

# AUTOMATING SUCCESS



## Treasure Data's Customer Data Platform and the Future of Business

Customer data is today's strategic weapon for competitive advantage.

Almost all businesses understand the importance of customer data, but very few are able to harness its power at scale.

The reasons are straightforward. In order to meet various business goals, different teams in the organization install software tools that ingest, analyze, and process customer data. Invariably, this profusion of applications silos customer data, putting roadblocks on your ability to conduct data-driven marketing and to extract maximum ROI from the tools you use.

The Data Giants who differentiate themselves through their use of customer data—the Googles, Netfixes and AirBnBs of the world—achieve it by building unified marketing and customer experience stacks that get utilized throughout the organization.

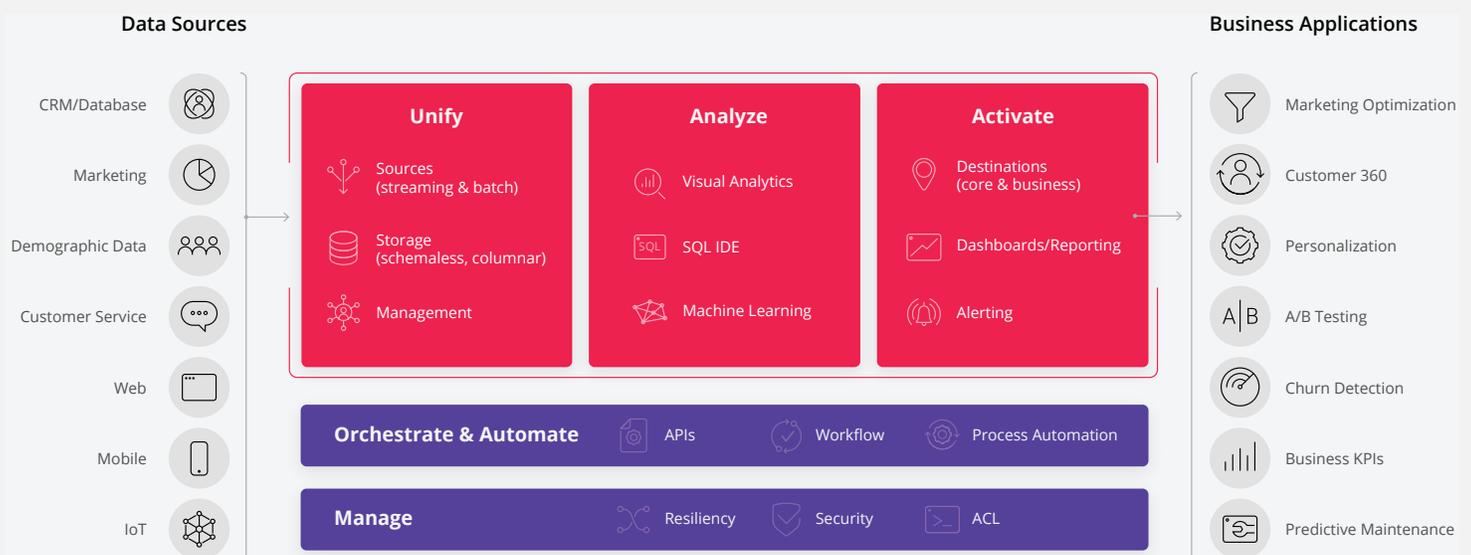
To do this, until recently, you had to hire armies of engineers and build server farms. Treasure Data lets you outsource the entire process, giving you enterprise-scale customer data centralization and automation without the steep investment.

With over 100 plug-and-play connectors, Treasure Data's Customer Data Platform (CDP) makes it possible to get the raw customer data from all your data sources and automatically create and maintain a **single 360° customer view** accessible to any team that needs it. And Treasure Data's Machine Learning and automated workflow engine give you:

- **Finer custom audience segmentation.** Your existing marketing setup may provide customer segmentation *up to a point*. But most businesses outgrow canned solutions quickly. Through better segmentation, Treasure Data customers have seen orders of magnitude improvement in customer acquisition metrics.
- **Personalized customer experience.** Today's customers expect online solutions to cater to their every desire and serve every need, preferably delivered straight to their lap. With enriched customer data, Treasure Data customers deliver AI-powered one-to-one customer experience to reduce churn and increase CLTV.
- **Marketing Automation at scale.** You no longer need to make a choice between marketing automation that's practical at enterprise scale, and marketing automation that just works. Treasure Data gives you the best of both worlds.

### Anatomy of a Customer Data Platform

*Treasure Data's Customer Data Platform makes it easy for teams to Unify, Analyze and Activate customer data. It defines an entirely new practice of capturing, enriching, and distributing customer metrics to decision makers so they can gain more fine-grained control over marketing automation, attribution, and customer experience at scale.*

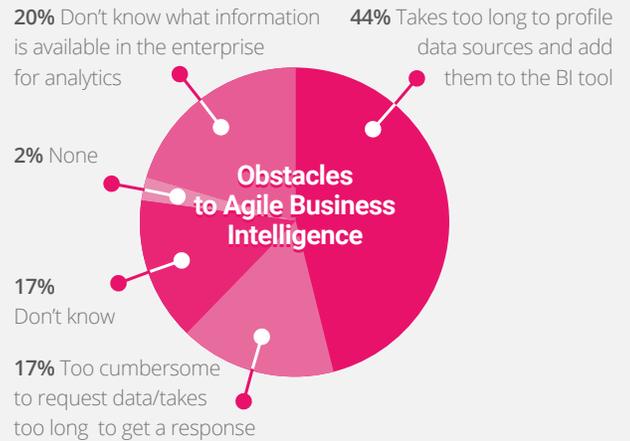


# CUSTOMER DATA PLATFORM FOR CUSTOMER EXPERIENCE

## Customer Data is essential for modern customer experience.

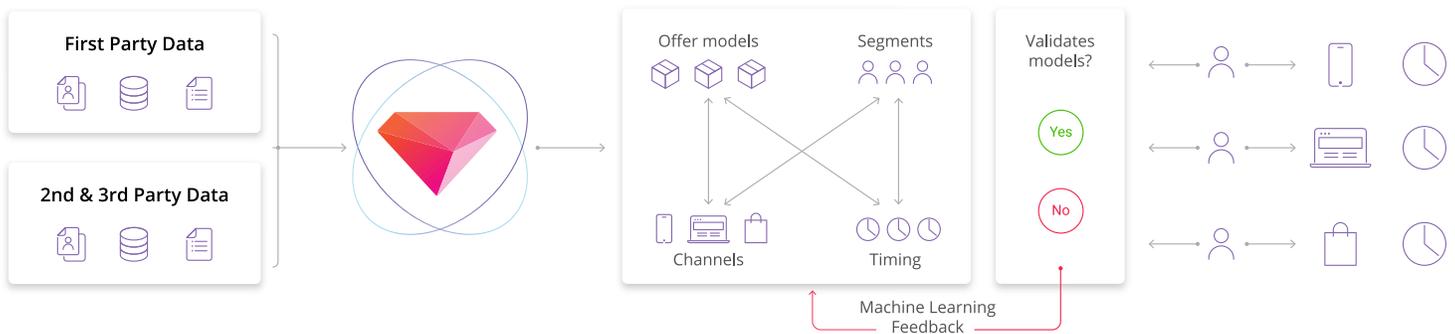
Today's internet-empowered customer wants an experience that is streamlined, seamless, engaging and personalized. In order to provide this, companies must know their customers intimately; they must walk in their shoes and breathe their air. This magic cannot happen if the enterprise does not have a three dimensional, dynamic view of the customer, a view that cannot be obtained without a Customer Data Platform. Businesses that understand this make customer data a first class citizen. They celebrate it. They treat the acquisition and management of Live Data as what it is: An imperative.

In a world changing too fast for expert intuition, the only alternative is data. Not data that's piped into proprietary databases with arcane domain specific query languages only a COBOL developer could love. The businesses and experts of today need data that can be used today to generate actionable insights. They need Live Customer Data.



Since 2000,  
**52%**  
of Fortune 500  
companies have  
disappeared

## SHISEIDO Live Customer Data for One-on-One Marketing



Treasure Data enabled Shiseido, the fifth largest maker of cosmetics in the world, to drive "Moment-Driven" smart messaging. Shiseido was collecting customer data from their personal health site, Watashi. But with the data from different touchpoints siloed, Marketing couldn't link together the digital "footprints" that would allow them to deliver the right message to the right customers at the right time.

Treasure Data unified their first-party data, enriched it with demographic and historical data, giving Shiseido insight into customers' moment-by-moment emotional context.

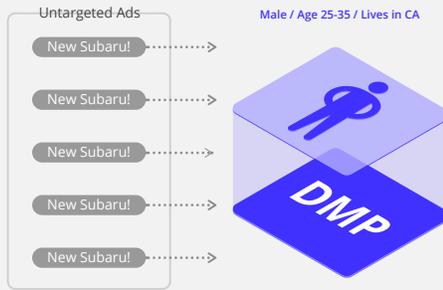
With Live Customer Data, Shiseido was able to:

- Apply fine customer segmenting for advanced lookalike marketing and dynamic websites
- Enrich their CRMs with digital insights for offline promotions

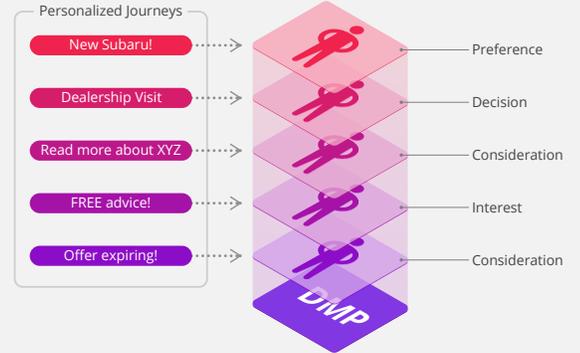


## DMP + CDP = 4X CTR

BEFORE



AFTER



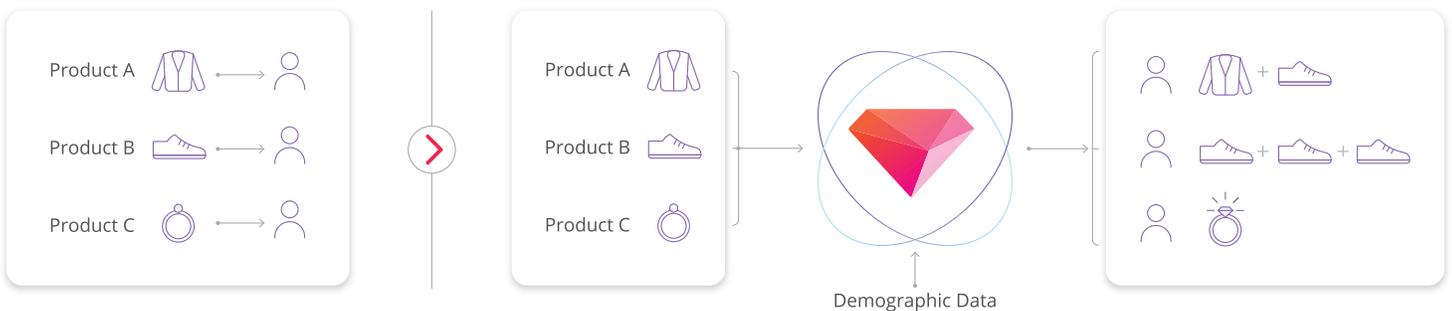
By breaking the anonymous data barrier, Treasure Data helped Subaru get on-the-fence customers over the fence.

By expertly using their enterprise DMP, Subaru enabled dealerships to target online ads to the audience segments most likely to buy their cars with smart messaging that inspired healthy conversion rates. But Treasure Data enabled them to go the last mile: Segmenting likely buyers who had just started shopping from those who had done their research and were on the verge of a purchase.

With custom audience segmentation powered by Treasure Data, Subaru achieved:

- 4X CTR on their new ad campaign based on which customers read relevant content
- Better understanding of customer demographic and behavior data driving optimized ad creative
- Higher sales through dealerships using online data for offline lead scoring

## wish Using Live Data to Build a \$3B Addictive e-Commerce Experience

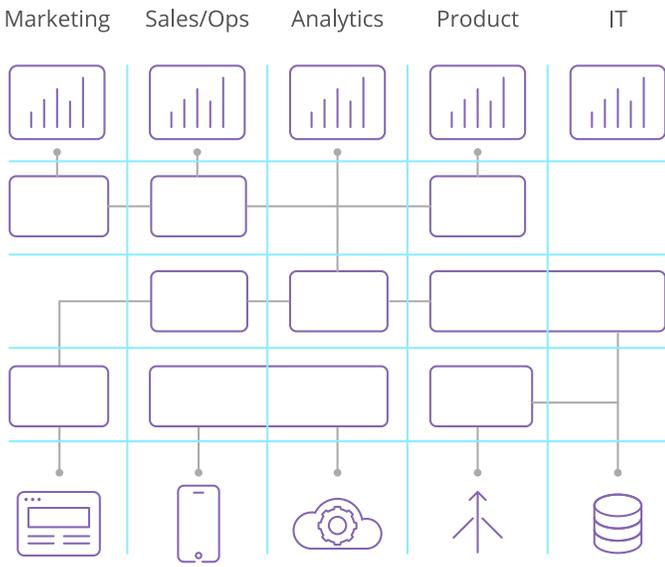


Wish, the “Shopping Mall in Your Pocket,” built the second most popular iOS app on Treasure Data’s CDP. Wish grew from a data science experiment at ContextLogic into a full web and mobile e-commerce platform with more than 15 million DAU within 18 months. Analytics showed their customers, most of whom were women, craved a more personal experience. But they needed to craft this personalized experience at scale. Treasure Data’s Live Data Management platform made it possible for them to do that.

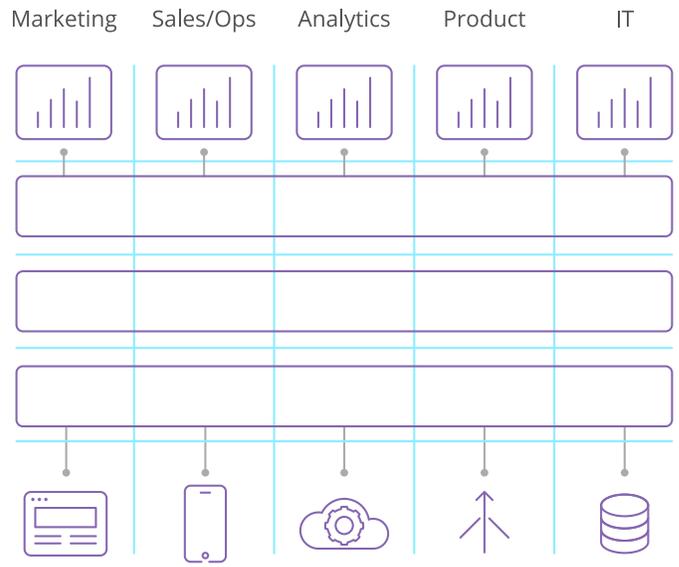
Wish used Treasure Data’s CDP to:

- Build a personalized shopping recommendation engine
- Unify customer data collected on their website, Facebook and mobile app
- Constantly improve their customer experience through tag-based A/B testing

# BRING YOUR CUSTOMER DATA TO LIFE



Other business applications only process horizontal or vertical slices of your customer data stack, increasing the need for engineering support.



Only Treasure Data unifies your entire stack, ensuring your customer data is always connected, current and easily accessible.

## INDUSTRY LEADERS POWER CUSTOMER EXPERIENCE WITH TREASURE DATA

Treasure Data is the Customer Data Platform that was built from the ground up to unify, process and activate your data. It provides turnkey connectors for 100+ data sources, as well as flexible APIs to unify and analyze raw event-by-event data, and an innovative mechanism to automate workflows and drive business processes. Common use cases include data silo unification, omnichannel analytics, paid and content marketing optimization and cross-device attribution analysis.

Founded in 2011, Treasure Data is headquartered in Silicon Valley with offices in Tokyo and Seoul. Having raised more than fifty million dollars in funding, its global customer base includes hundreds of customers at Fortune 500 enterprises like Warner Bros., GE Healthcare, Subaru, and Pioneer, as well as successful data-driven startups like Kapost and Wish.



**Pioneer**



GE Healthcare



## FIND OUT WHAT A CUSTOMER DATA PLATFORM CAN DO FOR YOU

[www.treasuredata.com](http://www.treasuredata.com)

