



<b>CDP Institute Standard Use Case</b>	
<b>Name</b>	Reactivation Campaigns
<b>Problem</b>	Send messages to customers who have stopped doing business or are at risk.
<b>Solution</b>	Define selection criteria drawing on behaviors in customer profile; select customers and appropriate message; send to delivery system.
<b>Benefits</b>	More effective campaigns based on richer data; can identify more customers to contact, select best message, and exclude customers who should not be contacted (because will never renew, will renew anyway, are unprofitable, etc.)
<b>KPIs</b>	nbr of messages sent, reactivation rate, long-term change in value of customers in campaigns vs control
<b>Task 1</b>	Assemble customer profiles including attributes and behaviors
<b>Task 2</b>	Define campaign selection rules including predictive models if relevant
<b>Task 3</b>	Deploy campaigns by applying selection rules and sending messages to delivery systems
<b>Task 4</b>	Measure results of campaigns vs control
<b>Task 5</b>	
<b>Task 6</b>	
<b>Related Materials</b>	
<b>Tags:</b>	
• <b>Function</b>	Identity Resolution/Unification; Outbound
• <b>Goal</b>	Grow Value; Retention
• <b>Feature</b>	Cookie Management; Real-Time Data Load; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Real Time Access; Real Time Messages; Multi-Channel Campaigns; Dynamic Content