



CDP Institute Standard Use Case	
Name	Social Media Audiences
Problem	Send audiences to social media ad vendors.
Solution	Select audiences for social media advertising; send hashed email or other identifiers plus desired message; subsequently analyze performance of selected names.
Benefits	More effective advertising based on audiences built with richer data; better analysis of campaign results to allow future optimization.
KPIs	Nbr of lists created, Nbr of names sent, labor and elapsed time to create lists, campaign results
Task 1	Assemble customer profiles including attributes and behaviors, including behaviors used measure campaign results (e.g. purchases)
Task 2	Select lists based on user-specified criteria, in required data formats
Task 3	Send lists and desired message to social media ad systems
Task 4	Measure campaign results
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Identity Resolution/Unification; Outbound
• Goal	Acquisition - Conversion; Grow Value; Retention
• Feature	Cookie Management; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Cross-Campaign Arbitration; Dynamic Content