Global Gaming Company Realizes Massive Marketing Efficiencies

$15M savings on advertising achieved within the first year of implementing Treasure Data Customer Data Cloud

Leading Global Gaming Company

Executive Summary

This global developer of interactive entertainment has multiple studios publishing 50 brands designed for a variety of platforms. Its products are available through different channels including physical stores, digital downloads, online platforms, and cloud streaming services.

With over half a billion users interacting with its properties every month, the gaming company was struggling to make sense of a vast amount of fragmented data. Not only was this fragmentation slowing down new customer acquisition, it was increasing advertising costs and making it nearly impossible to cross-sell across brands.

Since deploying Treasure Data Customer Data Cloud, the gaming company has realized massive marketing efficiencies, including:

$15M advertisement savings in first year of implementation

79% improvement in match rate for lookalike audiences with Google ads

20% reduction in duplicate profiles

"It used to take us two weeks to get a segment defined and launch an ad campaign. With Treasure Data, it's down to one hour."
–SVP of Marketing Technology

Challenges

- Fragmented data causing limited visibility and reducing marketing efficiency
- Inability to upsell and cross-sell gaming titles effectively
- Need to reduce cost of advertising and new customer acquisition

Use Cases

- Journey orchestration
- Suppression and retargeting
- Upsell / cross-sell
- GDPR & CCP compliance

Solution

- Achieved greater efficiencies in running marketing campaigns with ready-to-segment, cross-studio data
- Increased effectiveness of campaigns with cross-channel advertising and better customer matching
- Decreased ad spend and increased uplift on promos

Business Impact

- Cost savings: $15M advertisement savings in first year of implementation
- Campaign effectiveness: 79% improvement in match rate for lookalike audiences with Google ads
- Marketing efficiency: 20% reduction in duplicate profiles

Why Treasure Data

The company realized that it would not be able to overcome its marketing and operational challenges without a unified view into the data from all the disparate systems and data silos across its multiple studios. As a result, the company began looking for a customer data platform solution that they could trust, was built for enterprise use, and offered a scalable solution that is GDPR and CCP compliant.

Treasure Data Customer Data Cloud stood out in the marketplace as a customer data platform that was mature, could scale, and was built specifically for enterprise. Other features of Treasure Data that appealed to the company included:

- The power and stability of the core data backend
- It didn't require buying into a large ecosystem
- The ability to enable a clean room type of exchange with retailers and internal brands
- Positive reviews by industry analysts

Rich Customer Profiles Strengthen Personalization Capabilities

By deploying Treasure Data Customer Cloud Data to integrate marketing data from multiple studios, the gaming company now has enriched, unified customer profiles. With this data, the company's marketing team can now create customer segments more effectively to enhance their targeting strategies. This has led to benefits including:

- Greater efficiencies in running marketing campaigns with ready-to-segment, cross-studio data
- Increased effectiveness of campaigns with cross-channel advertising and better customer matching
- Decreased ad spend and increased uplift on promos
- Personalized customer experiences and communication
- More engagement and cross sell/upsell opportunities
- Enriched customer profiles across brands

The Results

$15M
advertisement savings in first year of implementation

79%
improvement in match rate for lookalike audiences

20%
reduction in duplicate profiles

TREASURE DATA

To learn more about how Treasure Data can help you use all of your customer data to improve campaign performance, achieve operational efficiency, and drive business value with connected customer experiences, visit www.treasuredata.com.