



MARKETING CLOUD ACCOUNT ENGAGEMENT

Quick Start

A working marketing engine — connected, tested and generating qualified leads.

SCOPE 1

Launch

\$6,500

3 weeks

SCOPE 2

Most popular

Growth

\$10,500

4 weeks

SCOPE 3

Scale

\$15,000

5 to 6 weeks

One clear outcome, three levels of complexity

Every scope delivers a live, connected Account Engagement instance with working assets and a lead handover into Salesforce. What changes is the number of campaign assets, the depth of segmentation and scoring, the number of engagement programmes and the level of enablement included. Creative production, add-ons and an ongoing care plan are available with every scope.

Brysa Limited

satish.thiagarajan@brysa.ai · +44 (0) 7867 865 102 · brysa.ai

What you will have at launch

A Brysa MCAE Quick Start gives your marketing team a connected, production-ready Account Engagement instance configured around your agreed lead process rather than a generic demonstration set-up.

Capture leads properly

Forms and landing pages that write cleanly into Salesforce.

Nurture automatically

An engagement programme that runs without manual sends.

Score and grade

Identify which prospects are worth a salesperson's time.

Hand over cleanly

Agreed rules for when and how a lead reaches sales.

Measure campaigns

Connected campaign reporting from click to opportunity.

Launch with confidence

Test, train, deploy and support the first weeks of use.

Included in every scope

- Kick-off, discovery and confirmation of the selected package scope
- Technical set-up including domains, tracking, SPF and DKIM authentication guidance
- Salesforce connector configuration and field mapping
- Brysa testing, coordinated client UAT and production deployment
- Administrator and marketing user enablement appropriate to the selected scope
- Remote post-launch hypercare for the stated period and hour allowance
- A defined route into ongoing support through a Brysa Care Plan

STEP 0 · OPTIONAL

Org Health Check

For organisations with an existing Salesforce org. One week to review current configuration, data quality, technical debt and licence position, ending in a short findings note and a firm fixed price for the build. The full fee is credited against any Quick Start package started within 60 days.

\$2,000

1 week

Credited on proceed

Choose your scope

Start with the option that reflects the complexity you need now. Capability can be added later through fixed-price add-ons without overloading the initial implementation.

CAPABILITY	SCOPE 1 · LAUNCH	SCOPE 2 · GROWTH	SCOPE 3 · SCALE
Fixed price	\$6,500	\$10,500	\$15,000
Best fit	First marketing automation set-up with one nurture	Growing team needing scoring and segmentation	Established team running several journeys
Guide list size	Up to 10,000 prospects	Up to 50,000 prospects	Up to 100,000 prospects
Technical set-up	Domains, tracking and authentication guidance	As Launch	As Launch
Salesforce connector	Connector and standard field mapping	Connector with extended mapping	Connector with advanced mapping and sync rules
Email templates	1 template	Up to 3 templates	Up to 6 templates
Landing pages	1 page	Up to 3 pages	Up to 5 pages
Forms and form handlers	1 form	Up to 3 forms	Up to 5 forms
Engagement programmes	1 programme, up to 4 steps	Up to 2 programmes, up to 8 steps each	Up to 4 programmes, up to 12 steps each
Segmentation	Basic lists	Dynamic lists and up to 5 segmentation rules	Dynamic lists and up to 10 segmentation rules
Scoring and grading	Not included	Standard scoring and grading model	Advanced scoring model with profile criteria
Automation rules	Up to 3	Up to 6	Up to 10
Campaign reporting	3 reports	6 reports and 1 dashboard	10 reports and 2 dashboards
Prospect data import	1 import, up to 5,000 records	1 import, up to 25,000 records	2 imports, up to 50,000 records
Training	Admin and user sessions	Admin, super-user and user sessions	Expanded admin and user enablement
UAT	1 cycle	1 cycle plus retest	2 cycles plus regression retest
Hypercare	10 days, up to 3 hours	21 days, up to 6 hours	30 days, up to 8 hours
Typical delivery	3 weeks	4 weeks	5 to 6 weeks

All limits are maximums within the fixed-price package and are confirmed in the configuration workbook after discovery.

Creative production is available separately

These packages configure the platform and build assets from final approved client-supplied copy and imagery. Where you would like Brysa to write copy, design templates or produce campaign creative, our Creative Services team can quote that as a separate workstream alongside the Quick Start.

SCOPE 1

Launch

\$6,500

For a team setting up marketing automation for the first time, with one nurture programme and a clean handover to sales.

Typical delivery: 3 weeks

WORKSTREAM	WHAT BRYSA WILL DELIVER	INCLUDED LIMIT
Discovery and design	— Kick-off and one requirements workshop of up to 2 hours — Confirm lead process, handover rules, asset requirements and acceptance criteria — Configuration workbook and agreed delivery plan	1 programme 1 workshop
Technical set-up	— Tracker domain, email sending domain and website tracking configuration — SPF, DKIM and authentication guidance for your IT team — Business unit and user set-up for the nominated team	1 business unit
Salesforce connector	— Connector installed, authenticated and validated — Standard field mapping between prospects and Salesforce leads and contacts — Agreed lead assignment and handover rules	Standard mapping
Campaign assets	— One email template built from final approved client-supplied copy and imagery — One landing page and one form with agreed fields and completion actions — Standard consent and preference capture on the form	1 template 1 page, 1 form
Engagement and automation	— One engagement programme of up to 4 steps — Up to 3 automation rules covering assignment, notification or list membership — Basic list structure for the agreed audience	1 programme 3 automation rules
Reporting	— Configure 3 agreed reports covering form conversion and programme performance — Connected campaign set-up for the agreed campaign — One management review of the reporting outputs	3 reports
Prospect data	— Brysa import templates and mapping guidance — One prospect import of up to 5,000 records with pre-import validation — Validation of record counts and mailability status after import	1 import 5,000 records
Test, train and launch	— Brysa testing including rendering and deliverability checks, and one client UAT cycle — Production deployment and launch checklist — One 2-hour administrator session and one 90-minute user session	1 UAT cycle 2 sessions
Post-launch support	— Remote support for questions, defects and minor corrections within the agreed scope — Unused hours expire at the end of the support period — Continues seamlessly into a Care Plan where selected	10 days 3 hours

SCOPE 2

Growth

\$10,500

For a growing team that needs scoring, segmentation and more than one nurture journey running at once.

Typical delivery: 4 weeks

WORKSTREAM	WHAT BRYSA WILL DELIVER	INCLUDED LIMIT
Discovery and design	— Kick-off and up to 2 requirements workshops totalling 4 hours — Confirm up to 2 programmes, scoring model, segmentation and acceptance criteria — Configuration workbook, solution summary and delivery plan	2 programmes 4 workshop hours
Technical set-up	— Everything in Launch — Extended user and role configuration for the marketing team	1 business unit
Salesforce connector	— Connector with extended field mapping across prospects, leads, contacts and campaigns — Agreed sync behaviour and lead assignment rules — Campaign member status alignment for the agreed campaigns	Extended mapping
Campaign assets	— Up to 3 email templates from final approved client-supplied content — Up to 3 landing pages and up to 3 forms with agreed completion actions — Progressive profiling on one form where appropriate	3 templates 3 pages, 3 forms
Segmentation, scoring and automation	— Standard scoring and grading model with agreed thresholds — Dynamic lists and up to 5 segmentation rules — Up to 2 engagement programmes of up to 8 steps each and up to 6 automation rules	5 segmentation rules 6 automation rules
Reporting	— Configure 6 agreed reports and 1 dashboard — Connected campaign reporting across the agreed campaigns — One review of the reporting outputs with the marketing owner	6 reports 1 dashboard
Prospect data	— Brysa import templates and mapping guidance — One prospect import of up to 25,000 records — Validation of record counts, mailability and list membership after import	1 import 25,000 records
Test, train and launch	— Brysa testing, one client UAT cycle and one correction and retest period — Production deployment and launch checklist — Administrator, super-user and user enablement totalling up to 5 hours	1 UAT cycle 5 training hours
Post-launch support	— Remote support for questions, defects and minor corrections within the agreed scope — Unused hours expire at the end of the support period — Continues seamlessly into a Care Plan where selected	21 days 6 hours

SCOPE 3

Scale

\$15,000

For an established marketing team running several journeys with an advanced scoring model and formal governance.

Typical delivery: 5 to 6 weeks

WORKSTREAM	WHAT BRYSA WILL DELIVER	INCLUDED LIMIT
Discovery and design	— Kick-off and up to 3 stakeholder workshops totalling 6 hours — Confirm up to 4 programmes, advanced scoring, segmentation strategy and governance needs — Acceptance criteria, configuration workbook and delivery plan	4 programmes 6 workshop hours
Technical set-up	— Everything in Growth — Review of sending reputation, deliverability settings and unsubscribe handling	1 business unit
Salesforce connector	— Connector with advanced field mapping and agreed sync rules — Campaign member status alignment and closed-loop reporting configuration — Agreed lead lifecycle and recycling rules	Advanced mapping
Campaign assets	— Up to 6 email templates from final approved client-supplied content — Up to 5 landing pages and up to 5 forms with agreed completion actions — Progressive profiling and preference-centre configuration	6 templates 5 pages, 5 forms
Segmentation, scoring and automation	— Advanced scoring model including profile criteria and agreed decay behaviour — Dynamic lists and up to 10 segmentation rules — Up to 4 engagement programmes of up to 12 steps each and up to 10 automation rules	10 segmentation rules 10 automation rules
Reporting and governance	— Configure 10 agreed reports and 2 dashboards for marketing and executive views — Naming conventions, folder structure and asset governance documentation — One reporting review with senior stakeholders	10 reports 2 dashboards
Prospect data	— Brysa import templates, up to 2 imports totalling 50,000 records — Validation of counts, mailability and list membership — Import reconciliation summary provided after go-live	2 imports 50,000 records
Test, train and launch	— Brysa testing and two client UAT cycles with correction and regression retest — Production deployment, launch checklist and administration handover guide — Up to 8 hours of administrator and user training	2 UAT cycles 8 training hours
Post-launch support	— Remote support for questions, defects and minor corrections within the agreed scope — Unused hours expire at the end of the support period — Continues seamlessly into a Care Plan where selected	30 days 8 hours

Add-ons and ongoing care

Most marketing teams need one or two things beyond a standard scope. Rather than moving you up a whole package, these items can be added to any scope at a fixed price and confirmed in the Statement of Work.

Fixed-price add-ons

ADD-ON	FIXED PRICE	TYPICAL EFFECT ON TIMELINE
Additional engagement programme	\$1,900	+2 to 3 days
Additional business unit configuration	\$1,900	+2 to 3 days
Creative Services: copywriting and design for one campaign	From \$2,000	Quoted separately
Additional landing page and form pair	\$1,300	+1 to 2 days
Additional email template	\$1,000	+1 day
Report pack (5 reports, 1 dashboard)	\$1,000	+1 to 2 days
Additional prospect import or 10,000 records	\$1,000	+1 day
Additional automation or segmentation rule	\$700	+0.5 day
Additional training session (90 minutes)	\$700	No change

Add-on prices are the same whether agreed at Statement of Work stage or raised during delivery, and are invoiced with the second instalment.

Brysa Care Plans

Marketing automation needs constant small changes — new forms, new lists, new sends. A Care Plan begins the day hypercare ends, so your team keeps momentum instead of losing access to support at the point they are first running real campaigns. For most marketing teams we recommend Active.

	ESSENTIALS	ACTIVE	PARTNER
Monthly fee	\$750	\$1,600	\$3,000
Included hours	Up to 3 hours	Up to 7 hours	Up to 15 hours
Reactive support	Yes	Yes	Yes, priority
Small changes and fixes	Yes	Yes	Yes
Scheduled change window	Not included	Monthly	Fortnightly
Business review	Not included	Quarterly	Monthly
Roadmap and optimisation input	Not included	Not included	Included
Named Brysa administrator	Not included	Not included	Included

Commit at Statement of Work stage

Where a Care Plan is agreed alongside the Quick Start, Brysa applies a 10% discount to the first six months. Care Plans run on a rolling basis with 30 days' notice, and unused hours do not carry forward.

How the Quick Start is delivered

Brysa uses a structured delivery sequence so decisions are made early, configuration stays within the selected package and your team reaches production quickly.

1	2	3	4	5
Discover	Design	Configure	Validate	Launch
Confirm lead process, audiences, assets and acceptance criteria.	Agree the configuration workbook and package limits.	Set up domains, connector, assets and automation.	Complete client UAT, corrections, training and readiness checks.	Deploy to production and begin the included hypercare period.

Typical timetable

PERIOD	LAUNCH	GROWTH	SCALE
Week 1	Discover and technical set-up	Discover, design and technical set-up	Discovery and solution design
Week 2	Connector, assets and automation	Connector, assets and segmentation	Technical set-up and connector
Week 3	UAT, train and deploy	Scoring, programmes and reporting	Assets, scoring and programmes
Week 4	Hypercare	UAT, train and deploy	Reporting, import and testing
Weeks 5 to 6	Not applicable	Hypercare	UAT, training, governance and deployment

When the clock starts

The delivery period begins once the Statement of Work is signed, the required Account Engagement and Salesforce licences and access are available, DNS changes for tracking and email authentication can be actioned by your IT team, the nominated decision-maker is confirmed and the initial content and prospect data have been supplied. Client delays move the delivery dates accordingly.

Decision and feedback cadence

- Brysa records all agreed decisions in the configuration workbook.
- The client provides one consolidated response at each review point.
- Feedback and approvals are expected within two working days unless otherwise agreed.
- New requirements raised during review are assessed as additional scope and priced from the add-on menu where applicable.

Definitions and responsibilities

The definitions below keep the fixed price clear for both parties.

TERM	WHAT IT MEANS IN THIS PACKAGE
Engagement programme	One automated nurture journey with the stated number of steps, built on standard Engagement Studio actions, triggers and rules.
Email template	One responsive template built from final approved client-supplied copy and imagery, tested across standard clients. It does not include copywriting or original design.
Form	One Account Engagement form or form handler with an agreed field set, completion actions and consent capture.
Automation rule	One declarative rule that assigns, notifies, adds to a list or updates a field. It does not include external callouts or custom code.
Segmentation rule	One dynamic list or segmentation criterion built on available prospect fields.
Clean data	Deduplicated and complete prospect data supplied in Brysa templates, with valid email addresses, consent status and owner values.
Hypercare	Remote questions, defect correction and minor adjustments to the agreed implementation during the stated period and hour allowance.
Care Plan	An ongoing monthly service covering support, small changes and, at higher levels, scheduled change windows and review sessions.

What Brysa needs from you

- Appropriate Account Engagement and Salesforce licences and administrator access
- A nominated decision-maker empowered to approve process and scope decisions
- IT support to action DNS changes for tracking, SPF and DKIM
- Final approved copy, imagery and brand assets for all templates and pages
- Agreed lead qualification and handover rules between marketing and sales
- Prospect data completed in Brysa templates with valid consent status
- Named users to carry out UAT and provide one consolidated issue list
- Attendance at the agreed training sessions and internal user communications

What is not included

The following work sits outside all three standard scopes unless it is expressly added to the Statement of Work. Where an item is needed, Brysa will scope and price it separately.

- Account Engagement, Salesforce or third-party licences and subscription fees
- Copywriting, original design or campaign creative production, which Creative Services quotes separately
- Data cleansing, list hygiene services, enrichment or consent remediation
- Deliverability remediation for an existing damaged sending reputation
- Custom Salesforce development, Apex or Lightning Web Components
- Marketing Cloud Engagement, Data Cloud, Agentforce or other Salesforce products
- Third-party integrations, webinar platforms, CMS integration or middleware
- Multilingual content, translation or region-specific consent frameworks beyond standard configuration
- Migration from another marketing automation platform, including asset or history migration
- Full change management, ongoing campaign execution or additional UAT cycles

Support, defects and additional requirements

AREA	HOW IT IS HANDLED
Included hypercare	Remote support during UK business hours for questions, agreed-scope defects and minor corrections, limited to the package allowance and period.
Defect	An agreed item does not operate in accordance with the approved configuration workbook or acceptance criteria. Defects are corrected at no additional cost.
Enhancement	A new asset, process, report, automation or other requirement not approved in the package scope.
Additional scope	Brysa will explain the impact and provide a fixed price from the add-on menu or a separate estimate. No chargeable work begins without written approval.
Client delay or pause	Delivery dates move where information, access, content, testing or decisions are delayed. A project paused for more than 20 working days may require re-planning.

Commercial terms and next steps

TERMS	
Fixed package prices	Launch \$6,500 · Growth \$10,500 · Scale \$15,000
Org Health Check	\$2,000, credited in full against any package commenced within 60 days.
Payment	50% on commencement and 50% on UAT sign-off. Add-ons are invoiced with the second instalment.
Care Plans	Billed monthly in advance from the day hypercare ends. Rolling term with 30 days' notice.
Scope confirmation	The selected package and any agreed variations are incorporated into the Statement of Work. The fixed price applies within the stated limits and assumptions.
Acceptance	The client reviews the agreed acceptance criteria during UAT. The solution is accepted when material in-scope defects are resolved, or five working days after production deployment if no material defect has been reported.
Validity	All prices are in US dollars and are the total professional services fee for the agreed scope. Valid for 60 days from the date of issue.

Select the right starting point

Launch

Choose this when you are setting up marketing automation for the first time with one nurture journey.

Growth

Choose this when scoring, segmentation, a second programme or more assets are required.

Scale

Choose this when several journeys, an advanced scoring model and asset governance are required.

Let us confirm the right starting point

Every Quick Start begins with a short, no-obligation suitability call. It takes about thirty minutes and confirms three things: which scope fits your marketing operation, whether your Salesforce environment needs an Org Health Check first, and what we would each need to have ready before the clock starts.

Next step

Brysa will hold a short suitability call to confirm the selected package, your Account Engagement and Salesforce environments and the prerequisites. We will then issue the Statement of Work and agree the kick-off date.

satish.thiagarajan@brysa.ai · +44 (0) 7867 865 102 · brysa.ai



Satish Thiagarajan

Chief Executive Officer, Brysa Limited

This document describes Brysa's standard Marketing Cloud Account Engagement Quick Start packages. The signed Statement of Work governs the engagement.