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.

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

Outcomes



A comprehensive plan for your Segment Connections implementation



Key customer data flowing around measurement best practices around measurement best practices

A solid foundation for growing your analytics and marketing stack

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)

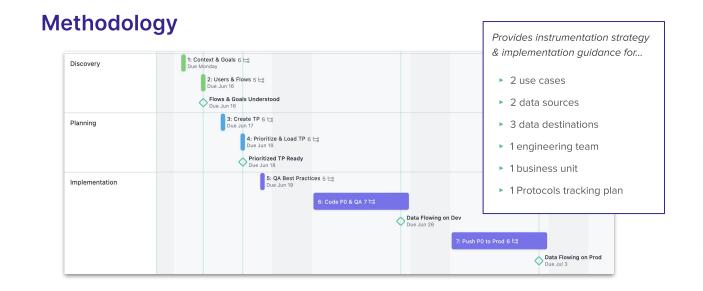
For more information please contact our sales team or visit segment.com/services

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Connections Jumpstart

Engagement Details



Artifacts

Jumpstart Workbook

Summarizes your data implementation strategy & priorities

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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

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