



CDP Institute Standard Use Case	
Name	Email List Creation
Problem	Need to select best customers for email campaign
Solution	Define rules or model scores to identify best customers for a specific campaign; select those customers subject to additional constraints e.g. frequency caps, email permissions; send list to email systems for delivery.
Benefits	Easy list creation because all data is in preassembled profile; more accurate selection based on more accurate data.
KPIs	nbr of lists processed through system; nbr of predictive models built; response rate lift vs control; total value from list during time period; work hours to create list; elapsed time to create list
Task 1	assemble customer profiles
Task 2	build predictive model for specified campaign
Task 3	select audience list using predictive model and other constraints
Task 4	send list inc. control to external system for delivery
Task 5	execute campaign and read results
Task 6	
Related Materials	
Tags:	
• Function	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; Multi-Channel Campaigns