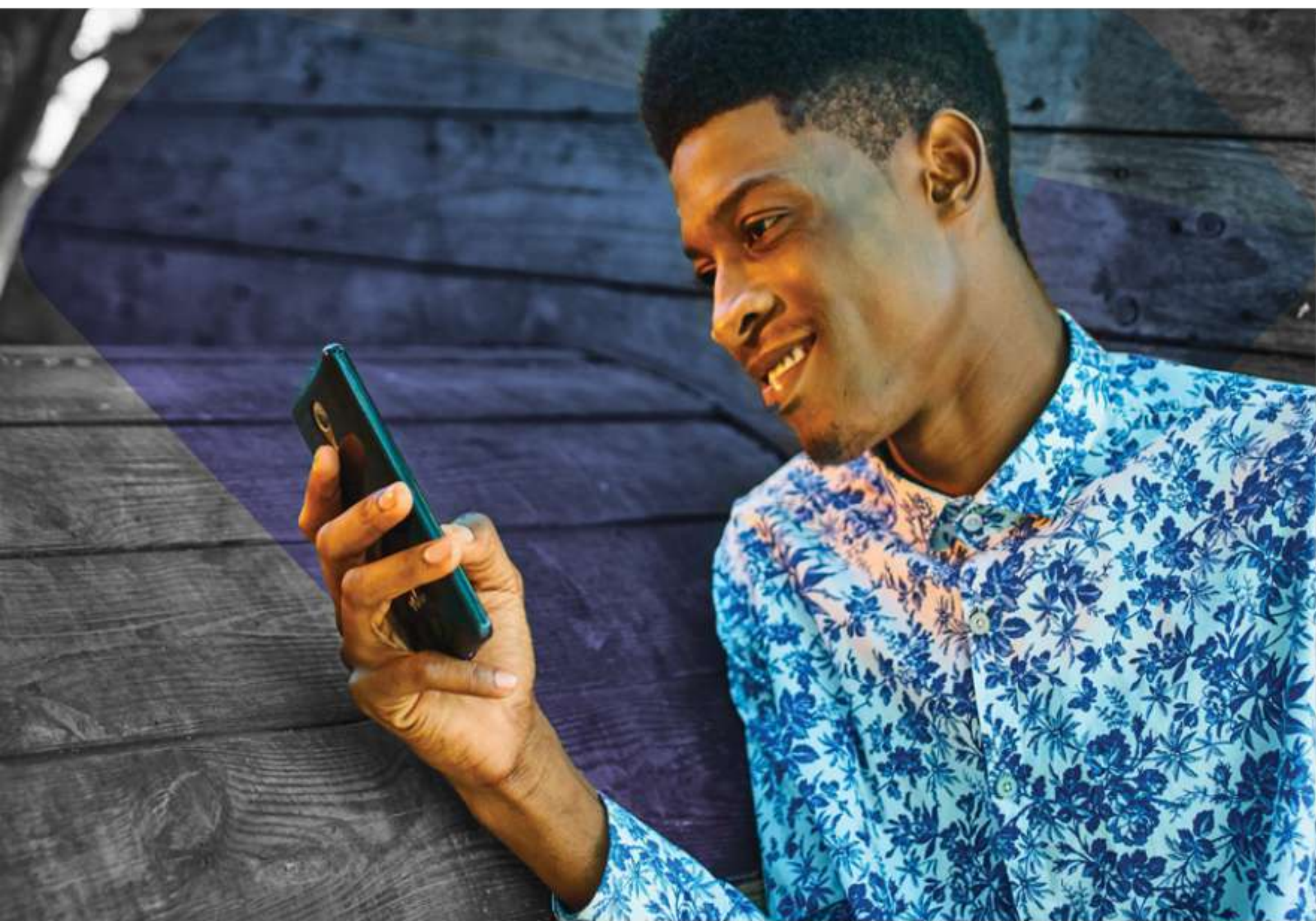


 TREASURE DATA in partnership with 

# Treasure Data Enterprise Customer Data Platform (CDP)

Use Every Bit of Data to Delight Your Customers Every Time





In today's landscape, digital acceleration is always a step ahead, and brands are continually trying to keep up. What drives the best brand experience is directly tied to the overall customer experience, but what defines the best customer experience is constantly changing. Becoming a "customer-centric" organization requires harnessing all customer data responsibly from every source. This includes capturing customer attributes, interactions, and consent across all channels, and enriching that first-party data with second- and third-party demographic and psychographic data to truly understand each customer on an individual basis. These online and offline data sources include web visits, mobile interactions, email, paid media, ecommerce, loyalty apps, in-store POS, CRM, direct mail, backend systems, customer support, and the list goes on. Given the vast number of customer touch points and data sources, it's no wonder companies struggle to achieve a holistic view of each customer. Companies need to unify their data strategies, turn every bit of customer data into actionable insights, and revivify customer experiences to delight each customer with personalized engagements every time.

Adding to the challenge, the demand for highly relevant customer experiences is coupled with a contradictory, often tense, climate of increased data privacy concerns. More than ever, marketing and IT teams are asked to work together to meet data privacy and security requirements, while simultaneously collecting more data from more channels for an encyclopedic view of each customer.

Treasure Data makes it easier to know your customers, grow your business, drive personalized messaging at scale, and meet data privacy and security requirements.

### **We empower teams to:**

- Unify all data sources
- Seamlessly leverage individual software integrations through a single UI
- Know each customer through a single, unified customer view
- Discover the most relevant, actionable insights for customer experience (CX)
- Orchestrate customer journeys across all digital assets and channels (true omnichannel)
- Personalize communication across all touchpoints and platforms consistently
- Easily maintain data privacy, security, and compliance

### **We drive results by:**

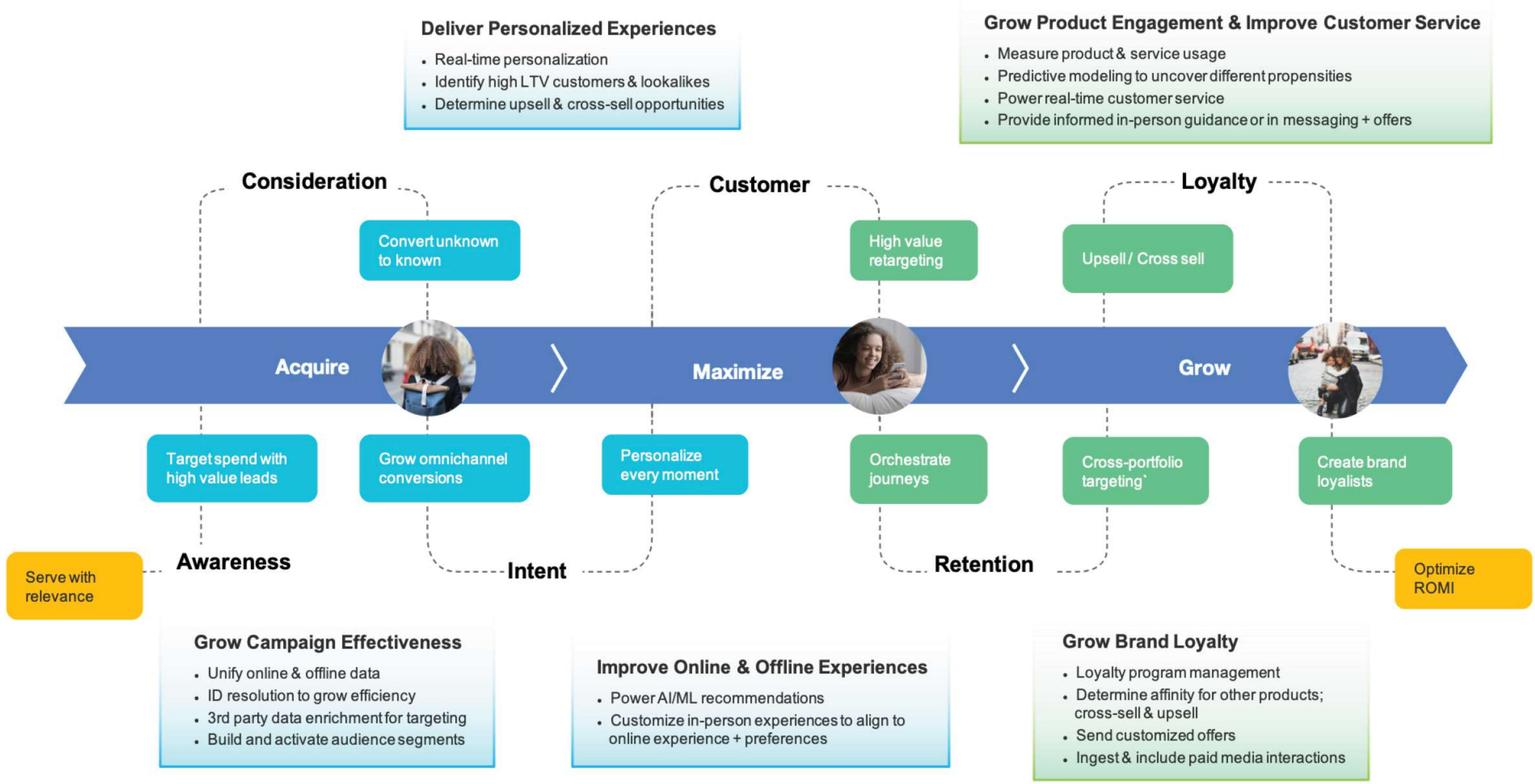
- Improving customer acquisition
- Increasing revenue
- Maximizing brand loyalty and customer retention
- Boosting customer lifetime value
- Optimizing marketing spend

Treasure Data is the only enterprise Customer Data Platform (CDP) that harmonizes an organization's data, insights, and engagement technology stacks to drive relevant, real-time customer experiences throughout the entire customer lifecycle. We help brands give millions of customers and prospects the feeling that each one is the one and only. Our CDP creates accurate, unified views of each individual to seamlessly drive relevant engagement. Treasure Data is foundational for enterprises who want to know who is ready to buy and how to drive them to convert. Flexible, real-time, tech-agnostic, and infinitely scalable, Treasure Data provides fast time to value even in the most complex environments.

**400+ global enterprises use Treasure Data for personalization at scale**

- 170+ pre-built integrations to collect data and activate profiles
- 2M+ events collected every second
- 20B+ profiles activated every month
- 1M+ queries run daily
- 30T+ rows of data processed a day

## Supported Use Cases Across the Entire Customer Lifecycle





**KIRIN**



watashi+



**AB InBev**



**LION**



**MATTEL**

## Data Stack

### Progress from siloed data to unified customer profiles

Data environments are complex, and siloed data adds to that complexity by obscuring a clear view of each customer. Treasure Data ingests, prepares, and resolves all customer data so you can progress from siloed data to unified customer profiles. Having an open data architecture (schema flexible ELT), we help companies create a clean data model and eliminate tagging redundancies. We free up engineering resources by managing all vendor systems through a single UI. And we de-duplicate customer profiles with both deterministic and probabilistic identity resolution, ensuring data quality, and providing privacy by design with consent management and governance at scale.

## Insights Stack

### Advance from big data to actionable insights

Unlike other CDPs, Treasure Data enables teams to work collaboratively across their organizations. With insights built directly into the platform, we give analytics teams, data scientists, and data engineers a powerful workbench to understand customers and discover insights that matter most to CX teams. Surfacing only the most relevant insights, Treasure Data empowers teams to create extraordinary customer experiences, based on criteria like who has a higher propensity to buy or churn and which next action is best for each customer.

## Engagement Stack

### Move from missed opportunities to relevant customer journeys

With unified data and actionable insights in hand, marketing, sales, and CX teams are ready to deliver great brand experiences to prospects and customers. Treasure Data removes reliance on data teams and static lists. Through easy-to-understand customer profiles, segment insights, and propensity scoring, we highlight signals that indicate how best to build smart audiences and engage each individual customer. Treasure Data enables many customer experience use cases—acquisition, retargeting, suppression, look-alike modeling, personalization, and more—throughout the entire customer journey. The interlacing of data, insights and engagement brings teams across disciplines together to best engage customers, innovate and evolve experiences, and drive accelerated, profitable growth.

# Treasure Data's Comprehensive CDP—The Power to Leverage Data, Insights, and Engagement in a Single Platform



*Unify your technology stacks to activate data, insights, and engagement with each customer, every time, across all channels.*

**Strong Performer** in Forrester Wave™: Real Time Interaction Management, Q4 2020

**Strong Performer** in Forrester Wave™: Customer Analytics Technologies, Q3 2020

**Best Marketing Solution, 2020**  
CODiE Award from the Software and Information Industry Association

Treasure Data is the only enterprise CDP that helps brands push CX boundaries, rather than be confined by them. Treasure Data can ingest data from anywhere and in any format. AI and ML are layered directly on top of the data which provides actionable insights that are most relevant to each individual customer. Tying engagement directly back to data and insights, teams are able to personalize all customer interactions and activate several use cases with speed. Treasure Data is the CDP of choice for customer-centric enterprises looking to bring customers closer to the brands they love.

## **TREASURE DATA** and **ada**

Treasure Data Customer Data Platform (CDP) empowers enterprises to deliver relevant, real-time customer experiences.

ADA is a data and artificial intelligence company that designs and executes integrated digital, analytics and marketing solutions.

[Request a demo today](#)

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