



CDP Institute Standard Use Case	
Name	Cross-channel Campaigns
Problem	Send optimal messages to customers across all channels.
Solution	Develop models to predict response to alternative treatments, select best channels, select bet timing, and make other choices needed to determine optimal treatment to each customer. Send instructions to delivery systems to execute.
Benefits	Optimal profitability based on having complete data on individual customers and complete history on past customers for training the system.
KPIs	Nbr of messages sent, retention rate, long-term change in value of customers in campaigns vs control
Task 1	Assemble customer profiles and create training data
Task 2	Create predictive models for response to alternative treatments, future value, best channels, best timing, etc.
Task 3	Define campaign selection rules incorporating model scores
Task 4	Deploy campaigns by applying selection rules and sending messages to delivery systems
Task 5	Measure results of campaigns vs control
Task 6	
Related Materials	
Tags:	
• Function	Identity Resolution/Unification; Omni Channel
• Goal	Acquisition - Conversion; Grow Value; Retention
• Feature	Cookie Management; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Multi-Step Campaigns; Cross-Campaign Arbitration; Multi-Channel Campaigns