TWILIO **segment** | Professional Services

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 8-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 quality assurance best practices.

Outcomes

A comprehensive plan
for your Segment Connections implementation

Key customer data flowing
around measurement best practices

A solid foundation
for growing your analytics and marketing stack

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

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 8+ weeks

Led by: A Segment Solutions Architect

Required from you (and time commitments)
Business stakeholders to inform goals & KPIs (25h)
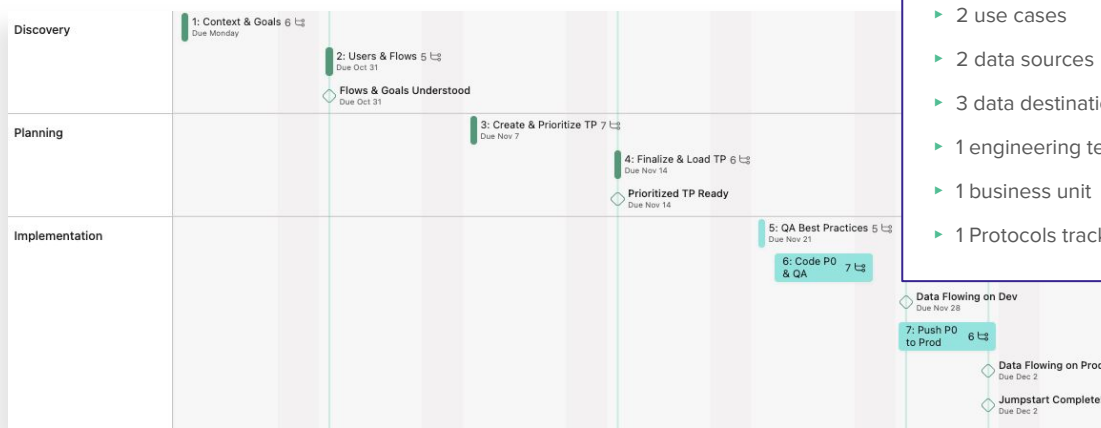**Marketing & product strategists** to prioritize planning (25h)
Dedicated engineers to implement API calls (60h)

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

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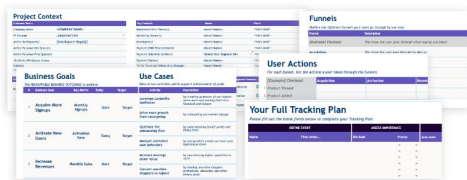*Engagement Details*

Methodology

Provides instrumentation strategy & implementation guidance for...

- ▸ 2 use cases
- ▸ 2 data sources
- ▸ 3 data destinations
- ▸ 1 engineering team
- ▸ 1 business unit
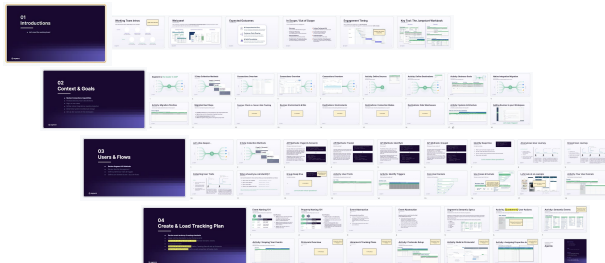- ▸ 1 Protocols tracking plan

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 sources & destinations
- ▸ Additional engineering team guidance
- ▸ Additional business units or teams
- ▸ Historical backfill coding/execution
- ▸ Custom function coding/execution
- ▸ Consent manager configuration
- ▸ Profiles planning & enablement
- ▸ Engage planning & enablement
- ▸ Advisory audit of existing schemas
- ▸ Multiple Protocols tracking plans
- ▸ Custom documentation development

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