



CDP Institute Standard Use Case	
Name	Behavior Analysis
Problem	Track customer actions over time.
Solution	Assemble timeline of customer actions; find behavior patterns by segment, purpose, outcome, etc.
Benefits	Understand customer behavior; find problems or opportunities; better predict behaviors.
KPIs	Nbr of customers analyzed, nbr of significant events and paths identified, % of customer actions within identified events and paths
Task 1	Load and standardize behavior data, including conversion from unstructured/semi structured into structured as needed
Task 2	Analyze data to identify common paths and significant events (i.e., events that predict divergent future results)
Task 3	Measure results
Task 4	
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Identity Resolution/Unification; 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