

# Hybrid Jumpstart

*Expert guidance and planning to quickly send best-in-class data from your Sources to Destinations and rapidly activate audiences in your downstream tools*

## Overview

*An intensive 8-10 week program to get your team up and running **1-2 Connections and Engage use cases** involving data collection, audience and computed trait creation, and journey building. We guide you on everything from strategic planning to QA best practices.*

## Outcomes



### **Key customer data flowing**

*And QA'ed around best practices from your highest priority sources to your most important destinations*



### **Activated Audiences**

*Via campaigns in your most valuable destinations*



### **Teams Aligned & Enabled**

*To collaboratively iterate, improve, and refine data-fueled campaigns*

## Activities

- ▶ **Immersive knowledge transfer**  
around Segment's capabilities, API, and best practices
- ▶ **Collaborative brainstorming**  
of your most important campaigns to activate via Engage
- ▶ **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 Engage 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 Connections and Engage
- ▶ Unifying data collection across platforms
- ▶ Unifying customer profiles into a 360° view
- ▶ Building realtime suppression on campaigns
- ▶ Migrating many active campaigns to Engage
- ▶ Joining behavioral data against warehouse data

**Pricing:** Ask your Segment salesperson

**Timing:** Typically 8+ weeks

**Led by:** A Segment Solutions Consultant

**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)

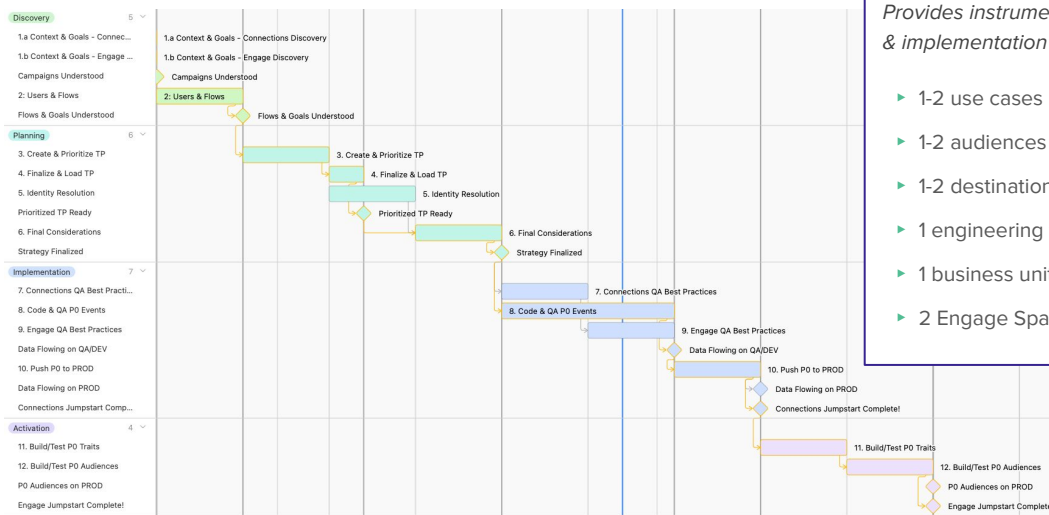
**Dedicated engineers** to implement API calls (40h)

*For more information please contact our sales team or visit [segment.com/services](https://segment.com/services)*

# Hybrid Jumpstart

## Engagement Details

### Methodology



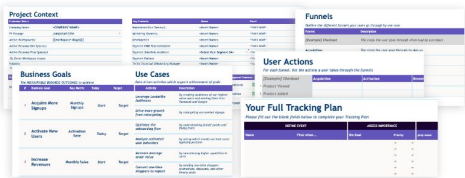
Provides instrumentation strategy & implementation guidance for...

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

### Artifacts

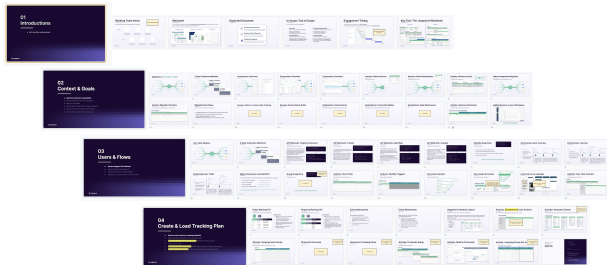
#### Jumpstart Workbook

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
- ▶ Historical backfill coding/execution
- ▶ Custom function coding/execution
- ▶ Advisory audit of existing schemas
- ▶ Custom documentation development