



CDP Institute Standard Use Case	
Name	Find High Value Customers
Problem	Identify individual customers who have returned high value
Solution	Define criteria for high value customers; assemble list of customers meeting criteria
Benefits	Create special programs for high value customers, e.g. special offers, rewards, recognition, referrals, advocacy, etc.
KPIs	Nbr of high value customers identified, % of high value customers included in defined segments, % of low value customers in same segments, ability to predict future value
Task 1	Load and standardize customer identifiers, using reference data
Task 2	Define and verify matching process
Task 3	Apply matching process, create and apply persistent personal IDs
Task 4	Combine online and offline data into unified customer profiles
Task 5	Define 'high value' and use data exploration tools to identify characteristics of high value segments
Task 6	Measure results
Related Materials	
Tags:	
• Function	Identity Resolution/Unification; Analyze Data
• Goal	Grow Value; Retention
• Feature	Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Cross-Campaign Arbitration; Multi-Channel Campaigns