



CDP Institute Standard Use Case	
Name	Real Time Content Recommendations
Problem	Need to select content for known customers in real time based on their past data.
Solution	Receive realtime stream of visitor behaviors and IDs from channel system; use ID to find visitor's profile in the CDP; apply rules or predictive models to select best content using profile data; send to channel system for delivery; track behavior during session and make adjusted selections.
Benefits	More effective content selection based on access to customer history stored in CDP.
KPIs	number of recommendations issued, response rate vs control
Task 1	assemble customer profiles and create training data
Task 2	build predictive models
Task 3	deploy models, connect to channel system
Task 4	measure results
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Real Time Interactions
• Goal	Awareness; Acquisition - Conversion; Grow Value; Retention
• Feature	Cookie Management; Ingestion API; Client-Built Data Load; End-User Data Load; Schema-Free Data Load; Real-Time Data Load; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Real Time Access; Real Time Messages; Cross-Campaign Arbitration; Multi-Channel Campaigns; Dynamic Content