

CDP Institute Standard Use Case	
Name	Journey Analytics
Problem	Cannot identify sequence of interactions associated with different tasks.
Solution	Assemble timeline of customer interactions; group by purpose or outcome; find common paths and branches.
Benefits	Assess impact of current interactions, find problems or opportunities.
KPIs	Number of journeys mapped; Nbr of interactions mapped; % total interactions mapped; recommendation adopted
Task 1	assemble customer profiles including interactions
Task 2	build journey maps
Task 3	analyze maps and make recommendations
Task 4	
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Analyze Data
• Goal	Acquisition - Conversion; Grow Value; Retention
• Feature	Cookie Management; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Cross-Campaign Arbitration; Multi-Channel Campaigns