



CDP Institute Standard Use Case	
Name	Best Customer Profiles
Problem	Identify attributes common to best customers.
Solution	Define criteria for best customer; assemble list of customers meeting criteria; identify attributes that distinguish them from others.
Benefits	Identify high potential prospects (to acquire) and leads (on internal lists)
KPIs	Nbr of best customers identified, % of best customers included in defined segments, % of non-best customers in same segments, ability to predict future value
Task 1	Load and standardize customer identifiers, using reference data
Task 2	Define and verify matching process
Task 3	Apply matching process, create and apply persistent personal IDs
Task 4	Combine online and offline data into unified customer profiles
Task 5	Define 'best customer' and use data exploration tools to identify characteristics of best customer segments
Task 6	Measure results
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