Set Up Your Data Structure

Improve your Marketing Cloud data structure.
Is your data structure designed for maximum success? This Accelerator pairs you with a Marketing Cloud expert who’ll walk you through a comprehensive overview of Marketing Cloud data features. You’ll also learn best practices and recommendations to help you design the best data structure for your specific needs.

What it can do for you
• Increase campaign effectiveness
• Improve data quality

How it works
A Certified Specialist will guide you through the process via five calls totaling 6 hours over 2 to 4 weeks.

Discovery
• Brief overview of how you use Marketing Cloud
• Identify use cases for Marketing Cloud
• Agree on business outcomes from engagement

Analysis
• Review data features in Marketing Cloud
• Schedule final discussion and recommendations

Outcomes
• Comprehensive Marketing Cloud Data structure overview, best practices, and recommendations to common challenges
• Specific customer recommendations by a Marketing Cloud Specialist based on customer provided questionnaires

Premier or Signature
Time you will spend on this Accelerator: 6 hours

GOAL
Achieve Faster ROI

INTENDED USER
You want to evaluate your Marketing Cloud data structure to make improvements to enhance marketing efforts.

PREREQUISITES
• Must have Marketing Cloud licenses and Marketing Cloud Premier Success Plan
• Must complete a data questionnaire after the initial first call and prior to the first discovery call
• A Marketing Cloud Administrator to validate and/or implement recommendations
• Must have working knowledge of existing Marketing Cloud account data structure
• Executive email signoff at the end of the Accelerator

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