



CDP Institute Standard Use Case	
Name	Retention Campaigns
Problem	Need to send optimal treatments to retain existing customers.
Solution	Develop models to predict churn, predict responsiveness to alternative treatments, estimate future value, select best channels, select best timing, and make other choices needed to determine optimal treatment to each customer, bearing in mind that some customers will renew without an incentive and some customers are not profitable. Send instructions to delivery systems to execute.
Benefits	Optimal profitability based on having complete data on individual customers and complete history on past customers for training the system.
KPIs	retention rate; profit on retained customers; customer value by cohort
Task 1	assemble customer profiles and create training data
Task 2	build predictive models
Task 3	deploy models, run retention campaigns
Task 4	measure results
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Omni Channel
• Goal	Grow Value; Retention
• Feature	Cookie Management; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Multi-Step Campaigns; Cross-Campaign Arbitration; Multi-Channel Campaigns; Dynamic Content