



<b>CDP Institute Standard Use Case</b>	
<b>Name</b>	Feature Notifications
<b>Problem</b>	Notify customers of new features that are relevant to them.
<b>Solution</b>	Identify customers with products affected by new feature and/or whose past behavior indicates high likelihood of interest in new feature.
<b>Benefits</b>	Less waste and customer annoyance by sending more relevant messages based on more complete data.
<b>KPIs</b>	nbr of messages sent, change in lifetime value of customers included in the campaigns
<b>Task 1</b>	Assemble customer profiles including attributes and behaviors
<b>Task 2</b>	For each feature, create list of customers likely to be affected or interested
<b>Task 3</b>	Create messages and send to selected customers
<b>Task 4</b>	Measure change in immediate value and lifetime value of included customers vs control
<b>Task 5</b>	
<b>Task 6</b>	
<b>Related Materials</b>	
<b>Tags:</b>	
• <b>Function</b>	Identity Resolution/Unification; Outbound
• <b>Goal</b>	Grow Value; Retention
• <b>Feature</b>	Cookie Management; Real-Time Data Load; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Real Time Access; Multi-Channel Campaigns; Dynamic Content