ Custom function coding/execution
- ▶ Consent manager configuration
- ▶ Personas planning & enablement
- ▶ Advisory audit of existing schemas
- ▶ Multiple Protocols tracking plans
- ▶ Custom documentation development

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