

Account Engagement. Accelerated.

Account Engagement Quick Start



We help our clients speak to customers with the right message, in the right tone, at the right time.

Maximise Success Rates

Accelerate Development

Enhance User Adoption

	STARTER 5 DAYS	INTERMEDIATE 10 DAYS	ADVANCED 20 DAYS
Configuration			
Discovery Workshop	■	■	■
Train the Trainer Session	■	■	■
Tracker Domain setup	■	■	■
Tracking Code setup	■	■	■
EU Privacy Directive	■	■	■
Email Authentication (DNS)	■	■	■
Salesforce User Creation/ Sync	■	■	■
CRM Field Mapping (Standard Objects & Custom Fields)	■	■	■
CRM Connected Campaigns Setup	■	■	■
Unsubscribe/ Email Preferences Page Setup		■	■
Prospect Scoring & Grading		■	■
LinkedIn Connector		■	■
Custom User Roles and Permissions			■
CRM Field Mapping (Custom Objects)			■
Advanced Dynamic Content			■
Advanced Email Analytics, Email Rendering, and Preview Analysis			■
Einstein AI - for Marketing & Sales			■
Business Units			■
Automation & Assets			
Email Templates	■	■	■
Automation Rules	■	■	■
Trackable Links	■	■	■
Segmentation Lists	■	■	■
Tags	■	■	■
Engagement Journeys		■	■
Page Actions		■	■
Landing Pages		■	■
Forms		■	■

Minimum Technical Requirements: Marketing Cloud Account Engagement Licenses

Optional Extras



Training Video



Data Services



Go-Live Floor Walking



System User Guide



Bespoke Services

To find out more go to www.adapt-iq.com