

Personas Jumpstart

Strategic planning & implementation guidance to rapidly activate business-critical audiences in your downstream tools

Overview

*An intensive 3-week program to get your team up and running around **2-3 Personas use cases** involving user profile unification, audience creation, computed trait creation, and audience activation. We guide you on everything from strategic planning to QA best practices.*

Outcomes



Activated Audiences

Via campaigns in your most important destinations



Strategic Clarity

On cross-channel activation/retention efforts



Teams Aligned & Enabled

To collaboratively improve & iterate campaigns

Activities

- ▶ **Immersive knowledge transfer**
around Personas capabilities and best practices
- ▶ **Collaborative brainstorming**
of your most important campaigns to activate via Personas
- ▶ **Strategic planning**
and guided prioritization of your audiences around KPIs
- ▶ **Technical partnership**
with engineers, data scientists, and IT ops
- ▶ **Dedicated enablement**
Of marketing & product team members around the Personas UI
- ▶ **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 Segment Personas
- ▶ Activating multiple tools via federated audiences
- ▶ Unifying customer profiles into a 360° view
- ▶ Building realtime suppression campaigns
- ▶ Migrating many active campaigns to Personas
- ▶ Joining behavioral data against warehouse data

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 and manage audience/trait definitions (45h)

Dedicated engineers to implement API calls (40h)

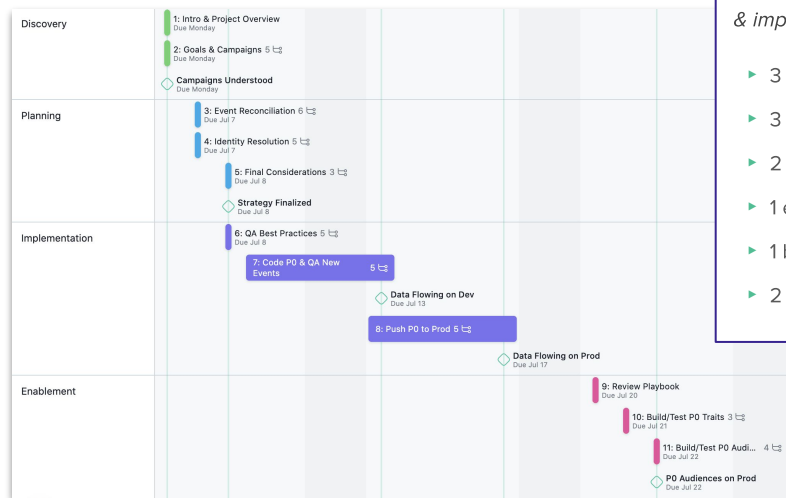
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Engagement Details

Methodology



Provides instrumentation strategy & implementation guidance for...

- ▶ 3 use cases
- ▶ 3 audiences or traits
- ▶ 2 destinations
- ▶ 1 engineering team
- ▶ 1 business unit
- ▶ 2 Personas Spaces (dev/prod)

Artifacts

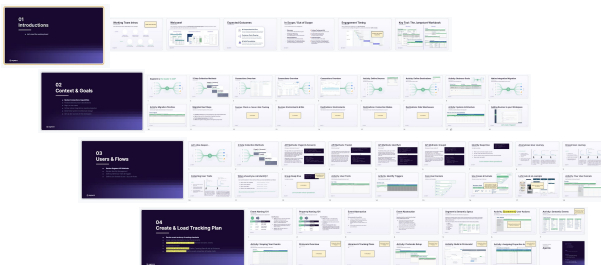
Jumpstart Workbook

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 audiences/traits
- ▶ Additional sources & destinations
- ▶ Additional engineering team guidance
- ▶ Additional business units or teams
- ▶ SQL Trait configuration support
- ▶ Historical backfill coding/execution
- ▶ Custom function coding/execution
- ▶ Personas planning & enablement
- ▶ Advisory audit of existing schemas
- ▶ Custom documentation development

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