



CDP Institute Standard Use Case	
Name	Locate Field Events Based on Intent
Problem	Use customer data to select location of field events.
Solution	Assign customers to location-based clusters; identify clusters with most customers having high intent and value scores; schedule events in those areas.
Benefits	Gain better value from events by basing location on potential customer value rather than simple customer counts.
KPIs	value generated by events where location was chosen based on new vs old methods
Task 1	Assemble customer profiles including attributes and behaviors, including location
Task 2	Select event locations and audiences based on data
Task 3	Execute events
Task 4	Measure results and compare vs previous events
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