* General problem (summary, uncertainty ist wichtig in versch disziplinen, bei … vernachlässigt - plakativ)
* Previous Research (in anderen disziplinen sehr populär)
* Research gap (contributions dieses papers, Zweck)
* What solution is presented in this work and what are the results? (wie ich das mache, Mittel zum Zweck)
* Structure of the paper
* Allocating marketing resources essential for justification and success
* RFM models widely used
* More sophisticated models like pnbd or Beta Geometric/Beta Binomial (BG/BB) are also known since 70s but still inaccurate
* Little research about uncertainty in clv estimation or uncertainty
* BG/BB: Variance derivation by 1L
* Pnbd: Prediction intervals by CLVTools
* No closed form for pnbd
* Unclear which uncertainty is involved in these predictions and where it comes from
* Focus on pnbd model
* Assess prediction intervals with several measures
* Suppose other methods than bootstrap and introduce them in the pnbd context
* Benchmark bootstrap against the other methods
* Identify their usefulness in customer selection
* Literature review: Role and sources of uncertainty, known methods to derive PIs
* Main part:
  + Adaptation of methods and their use in the pnbd context
  + Application with real-world datasets
  + Results: Benchmarking and identification of method strengths and weaknesses
  + Application in marketing
* Discussion and conclusion
* “Limitations and future research”