



CDP Institute Standard Use Case	
Name	Tag Management
Problem	Use CDP pixel on Web site to capture user behavior
Solution	Place CDP pixel on Web site, configure as needed to select data to ingest and destination(s)
Benefits	Replace one or more Web site tag solutions; get consistent data from multiple Web sites
KPIs	nbr of tags on site, site load time, labor to add tag to new site, labor to add new destination, labor to capture new event
Task 1	Add new tag and remove obsolete tags to Web site, including mapping of data destinations
Task 2	Measure impact on site load time, labor time
Task 3	
Task 4	
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Extract, Unify, Expose Data; Identity Resolution/Unification
• Goal	Acquisition - Conversion; Grow Value; Retention
• Feature	Cookie Management; Persistent ID; Probabilistic Match; Golden Record; Direct Access