

Instructor-led Training

Expert-led, hands-on enablement designed to accelerate and upskill knowledge in Segment solutions.

Overview

Our Instructor-led training offerings accelerate your expertise to deliver CDP goals and objectives and provides you with an interactive, immersive, hands-on learning experience in the design, deployment, configuration, and operations of Segment Customer Data Platform (CDP) solutions.

Outcomes



Rapid Adoption

Quickly ramp expertise through instructor-led programs and learning paths



Accelerated Time to Value

Build key expertise required to architect and implement Segment CDP Solutions



Operational Efficiency

Improve employee productivity and reduce support and operating costs

Key Activities & Deliverables

- ▶ **Expert Guidance**
Online via Zoom, question and answer sessions, step-by-step guidance with a Segment expert
- ▶ **Class Presentation**
Key concepts, hands-on activities, knowledge checks, and exercises to reinforce learning
- ▶ **eBook**
Digital resource guide
- ▶ **Hands-on Lab Exercises**
Workspace environment to complete exercises and gain hands-on experience in a safe environment
- ▶ **Certificate of Completion**
A certificate of completion

Best if you're...

- ▶ Preparing to implement a Segment solution (Connections, Protocols, Personas)
- ▶ Looking to deepen your Segment expertise
- ▶ Seeking to perform enhancements to existing Segment solutions
- ▶ Seeking to learn how to operate Segment solutions

Pricing: Ask your Segment salesperson

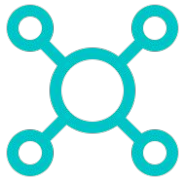
Timing: Varies by class type, typically 1 - 3 days

Led by: Segment Instructor

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

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Course Curriculum and Price



Connections

Master the foundation for Segment CDP. This course provides instruction on foundational and key capabilities to unlock your most valuable use cases.

- ▶ Connections Overview
- ▶ Understand Segment Specs
- ▶ Get to Know Sources
- ▶ Get to Know Destinations
- ▶ Source Functions
- ▶ Destination Functions
- ▶ Storage Destinations
- ▶ Testing Connections
- ▶ Using Schema Controls
- ▶ Event Delivery Tool



Protocols

Ensure clean data, provide real-time validation, and troubleshoot at enterprise scale. This course focuses on best practices for data integrity so you can make decisions in confidence.

- ▶ Tracking Plans
- ▶ Validate How Data Shows Up
- ▶ Enforce Data Quality
- ▶ Protocols Advanced Features



Personas

Personalize every interaction within your customer's journey. This course provides insight into how you can develop and target to maximize Return on Advertising Spend.

- ▶ Personas Overview
- ▶ Set Up a Personas Space
- ▶ Understanding Identity Resolution
- ▶ Connect a Source
- ▶ Create an Audience
- ▶ Identity Resolution Use Cases
- ▶ Identity Resolution External IDs
- ▶ Identity Resolution Settings
- ▶ Personas Space Set Up
- ▶ Personas Computed Traits
- ▶ Personas SQL Traits
- ▶ Personas Audiences
- ▶ Account-level Audiences
- ▶ Journeys
- ▶ Using your Personas Data
- ▶ Personas and Warehouses
- ▶ Profile API
- ▶ GDPR
- ▶ Default Limits

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