



<b>CDP Institute Standard Use Case</b>	
<b>Name</b>	Cross Sell and Upsell (During Purchase)
<b>Problem</b>	Select best product for known customers in real time based on their past data.
<b>Solution</b>	Receive realtime stream of visitor behaviors and IDs from channel system; use ID to find visitor's profile in the CDP; apply rules or predictive models to select best product using profile data; send to channel system for delivery; track behavior during session and make new adjusted selections.
<b>Benefits</b>	More effective product selection based on access to customer history stored in CDP.
<b>KPIs</b>	nbr of messages sent, immediate value per visit, life time value of customers in campaigns
<b>Task 1</b>	Assemble customer profiles including attributes and behaviors
<b>Task 2</b>	Define message selection rules including predictive models if relevant
<b>Task 3</b>	Deploy models and rules into personalization system
<b>Task 4</b>	Connect personalization system to channel system to receive customer ID and behaviors including product selections from channel system in real time; read customer profile and apply selection rules in personalization system; and send result to channel system to deliver; retain data in memory so it is available for additional selections during same interaction
<b>Task 5</b>	Measure change in immediate value and lifetime value of included customers vs control
<b>Task 6</b>	
<b>Related Materials</b>	
<b>Tags:</b>	
• <b>Function</b>	Identity Resolution/Unification; Real Time Interactions
• <b>Goal</b>	Grow Value
• <b>Feature</b>	Cookie Management; Ingestion API; Client-Built Data Load; End-User Data Load; Schema-Free Data Load; 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