



CDP Institute Standard Use Case	
Name	Engage Time Optimization
Problem	Send emails or other outbound messages at optimal time for each customer.
Solution	Execute model based on CDP data; store result on profile for use in CDP or other systems.
Benefits	More accurate models based on more complete, current data.
KPIs	Nbr of messages affected, email results (read, click,etc.), long-term value of affected customers
Task 1	Assemble customer profiles and create training data
Task 2	Build predictive model
Task 3	Deploy model, score records, store result (best send time) on records
Task 4	Measure results of emails scheduled using predictions vs. control
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Identity Resolution/Unification; Predictive / AI
• Goal	Acquisition - Conversion; Grow Value; Retention
• Feature	Cookie Management; Real-Time Data Load; Persistent ID; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Real Time Access; Real Time Messages; Multi-Step Campaigns; Cross-Campaign Arbitration