



| CDP Institute Standard Use Case | |
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| Name | Run Stream Tests |
| Problem | Compare behaviors of customers in different long-running marketing programs |
| Solution | Select similar sets of customers and assign to test vs control groups; execute test over time; compare behaviors at end of test. |
| Benefits | Determine impact of test programs to find best customer treatments. |
| KPIs | labor and elapsed time to set up stream tests; amount of marketing budget spent on campaigns influenced by tests; expected improvement in results based on what's learned from tests |
| Task 1 | Assemble campaign audiences; assign stream test groups and execute campaigns with different treatments for different streams |
| Task 2 | Assemble campaign data including audiences, cost, and results |
| Task 3 | Convert campaign data into data sets suitable for analysis |
| Task 4 | Apply analytical tools to compare results of different streams; measure long-term value in addition to immediate results |
| Task 5 | Estimate value of using measurements, including long-term marketing mix and short-term optimization of in-flight campaigns |
| Task 6 | Apply measurements and measure actual results |
| 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 |