



CDP Institute Standard Use Case	
Name	Identify Underserved Segments
Problem	Find customer segments that could be contacted more often with good results.
Solution	Analyze interaction history to find customers with few contacts during recent period; find clusters of customers who would have been eligible for contact; assess potential value of contacting them with best messages.
Benefits	Gain additional value from existing customers.
KPIs	nbr of significantly different, actionable segments uncovered; % of customers in defined segments; value generated based on segmentations; labor time to build segments
Task 1	Assemble customer profiles including attributes and behaviors
Task 2	Convert profiles into data sets suitable for analysis
Task 3	Apply statistical tools to identify segments that receive below-average numbers of contacts
Task 4	Estimate value of possible interactions based on segmentation, making sure necessary data will be available at that point in the customer life cycle
Task 5	Execute test campaigns and measure results
Task 6	
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