



CDP Institute Standard Use Case	
Name	KPI Reporting
Problem	Generate reports based on Key Performance Indicators.
Solution	Define KPI formulas; calculate using customer data; deliver reports.
Benefits	Easier to create reports from unified database; can build on standard variables, etc. maintained in CDP.
KPIs	labor and elapsed time to generate reports, users satisfaction with reports, labor to deploy new KPI
Task 1	Assemble customer profiles including attributes and behaviors
Task 2	Design and deploy KPI reports
Task 3	Maintain and modify reports over time
Task 4	Measure user satisfaction with reports
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Identity Resolution/Unification; Analyze Data
• Goal	Acquisition - Conversion; Grow Value; Retention
• Feature	Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Cross-Campaign Arbitration; Multi-Channel Campaigns