



CDP Institute Standard Use Case	
Name	Exclude Previous Buyers
Problem	Remove previous buyers from campaigns for specific products.
Solution	Exclude customers from product campaigns based on purchases made across all channels, as captured in unified customer database.
Benefits	Less waste and customer annoyance by sending more relevant messages based on more complete data.
KPIs	nbr of buyers removed, change in campaign value, change in lifetime value of removed customers
Task 1	Assemble customer profiles including purchases across all channels
Task 2	For each campaign, create exclusion list of customers who have previous purchased the product being sold
Task 3	Apply the exclusion lists
Task 4	Measure change in immediate value and lifetime value of excluded customer vs control
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Identity Resolution/Unification; Outbound
• Goal	Grow Value; Retention; Expense Reduction
• Feature	Cookie Management; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Multi-Channel Campaigns; Dynamic Content