



CDP Institute Standard Use Case	
Name	Onboarding (Append External IDs)
Problem	Append external identifiers to existing customer records
Solution	Send customer records including IDs to external vendor who will match against additional identifiers and return these to append to the customer's profile.
Benefits	New identifiers allow more accurate matching; gain ability to reach consumers in multiple channels.
KPIs	Nbr of records with external ID added; % match by ID type
Task 1	Creates extract file and send to external vendor
Task 2	Receive and load enhanced file from external vendor
Task 3	Measure results
Task 4	
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Extract, Unify, Expose Data; Identity Resolution/Unification
• Goal	Acquisition - Conversion
• Feature	Ingestion API; Persistent ID; Golden Record; Direct Access; Cross-Campaign Arbitration