



CDP Institute Standard Use Case	
Name	Append Intent Data
Problem	Need to add intent data from external sources to customer profiles in CDP.
Solution	Send data on target customers to external system, which will match against its data, append intent data (or set up alerts for future data) and return data to load into CDP or other systems
Benefits	More accurate targeting and alerts by adding intent data to customer profiles in CDP; easily share intent data with all other systems.
KPIs	nbr of profiles updated, nbr of systems using intent data, nbr of intent-based alerts, value generated by campaigns using response data
Task 1	create list and send to external vendor for matching
Task 2	receive intent data from vendor and append to customer profiles
Task 3	share enhanced profiles with other systems and track usage
Task 4	measure results
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Predictive / AI
• Goal	Acquisition - Conversion; Grow Value; Retention
• Feature	Cookie Management; Real-Time Data Load; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Real Time Access