



<b>CDP Institute Standard Use Case</b>	
<b>Name</b>	Segment Discovery
<b>Problem</b>	Identify sets of customers that can be usefully treated as segments.
<b>Solution</b>	Analyze customer profiles to find clusters with similar attributes or behaviors; assess potential to treat these distinctly.
<b>Benefits</b>	Find opportunities to improve results through better targeted customer treatments.
<b>KPIs</b>	nbr of significantly different, actionable segments uncovered; % of customers in defined segments; value generated based on segmentations; labor time to build segments
<b>Task 1</b>	Assemble customer profiles including attributes and behaviors
<b>Task 2</b>	Convert profiles into data sets suitable for analysis
<b>Task 3</b>	Apply statistical tools to identify customer segments with substantially different behaviors
<b>Task 4</b>	Estimate value of possible interactions based on segmentation, making sure necessary data will be available at that point in the customer life cycle
<b>Task 5</b>	Execute test campaigns and measure results
<b>Task 6</b>	
<b>Related Materials</b>	
<b>Tags:</b>	
• <b>Function</b>	Identity Resolution/Unification; Analyze Data
• <b>Goal</b>	Acquisition - Conversion; Grow Value; Retention
• <b>Feature</b>	Cookie Management; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Cross-Campaign Arbitration; Multi-Channel Campaigns