Dentsu scales insights with the magic of a CDP solution

dentsu

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💎 TREASURE DATA

Dentsu, one of world's largest advertising agencies covering everything from print to digital media, collects and analyzes metadata about media activities and social media discussions. For example, they analyze which actors are appearing at a specific time on various television shows and what themes are being discussed. Based on which discussions and television shows are the most popular, Dentsu delivers customized online ads and services for clients. The amount of data Dentsu accumulates on a specific campaign is huge – 10 terabytes, 100 terabytes, or even a petabyte for a single campaign.

"Had I heard of Treasure Data earlier, I would have built our entire system on it."

Shigeki Yamasaki
Chief Analyst, Dentsu

CHALLENGE

On-premise DMP solution required months of customization to ingest data sources from each new client due to reliance on engineering.

GOAL

To meet the client demand for DMP products without reliance on engineering support.

RESULTS

- Immediate relief with flexible cloud that integrated seamlessly with legacy on-prem system
- Time to set up new data sources fell from months to days
- Data science team empowered without engineering support

The Challenge

Dentsu first built their data management platform in-house taking more than a year, hard work and substantial expense to complete. Each client needed a highly customized version of Dentsu's platform, blending contextual and psychographic data with the client's own success metrics to create the best algorithms. This meant that each new account required months of custom integration work to collect data from the customers' PoS, CRM, production databases and more. And each new instance required engineering resources to maintain it. Among the problems Dentsu faced were:

- On-premise DMP solution required months of customization to ingest data sources for each new client
- Data science team was slowed down by reliance on engineering
- Unable to meet overwhelming demand for DMP products
- Infrastructure design not a core competence

The Solution

Using Treasure Data's enterprise customer data platform (CDP), Dentsu's data scientists could blend data from multiple sources and create advanced analytical workflows on the fly without any resources from IT. In less than one month, Dentsu was able to centralize hundreds of customer data sets. They reduced from months to weeks the time required for developing a customized client instance. Instead of building custom connectors for an ever-increasing variety of data sources, Dentsu used Treasure Data's plug-and-play integrations to set up new data feeds in minutes.
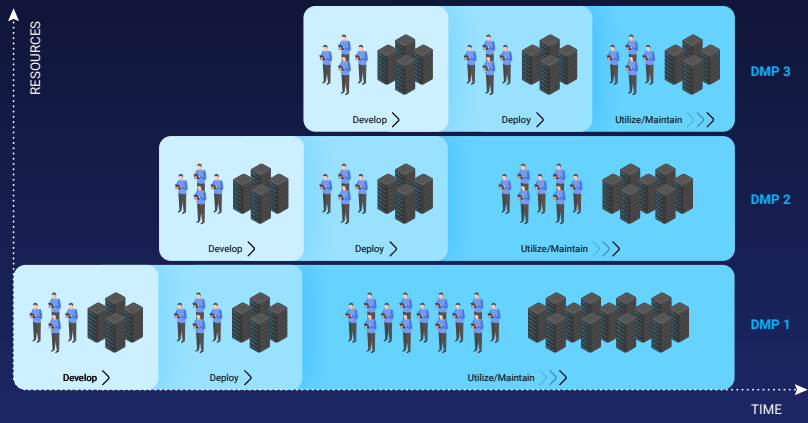
With Treasure Data's enterprise CDP, the Dentsu team focuses attention on their business and has no need to be concerned about the data ingestion and management. In addition, the Treasure Data platform scales well and provides better performance than the original in house system.

With Treasure Data, Dentsu is now a one-stop customer insight portal where all of its clients can discover consumer trends, launch highly targeted campaigns and intelligently nurture leads. By removing the obstacles between data and results, Treasure Data has exponentially increased Dentsu's ability to deliver cutting-edge technology to its global brands.

- **In under a month, they centralized hundreds of customer datasets – integrated seamlessly with legacy on prem system – in Treasure Data's flexible, scalable cloud**
- **The implementation time for each new data source set up dropped from months to days with plug-and-play data connectors**
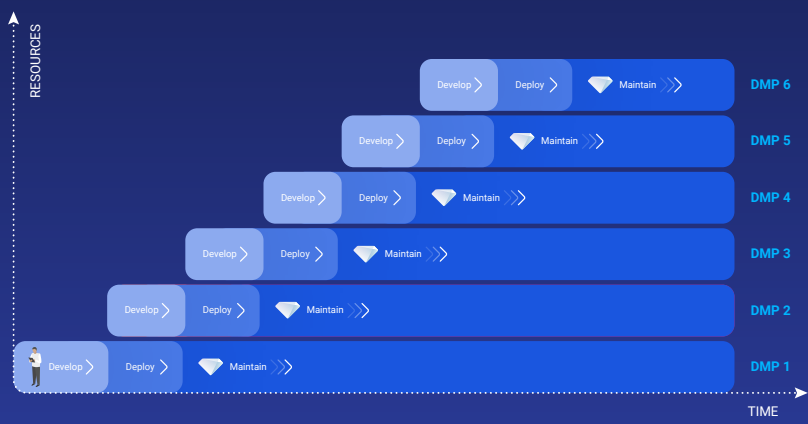
Treasure Data + Dentsu

Data Owner: Dentsu
In-house development of custom DMPs is resource intensive and slow. And over time, more and more resources must be committed to maintenance.

Data Owner: Client
Treasure Data frees up resources and accelerates deployment of custom DMPs. And with self-service analytics, clients can make changes on-the-fly.

TREASURE DATA

ABOUT TREASURE DATA

Treasure Data offers a best-of-breed enterprise customer data platform (CDP) that powers the entire business to shape customer centricity in the age of the digital customer. We do this by connecting all data into one smart customer data platform, uniting teams and systems to power purposeful engagements that drive value and protect privacy for every customer, every time. Treasure Data is trusted by leading companies around the world, spanning the Fortune 500 and Global 2000 enterprises.

Request a demo today   treasuredata.com | +1 (866) 899-5386