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)
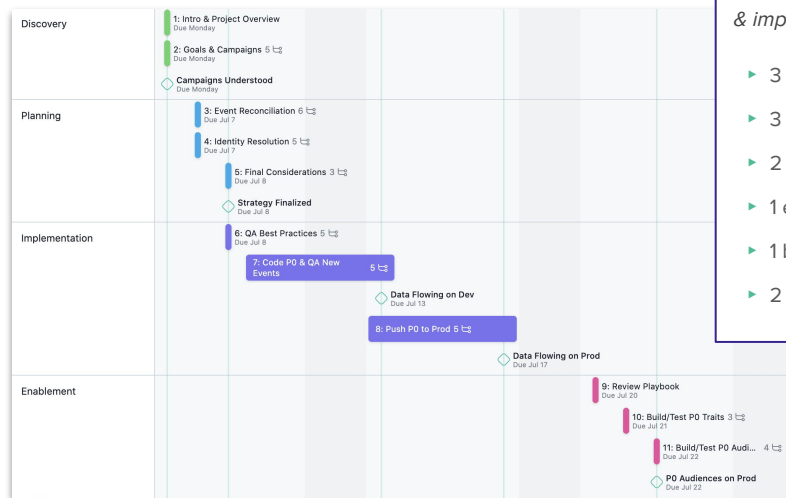**Marketing & product strategists** to prioritize planning and manage audience/trait definitions (45h)
Dedicated engineers to implement API calls (40h)

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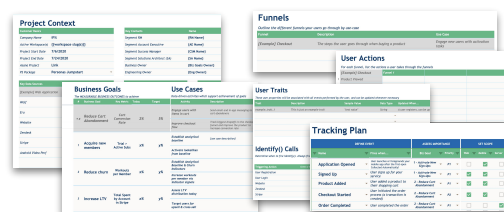
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Engagement Details

Methodology

Provides instrumentation strategy & implementation guidance for...

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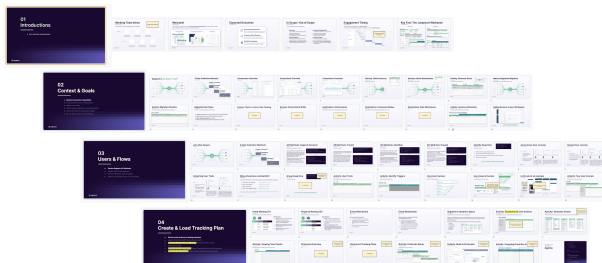- 1 business unit
- 2 Personas Spaces (dev/prod)

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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