

Segment Training

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

Overview

Focused instructor-led Training of Segment Customer Data Platform (CDP) solutions to quickly educate and enable implementation and operations teams. Segment Training **accelerates your expertise to deliver CDP goals & objectives** while developing proficiency to iterate and operate the environment moving forward.

Key Activities & Deliverables

- ▶ **Instructor-led Training**
Provided in-person or online via Zoom
- ▶ **Courseware**
Guided presentation, live question and answer with an expert, knowledge checks to reinforce learning and key concepts
- ▶ **eBook**
Digital content and instructional exercise steps
- ▶ **Demo**
Demonstrations of Segment solutions and configuration
- ▶ **Lab**
Each student is provided with a workspace exercise environment to gain hands-on experience in a safe environment
- ▶ **Certificate of Completion**
Attendees that complete all days of training and complete knowledge assessment and exercises will receive a certificate of completion

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

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

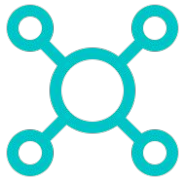
Timing: Typically 1 - 3 days

Led by: Segment Instructor

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

Training Courses

Course Curriculum and Price



Connections

The foundation for Segment CDP, this course will provide expert 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 troubleshooting at enterprise scale. This course will showcase best practices for data integrity so that you can make decisions in confidence.

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



Personas

Allows for personalization of every interaction within your customer's journey. This course provides insight into how marketers can develop and target their clients 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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