



CDP Institute Standard Use Case	
Name	Trigger Messages
Problem	Send messages to customers based on specified actions or events.
Solution	Define trigger events; select customers who experience trigger event in real time or near realtime; select best message; send to delivery system.
Benefits	More effective messages and higher customer satisfaction by sending more relevant messages.
KPIs	nbr of messages sent in trigger campaigns, total messages sent per customer, change in lifetime value of customers included in the campaigns
Task 1	Assemble customer profiles including attributes, behaviors, and specified events
Task 2	Define trigger event, messages, and selection rules for customers to be included
Task 3	Set up process to capture trigger events when are added to customer profile, execute campaign rules, and send specified message for delivery
Task 4	Measure change in immediate value and lifetime value of included customers vs control
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Identity Resolution/Unification; Outbound
• Goal	Acquisition - Conversion; Grow Value; Retention
• Feature	Cookie Management; Real-Time Data Load; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Real Time Access; Real Time Messages; Multi-Step Campaigns; Cross-Campaign Arbitration; Multi-Channel Campaigns; Dynamic Content