



| CDP Institute Standard Use Case | |
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| Name | Lookalike Models |
| Problem | Select best prospects (on external lists) using model based on CDP data. |
| Solution | Send data on best customers to external system, which will match against its data, build a lookalike model, and return highest-ranked prospects to load into CDP or other systems |
| Benefits | More accurate models based on more complete, current data, including profitability of existing customers. |
| KPIs | Nbr of prospects received; value of prospects |
| Task 1 | Assemble customer profiles |
| Task 2 | Define 'best customer' and use data exploration tools to identify characteristics of best customer segments |
| Task 3 | Create 'best customer' list and send to external vendor |
| Task 4 | Receive best prospects from external vendor and add to database |
| Task 5 | Share best prospects with other systems to use in promotions |
| Task 6 | Measure value of prospects vs. value of prospects selected with other methods |
| Related Materials | |
| Tags: | |
| • Function | Identity Resolution/Unification; Predictive / AI |
| • Goal | Acquisition - Conversion |
| • Feature | Cookie Management; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive |