



CDP Institute Standard Use Case	
Name	DMP Interactions
Problem	Need to synchronize DMP and CDP data.
Solution	Send anonymized profiles to DMP, which will use them to create audiences or bids; return results to CDP for analysis.
Benefits	More effective advertising based on audiences built with richer data; better analysis of campaign results to allow future optimization.
KPIs	number of records enhanced, change in ad results vs. control
Task 1	assemble customer profiles
Task 2	send anonymized extracts to DMP
Task 3	execute campaigns in DMP and return results to CDP
Task 4	measure results
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Outbound
• Goal	Acquisition - Conversion; Grow Value; Retention
• Feature	Cookie Management; Ingestion API; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Dynamic Content