



CDP Institute Standard Use Case	
Name	Golden Record
Problem	Need to identify most accurate available information for each customer attribute and share with other systems
Solution	Link customer data inputs from different sources that relate to the same person; apply rules and reference data to select the attribute most likely to be correct; publish these attributes as 'golden record' for other systems to use
Benefits	Most accurate data used for all purposes; customer information is presented consistently across all interactions; changes are quickly disseminated
KPIs	nbr profiles merged, average variations per profile, nbr Golden Records shared, nbr of variations of target system data vs Golden record
Task 1	assemble customer data
Task 2	select best version of each attribute to create Golden Record
Task 3	share Golden Records with other systems
Task 4	measure results
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Extract, Unify, Expose Data
• Goal	Awareness; Acquisition - Conversion; Grow Value; Retention
• Feature	Client-Built Data Load; End-User Data Load; Schema-Free Data Load; Persistent ID; Probabilistic Match; Golden Record; Direct Access