



CDP Institute Standard Use Case	
Name	Enrichment (Append External Data)
Problem	Append external attribute and behavioral data to existing customer records
Solution	Send customer records including IDs to external vendor who will match against their files, append new attributes, and return these to append to the customer's profile.
Benefits	Profiles are more accurate, contain new data types, and have fewer missing values. This allows more robust analysis and segmentation.
KPIs	Nbr of records with external data added; % match by data element
Task 1	Create extract file and send to external vendor
Task 2	Receive and load enhanced file from external vendor
Task 3	Measure results
Task 4	
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Extract, Unify, Expose Data; Identity Resolution/Unification
• Goal	Acquisition - Conversion; Grow Value; Retention
• Feature	Ingestion API; Persistent ID; Golden Record; Direct Access