

# HOW TO: MARKETING CLOUD:

## 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

### ADDITIONAL INFORMATION

#### 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

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

#### Corporate Headquarters

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