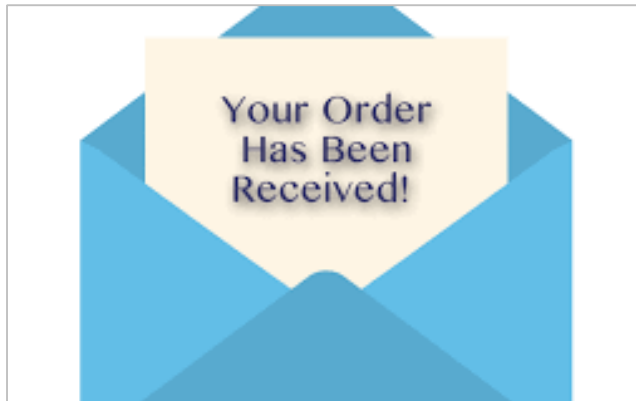


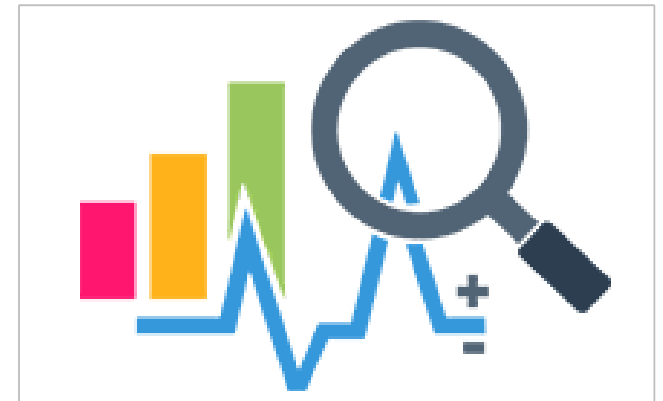
Use cases for Lab



- AJO: Send an order confirmation message when a purchase happens



- CDP: Activate all profiles who have visited an iPhone 13 product page and no order exists for an for an iPhone 13 or do not have an active iPhone 13.
- CDP: Activate all profiles who have visited an Pixel 6 product page and no order exists for an for an Pixel 6 and do not have an active Pixel 6



- CDP Find all customers who have a total billing data usage in the last 6 months >140GB, a rolling 6 month avg. monthly data usage of >=20GB and they do not have an ultimate phone plan.