

Unlock Your Customer Data for Marketing Advantage

Your customer data has exceptional business value – now more than ever. It helps your marketing team **generate insight, segment audiences, and deliver the personalized experiences** that customers expect. But when this data continues to grow, and is scattered across your team, organization, and partner ecosystem, you lose the ability to use it and stay relevant. You fall further behind. Treasure Data can help.

Every business understands the importance of customer data – but few can harness its power at scale.

Those that do, lead the way. Think of why Google, Netflix, Amazon, and Facebook dominate today's economy. They are data giants in a data economy, and **customer data is simply woven into the fabric of their businesses**. It's integrated across their organizational units and lives at the core of their relationship with their customers. And increasingly, they know more about *your* customers than you do. Yes, your customers. This chips away at *your* relationships – and ultimately share of wallet.

To keep pace, your marketing team is knee-deep in customer data. But this data is disorganized across your martech stack, in different formats, with no cohesion. Traditional approaches to consolidating this data usually involve armies of engineers, cross-team friction, and never-ending projects. Today, success means moving at the speed of customer expectations to understand their needs and engage in the moment ... and these traditional approaches are no longer an option.

Treasure Data Unlocks Your Customer Data

With the Treasure Data enterprise-grade Customer Data Platform (CDP), you can **outsource the complex task of data consolidation** to us. The result is a single view of all customer data from any source for the very first time.

And by any data source, we mean just that: **any data source**. Think beyond mobile, email, and web data to all the new data sources that inform your customer's journey: Internet of Things (IoT), customer support, point-of-sale, chat logs – you name it. You can't have a 360° view of your customer if you limit the data you access. And most of the systems you use today demand that you export their data, put it somewhere else and then you can only hope that you have the internal engineering resources to merge it together to create a single view. Chances are, you can't.

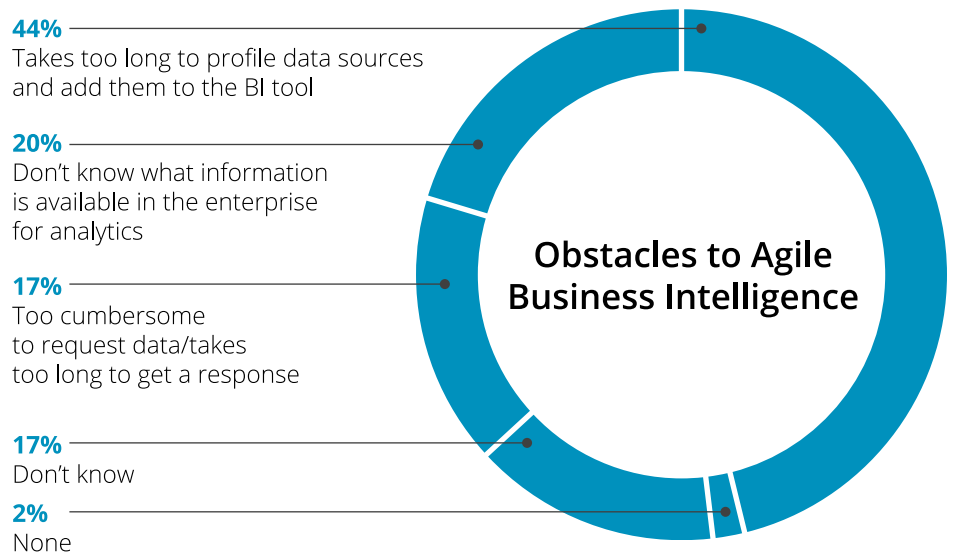
The Treasure Data Enterprise CDP takes the heavy lifting off your shoulders and gives you **unprecedented visibility into your customer**, making data-driven marketing a reality. We let you:

- Integrate all data across your martech stack – from any format, across any time period
- Create and unify audience profiles
- Activate campaign channels with better context

The result is the ability for all teams to understand the customer based on a **single version of the truth**, and use the insight to segment more effectively, automate marketing tasks, and personalize the customer experience like never before.

Most business applications only look at the data in their respective silos (marketing, sales ops, analytics, product, IT, etc.), requiring a data engineer to connect it. Treasure Data unifies all this data – regardless of format – ensuring your customer view is always connected, current, and easily accessible.

Obstacles to Useful Customer Data



Put the Customer at the Center of Everything You Do

Customer centricity is a laudable goal for almost any company, but to make it a reality in an economy driven by data, you need to tackle your customer data challenge first. The Treasure Data Enterprise Customer Data Platform enables you to deal with this data challenge without having to build out a data management organization. The Treasure Data approach **allows your team to unify all your data, analyze it in any way you want to, and then engage with your customer in a personalized manner – at scale.**

Unify Your Customer Data

The Treasure Data Enterprise CDP helps you unify all the disparate sources of customer data throughout your enterprise, with a combination of automation and on-hand expertise, freeing up IT for other priorities. **The unification process can be quick**, too – with some customers completing the job in just a matter of days. This is probably the most eye-opening advantage of our CDP that cannot be underestimated.

We help you mask the complexity of your data landscape – yielding the visibility you need to drive marketing success, without the need for teams of data engineers. But the Treasure Data Enterprise CDP doesn't stop there. Unified data is important, but you also need your data to be reliable, accurate, and available.

This is why the Treasure Data Enterprise CDP supports **continuous data integration** for real-time, multi-directional communication, persistent storage in a data warehouse, and security accredited by external auditors. And for customization and integration with existing systems, our data experts can help you get where you need to go to achieve marketing excellence.

Analyze for Insight

With your customer data on a single, centralized platform, you're now ready for insight. Because it's designed for marketers, the Treasure Data Enterprise CDP makes it easy for you to gain that insight while freeing up valuable time for IT staff to focus on other priorities.

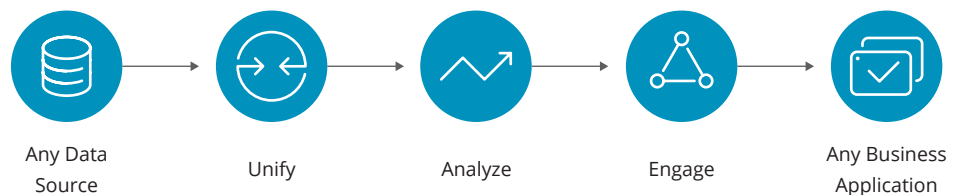
Use event-level data (for example, individual clicks and taps as opposed to aggregate pageview counts) to **ask any question you want** – no longer limited by scale, methodology, or data access obstacles. Segment your audiences at levels of granularity previously impossible and use machine learning to refine your segments over time. And do all of this with whatever tool you desire – because our platform is designed with openness in mind.

Engage and Personalize

Ultimately, your goal is to deliver what customers want – and, increasingly, customers want personalized experiences with meaningful value.

The Treasure Data Enterprise CDP helps you foster these experiences. Use your data to **engage customers in a seamless fashion** across multiple points of contact (phone, web, social media, or in person). Target your advertising and customer communications to maximize the desired effect. Understand customer preferences and buying signals in real time, and deliver personalized offerings based on your insights.

What's more, with the Treasure Data Enterprise CDP your team has the consolidated data foundation required to **automate many of these sophisticated tasks**. If marketing automation is the goal for your organization – as it is for so many of the leaders in the data economy – consider Treasure Data your starting point for differentiation and ongoing success.



Finding Beauty in One-to-One Marketing



Shiseido, the fifth largest maker of cosmetics in the world, uses the Treasure Data Enterprise CDP to power “Moment-Driven” smart messaging. In the past, Shiseido collected customer data from their personal health site, Watashi. But with siloed data from different touchpoints, marketing lacked the 360° view of the customer required to deliver the right message at the right time. The Treasure Data Enterprise CDP unified their data and enriched it with demographic and historical, offline data collected over years of customer interactions. This wealth of customer information and insight had never been connected and utilized to drive deeper engagement. This enabled Shiseido to:

- Gain insight into customers’ moment-by-moment emotional context
- Apply fine customer segmentation for advanced lookalike marketing and dynamic websites
- Enrich CRM data with digital insights for offline promotions
- Create meaningful product offers derived from insights and not assumptions

As the team began to deploy Treasure Data, they realized another benefit of the CDP: **a minimal need for engineering time and complete ownership of the entire data platform by the marketing team**. By creating a one-to-one marketing program fueled by customer data, Shiseido is able to delight and retain customers’ loyalty.

Using Real-time Data to Build a \$3B E-commerce Experience



Wish, the “Shopping Mall in Your Pocket,” built the second most popular iOS app leveraging Treasure Data’s CDP. Starting as a data science experiment at ContextLogic, Wish grew into a full web and mobile e-commerce platform with more than 15 million daily active users (DAU) within 18 months. Analytics showed that Wish customers craved a more personal experience, but the company needed to craft this experience at scale. The Treasure Data Enterprise CDP helped Wish to:

- Build a personalized shopping recommendation engine
- Unify customer data collected from multiple sources (website, Facebook, mobile app)
- Constantly improve the customer experience through A/B testing

The results are amazing – just think of this statistic: 9 out of 10 purchases on the Wish app do not involve a search. That means that the app, and the underlying technology driven by **Treasure Data’s Enterprise CDP, is doing the heavy-lifting of product recommendations in real-time, predicting customer needs and delivering the right experience.**

Driving a 4x Increase in Ad Click Through Rates



Subaru – one of the world’s most recognized auto brands – has built a high-performance Treasure Data Enterprise CDP to turn tire-kicking customers into buyers. Dealerships use the platform as a smart messaging tool – achieving healthy conversion rates by targeting audience segments that are most likely to buy. The automaker can also segment likely buyers in the earlier stages of shopping from those who have done their research and are on the verge of purchasing. With their Treasure Data Enterprise CDP, Subaru was able to:

- 4x boost in new ad campaign performance by feeding targeted content to segmented customers
- Optimize ads based on better understanding of customer demographic and behavior data
- Increase dealership sales using online data for offline lead scoring

The Treasure Data Enterprise CDP pulled disparate data from Subaru’s multiple systems to improve not only the above performance rates, but also **enabled better collaboration and communication** between marketing and sales teams as well as their sales staff’s ability to connect with in-store prospects on a deeper level.

See What Treasure Data Can Do for You

The Treasure Data Enterprise CDP helps you turn your data-driven marketing strategy into a reality. Know your customers better. Connect with them in more personalized ways and ultimately make you and your team better marketers. Build profitable relationships that extend customer lifetime value.

With the Treasure Data Enterprise CDP, your marketing team can *finally* achieve:

- **More personalized customer experiences:** Target and serve “segments of one” with detailed insights into customer history, preferences, and behavior – down to the individual. Use AI-powered insights to deliver outcomes that minimize churn and maximize customer lifetime value (CLTV).
- **Finer audience segmentation:** Dramatically improve customer acquisition rates with more targeted segmentation capabilities. Deliver offers and outcomes that customers want – across all points of communication and interaction.
- **Better marketing through automation at scale:** Use consolidated customer data to drive marketing automation at enterprise scale. Streamline tasks such as lead generation and nurturing, and develop omnichannel capabilities to interact with customers seamlessly, wherever and whenever.
- **Better team collaboration:** Your team wants to do their best. Organizational silos, lack of information and team coordination can take their toll on even the most engaged employee. When data can be shared across teams, and a unified view of a customer emerges, something else magical happens: Your team is happier, more connected and engaged to do their best – all in service of delivering a superior customer experience.

Learn More

To find out more about how the Treasure Data Enterprise Customer Data Platform can help you achieve marketing excellence, [contact us today](#).