



<b>CDP Institute Standard Use Case</b>	
<b>Name</b>	Segment Assignment
<b>Problem</b>	Tag customers who belong to previously defined segments.
<b>Solution</b>	Define segment criteria; tag customers who meet the criteria; track movement in or out of segments over time.
<b>Benefits</b>	Easily apply segment-based treatments to individual customers; run programs triggered by segment change.
<b>KPIs</b>	nbr of customers assigned to defined segments; % of customers in any defined segment; value generated based on segments; labor and processing time to update segments
<b>Task 1</b>	Assemble customer profiles including attributes and behaviors
<b>Task 2</b>	On regular basis (e.g. daily), assign customers to segments using predefined segment definitions and track movement between segments
<b>Task 3</b>	Design and execute marketing campaigns based on segment status and changes in status
<b>Task 4</b>	Execute test campaigns and measure results
<b>Task 5</b>	
<b>Task 6</b>	
<b>Related Materials</b>	
<b>Tags:</b>	
• <b>Function</b>	Identity Resolution/Unification; Analyze Data
• <b>Goal</b>	Acquisition - Conversion; Grow Value; Retention
• <b>Feature</b>	Cookie Management; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Cross-Campaign Arbitration; Multi-Channel Campaigns