



CDP Institute Standard Use Case	
Name	Real Time Location-based Personalization
Problem	Select best message in real time based on current customer location and past data.
Solution	Receive real time stream of visitor locations and IDs from channel system; use location to look up relevant information (e.g. local weather); use ID to find visitor's profile in the CDP; use location plus profile to infer customer context (e.g. work, home, vacation); apply rules or predictive models to select best message using all data; send to channel system for delivery; track behavior during session and make new adjusted selections.
Benefits	More effective product selection based on access to customer history stored in CDP.
KPIs	Nbr of messages sent, immediate value per visit, life time value of customers in campaigns
Task 1	Assemble customer profiles including attributes and behaviors
Task 2	Connect personalization system to sources of location-related data e.g. weather, local inventory
Task 3	Define message selection rules including predictive models if relevant
Task 4	Deploy models and rules into personalization system
Task 5	Connect personalization system to channel system to receive customer ID and behaviors including location from channel system in real time; read customer profile and apply selection rules in personalization system; and send result to channel system to deliver; retain data in memory so it is available for additional selections during same interaction
Task 6	Measure change in immediate value and lifetime value of included customers vs control
Related Materials	
Tags:	
• Function	Identity Resolution/Unification; Real Time Interactions
• Goal	Acquisition - Conversion; Grow Value; Retention
• Feature	Cookie Management; Ingestion API; Client-Built Data Load; End-User Data Load; Schema-Free Data Load; Real-Time Data Load; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Automated Predictive; Real Time Access; Real Time Messages; Multi-Step Campaigns; Cross-Campaign Arbitration; Multi-Channel Campaigns