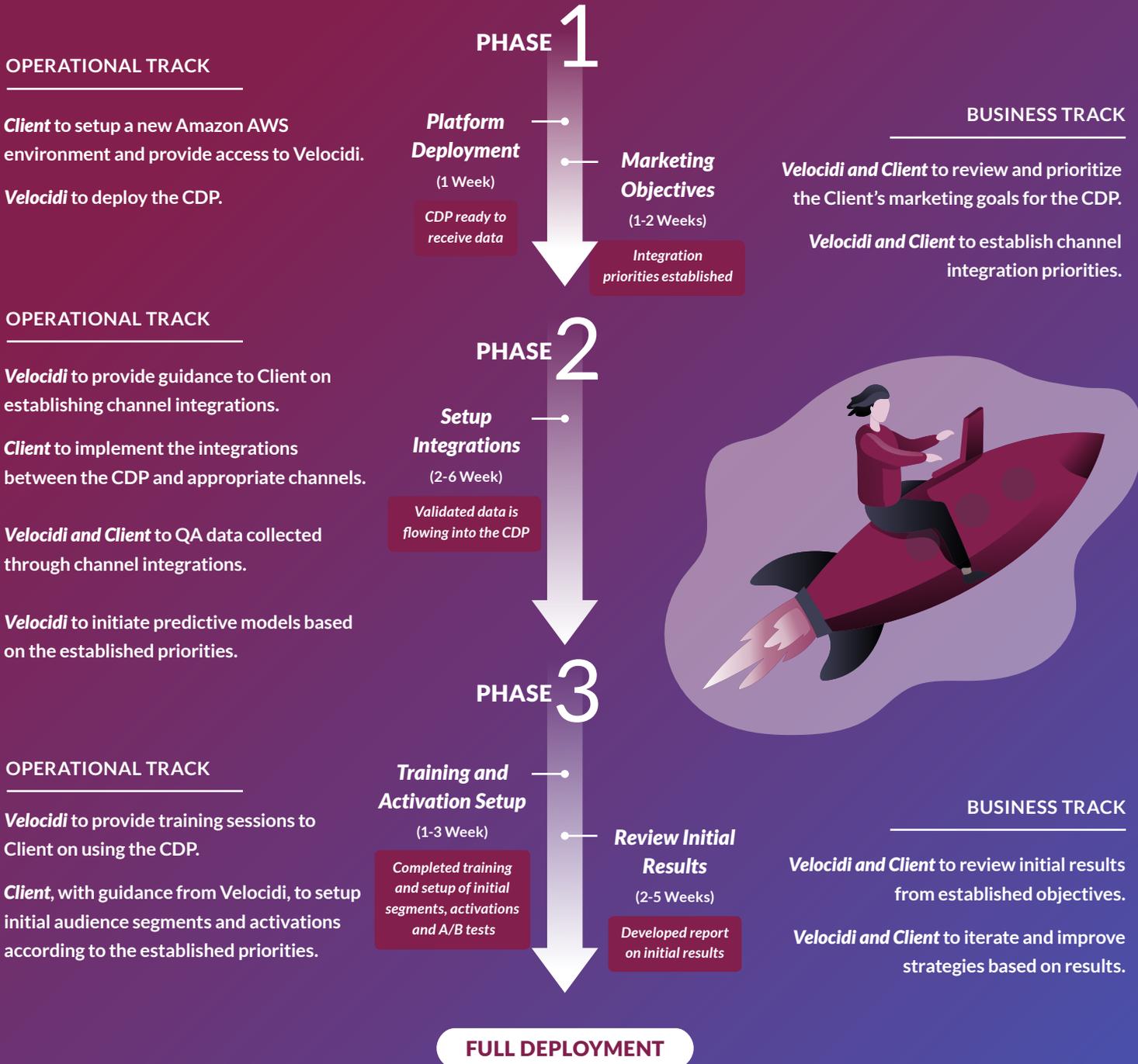**velocidi**

ONBOARDING

Setting you up for success

During onboarding, Velocidi provides a dedicated customer success representative, a one-hour weekly stand up meeting and service hours according to your license tier to address the activities in the operational and business tracks described below.

PHASE 1

OPERATIONAL TRACK

Client to setup a new Amazon AWS environment and provide access to Velocidi.

Velocidi to deploy the CDP.

Platform Deployment
(1 Week)

CDP ready to receive data

Marketing Objectives
(1-2 Weeks)

Integration priorities established

BUSINESS TRACK

Velocidi and Client to review and prioritize the Client's marketing goals for the CDP.

Velocidi and Client to establish channel integration priorities.

PHASE 2

OPERATIONAL TRACK

Velocidi to provide guidance to Client on establishing channel integrations.

Client to implement the integrations between the CDP and appropriate channels.

Velocidi and Client to QA data collected through channel integrations.

Velocidi to initiate predictive models based on the established priorities.

Setup Integrations
(2-6 Week)

Validated data is flowing into the CDP

PHASE 3

OPERATIONAL TRACK

Velocidi to provide training sessions to Client on using the CDP.

Client, with guidance from Velocidi, to setup initial audience segments and activations according to the established priorities.

Training and Activation Setup
(1-3 Week)

Completed training and setup of initial segments, activations and A/B tests

Review Initial Results
(2-5 Weeks)

Developed report on initial results

BUSINESS TRACK

Velocidi and Client to review initial results from established objectives.

Velocidi and Client to iterate and improve strategies based on results.

FULL DEPLOYMENT

ONBOARDING AND TRAINING HOURS

TIER 1	TIER 2	TIER 3
Up to 60 hours	Up to 90 hours	Up to 120 hours

* Onboarding and training that fall outside of the process described above or that require more than the delegated hours may require additional fees.

velocidi

YOUR PRIVATE CDP

Own your data.
Know your customers.

About Velocidi

Velocidi is a customer data software company headquartered in New York and with an office in Porto. We are a team of experts and enthusiasts in data analytics, machine learning and marketing. Our mission is to develop advanced methods of drawing value from data accessible to DTC brands, without compromising on data privacy.

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