



CDP Institute Standard Use Case	
Name	Measure Campaign Effectiveness (Attribution)
Problem	Estimate the change in behavior caused by a marketing program.
Solution	Identify sets of otherwise similar customers who did and didn't experience a marketing program; compare subsequent behaviors.
Benefits	Determine value of marketing programs to help guide marketing spend and understand customer behaviors.
KPIs	labor and elapsed time to measure campaign value; time after launch to create accurate estimate of campaign value; amount of promotion budget spent on measured campaigns; improvement in campaign value generated by better and faster measurements
Task 1	Assemble customer profiles including attributes and behaviors; assemble campaign data including audiences, cost, and results
Task 2	Convert profiles into data sets suitable for analysis
Task 3	Apply statistical tools to measure campaign value and to predict value as campaigns are under way
Task 4	Estimate value of using measurements, including long-term marketing mix and short-term optimization of in-flight campaigns
Task 5	Apply measurements and measure actual results
Task 6	
Related Materials	
Tags:	
• Function	Identity Resolution/Unification; Analyze Data
• Goal	Acquisition - Conversion; Grow Value; Retention; Expense Reduction
• Feature	Cookie Management; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Cross-Campaign Arbitration; Multi-Channel Campaigns