

Hourly Advisory Guidance

*Focused guidance on specific Segment topics
or troubleshooting questions, post implementation*

Overview

Get focused guidance on specific Segment topics—from source and destination nuances, to Engage identity resolution troubleshooting and other segment Configuration and Activation questions. We'll tailor our guidance to address your specific needs.

Outcomes



On-Hand Expertise

To advise and guide on complex workspace questions



Detailed Guidance

On configuration questions and nuances



Best Practices

For optimizing your Segment workspace

Types of Guidance

- ▶ **Source/Destination Guidance**
Goal: Advise on best practices for configuration and QA of Segment sources and destinations
- ▶ **Protocols Configuration Guidance**
Goal: Advise on best practices for configuration and leverage of Protocols
- ▶ **Profiles and Identity Resolution Guidance**
Goal: Evaluate and advise on Profiles setup and identity resolution strategies or troubleshooting
- ▶ **Audience, Journey, and Computations Guidance**
Goal: Advise on the configuration and troubleshooting of audiences, computed traits, and journeys
- ▶ **Engage Channels Activation**
Goal: Provide expert guidance on launching your first campaigns with Engage Channels (Email & SMS)
- ▶ **Privacy and Workspace Access Configuration Guidance**
Goal: Evaluate and advise on Privacy Portal and Access Controls configuration

Best if you...

- ▶ Want to get specific questions answered following a Segment Jumpstart or Audit
- ▶ Need to go deeper on a topic that a Segment Jumpstart covers briefly
- ▶ Need guidance implementing advisory recommendations
- ▶ Require assistance on guidance questions which exceed the scope of Segment's support team

Pricing: Ask your Segment salesperson

Timing: Typically 2-3 weeks

Led by: A Segment Solutions Architect

Required from you

An Implementation Owner to drive guidance topics

A Technical Owner to assign relevant engineering resources when needed to implement a guidance recommendation

A Marketing Owner to define campaign requirements and own downstream activation tools

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