



CDP Institute Standard Use Case	
Name	Churn Prediction
Problem	Estimate likelihood of customer churn using model based on CDP data.
Solution	Execute model based on CDP data; store result on profile for use in CDP or other systems
Benefits	More accurate models based on more complete, current data.
KPIs	Nbr of predictions issued; accuracy of predictions; labor and elapsed time to build model
Task 1	Assemble customer profiles and create training data
Task 2	Build predictive model
Task 3	Deploy model, score records, store result
Task 4	Measure model accuracy over time; estimate value gained from having scores available
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Identity Resolution/Unification; Predictive / AI
• Goal	Grow Value; Retention
• Feature	Cookie Management; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive