

Hybrid implementation checklist



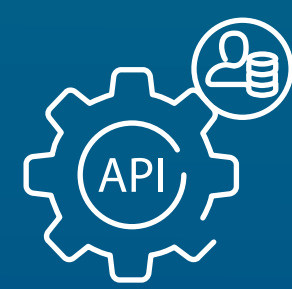
Map out all attributes that will define your prospects, leads, and customers (e.g., demographic, behavioral, product ownership, propensity).



Identify the PII (personally identifiable information) attributes that require protection.



Determine the sources from which audience data will be collected.



Identify what method(s) your organization is using to collect audience data (e.g., API, standard protocol).



Determine frequency at which data attributes are updated within your sources.



Assess whether there is a need to have campaign response data (e.g., open, clicks) sent back to internal systems.



Review your organization's cloud policy, or develop one if none exists.



Establish how communications to your audiences will be initiated (e.g., from your private cloud/data center or a marketing cloud).



Develop real-time engagement use cases and map out all relevant triggers and conditions.



Calculate the volume of data to be processed and the number of channel specific communications to be sent out on a given day.

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