



CDP Institute Standard Use Case	
Name	Personalized Message Selection
Problem	Provide customer-level data to personalization system.
Solution	Specify data elements to use in personalization; specify list selection criteria; create list with data elements included and send to delivery system.
Benefits	Select best message for each customer and include personal information within each message.
KPIs	Nbr of messages created, nbr of variations created, response rate vs control, labor and elapsed time per campaign
Task 1	Assemble customer profiles including attributes and behaviors; assemble library of message templates and variables
Task 2	Build predictive models and rules to select best message; output includes list selection criteria, data elements required, and selection models/rules
Task 3	Deploy models and rules into personalization system
Task 4	Connect personalization system to delivery system (outbound or real time interaction), so can pull customer ID from delivery system to personalization system; read customer profile, and select personalized message in personalization system; and send result to delivery system to execute
Task 5	Measure results of personalized messages vs control
Task 6	
Related Materials	
Tags:	
• Function	Identity Resolution/Unification; Outbound
• Goal	Acquisition - Conversion; Grow Value; Retention
• Feature	Cookie Management; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Multi-Channel Campaigns; Dynamic Content