Choose Your Data Structure

Find the best data model to manage your subscribers.

You know how powerful Marketing Cloud can be, but you need guidance to help you better target and manage your customer campaigns. With this Accelerator, a Specialist will work with you to identify and understand best practices for choosing a data structure in the Marketing Cloud (Data Extensions vs Lists).

What it can do for you.

- Help you understand the features of Lists vs Data Extensions
- Uncover Specialist best practice recommendations:
- Identify the data model (Lists vs Data Extension) that is most suitable for your business
- Teach you the features available with both Lists and Data Extensions

How it works.

A Certified Specialist will guide you through the process via four calls totaling 4 hours over 2 to 4 weeks.

Discovery

- Review Accelerator structure
- Discuss how you use Marketing Cloud today and your future business goals
- Review Customer Stories
- Agree on business outcomes for this Accelerator

Educate and Prepare

- Review data features in the Marketing Cloud – Part 1
- Review data features in the Marketing Cloud – Part 2
- Discussion & Next Steps
- Schedule Final Discussion and Recommendations call

Outcomes

Confidence in choosing a data model – list vs.data extensions:

- Deliver Marketing Cloud recommendations for your business goal
- Recommendations Presentation

ADDITIONAL INFORMATION

Premier or Signature

Time you will spend on this Accelerator: 4 hours

GOAL

Gain business insights.

INTENDED USER

- New customers to the Marketing Cloud.
- Existing customers who want to better understand the differences between lists and data extensions.

PREREQUISITES

- Must have Marketing Cloud licenses and Marketing Cloud Premier Success Plan
- Marketing leader with capacity/ authority to:
  - Start within 1 week and drive implementation within 4 weeks from Go
- Confirm Success Criteria
- Engaged Technical Marketer/ Developer within your organization that works with SFMC Connector
  - Articulate how you use MC Data in Discovery
  - Identify current state and future state message sending scenarios and how you utilize data in the Marketing Cloud
- Provide feedback through Survey process

To schedule your 1-on-1 Accelerator, visit our Help Portal, or contact your account executive or success team today!

Corporate Headquarters
The Landmark @ One Market Street
Suite 300
San Francisco, CA 94105
United States
1-800-NO-SOFTWARE
www.salesforce.com/services-training
/add-ons/accelerators

Global Offices
Latin America	+1-415-536-4606
Japan	+81-3-5785-8201
Asia / Pacific	+65-6302-5700
EMEA	+4121-6953700

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