



<b>CDP Institute Standard Use Case</b>	
<b>Name</b>	Abandoned Cart Campaigns
<b>Problem</b>	Send messages to customers who abandon shopping carts and stop sending messages when no longer relevant.
<b>Solution</b>	Receive abandoned cart lists from ecommerce systems; use profile data to determine best treatment for each customer on list; send appropriate customers and offers to retargeting systems (email, mobile, social, web ads, Web site). Remove customers from list when they buy or take other action.
<b>Benefits</b>	More effective campaigns based on acting more quickly, excluding inappropriate customers, sending more appropriate offers, and removing customers more quickly when appropriate.
<b>KPIs</b>	labor and elapsed time to set up campaigns; nbr of messages sent; immediate value generated; long-term change in value of customers in campaigns vs control
<b>Task 1</b>	Assemble customer profiles including attributes and behaviors, including behaviors used measure campaign results (e.g. purchases)
<b>Task 2</b>	Define campaign selection rules, including abandoned cart data and customer history
<b>Task 3</b>	Deploy campaigns by reading abandoned cart data, applying selection rules, and sending messages to delivery system
<b>Task 4</b>	Remove customers from campaign lists as responses are received
<b>Task 5</b>	Measure results of campaigns vs control
<b>Task 6</b>	
<b>Related Materials</b>	
<b>Tags:</b>	
• <b>Function</b>	Identity Resolution/Unification; Outbound
• <b>Goal</b>	Acquisition - Conversion; Grow Value; Retention
• <b>Feature</b>	Cookie Management; Client-Built Data Load; End-User Data Load; Schema-Free Data Load; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Real Time Access; Real Time Messages; Cross-Campaign Arbitration; Multi-Channel Campaigns; Dynamic Content