



CDP Institute Standard Use Case	
Name	Real Time Behavioral Profiling
Problem	Need to classify anonymous visitors in real time based on their behaviors.
Solution	Receive realtime stream of anonymous visitor behavior from channel system; apply rules or predictive models to classify visitors based on behaviors and attributes; send classification to channel system to use in selecting treatments.
Benefits	More effective profiling based on ability to build predictions derived from history of previous visitors, as stored in CDP profiles.
KPIs	number of classifications issued; response rate of recommended treatments vs control
Task 1	assemble customer profiles and create training data
Task 2	build predictive models
Task 3	deploy models, connect to channel systems, issue real-time predictions
Task 4	measure results
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Real Time Interactions
• Goal	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; Multi-Step Campaigns; Cross-Campaign Arbitration; Multi-Channel Campaigns