

Automate Email Segmentation

Drive more effective marketing campaigns with automation.

Personalized and targeted email marketing campaigns are time consuming and subject to human error when you have to do them manually. This Accelerator speeds your targeted campaigns by helping you leverage Automation Studio for faster and easier execution.

What it can do for you.

- Speed marketing campaign launch and targeting
- Minimize possibility of errors, missed deadlines and inconsistencies

How it works.

A Certified Specialist will guide you through the process via two calls totaling 4-5 hours over 1 to 2 weeks.

Discover

- Discuss and review your current implementation and usage
- Establish verifiable success criteria

Analysis

- Confirm desired segmentation criteria
- Assess use case, technical and operational readiness
- Develop and discuss implementation plan

Outcomes

- A recurring segmentation inclusive of up to 5 Marketing Cloud activities in Automation Studio for a single business unit
- Provide step by step implementation guide

ADDITIONAL INFORMATION

Premier or Signature

Time you will spend on this Accelerator: 4-5 hours

GOAL

Achieve Faster ROI.

INTENDED USER

Marketing Cloud users looking to segment subscribers for targeted marketing communication using Marketing Cloud Activities and Automation.

PREREQUISITES

- Marketing Cloud licenses with Automation Studio and Marketing Cloud Premier Success Plan attached to both.
- Marketing Cloud Administrator with access to production business unit where segmentation and automation will be configured
- Marketing manager to discuss marketing goals and validate segmentation use cases

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

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