



CDP Institute Standard Use Case	
Name	Identify Channel Preference
Problem	Determine which channels work best for each customer.
Solution	Analyze history of interactions by channel for each customer; identify customers who show preference for one or other channel.
Benefits	Improve response, avoid wasted messages, avoid making customers annoyed.
KPIs	change in response rate, customer satisfaction, and lifetime value when messages are sent in preferred channels
Task 1	Assemble customer profiles including attributes and behaviors
Task 2	Convert profiles into data sets suitable for analysis
Task 3	Analyze data and build rules or models to identify channel preferences
Task 4	Deploy rules or models to assign preference during operations
Task 5	Design programs that select channel based on assigned preference
Task 6	Measure results of preference-based messages vs control
Related Materials	
Tags:	
• Function	Identity Resolution/Unification; Analyze Data
• 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