



CDP Institute Standard Use Case	
Name	Topic Interest Prediction
Problem	Need to estimate customer interest in different topics using model based on CDP data.
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 predictions issued; response rate of promotion using predictions vs control
Task 1	assemble customer profiles and create training data
Task 2	build interest model
Task 3	deploy model, score records, store result
Task 4	use intent scores in promotion
Task 5	measure results
Task 6	
Related Materials	
Tags:	
• Function	Predictive / AI
• Goal	Acquisition - Conversion; Grow Value; Retention
• Feature	Cookie Management; Real-Time Data Load; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Real Time Access; Multi-Step Campaigns; Cross-Campaign Arbitration; Multi-Channel Campaigns; Dynamic Content