
TREASURE DATA PRODUCT DESCRIPTIONS

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I. INTELLIGENT CUSTOMER DATA PLATFORM

A. Product Overview

Treasure Data’s Intelligent Customer Data Platform (or “ICDP”) provides an integrated suite of data, predictive models, automations, journeys, and activations designed to identify, score, and to create personalized experiences and target audiences. In addition to the components listed below, ICDP comes with basic versions of Treasure Insights, Data Tank and Custom Scripts (described under “Add-on Services” in Section III below); more advanced versions of each can be purchased separately.

Components	Description
Ingestion and Unification	The ICDP allows users to ingest, cleanse, and unify data into customer profiles. See “Input Integrations” (Section IV) below for information on available integrations.
Segmentation and Activation	The ICDP allows users to leverage the enriched profile data to create segments and target audiences with activations using integrations. The capabilities include an out of the box dashboard displaying summary statistics such as recent profile count in segment and growth rate. Users also have access to tools to analyze and segment profiles by attributes and select behaviors. See “Output Integrations” (Section IV) below for information on available integrations.
Journey Orchestration	The Journey Orchestration tool includes a drag-and-drop canvas for users to create journeys that are connected to each buying cycle stage across channels and business units. Features like Wait Steps can be used to send profiles in a series of activations with time delays in between. Decision Points make Journeys flexible, providing the ability to send profiles on a personalized journey by splitting the journey path based on profile attributes or behaviors.
AI Agent Foundry	The AI Agent Foundry is a service that enables data professionals to leverage large language models and offers capabilities to create GenAI agents in the Treasure Data ecosystem. The platform includes Policy Based Permission capabilities which enable access controls and data governance, facilitating user access and use of customer data in a privacy-conscious manner.
	ICDP includes Audience Agent, which users can prompt to suggest marketing strategies, create segments, and analyze customer profiles. Audience Agent integrates with the Customer’s Parent Segment Data within its ICDP instance.

B. Platform Entitlements

Components	Features	Description
Data Management		
Data Lakehouse (Ingestion and Storage)	Batch Input Integrations	Provides the capability to use the out of the box bulk data integrations set forth in “Integrations” (Section IV) below to enable Customer to ingest data into Treasure Data’s ICDP.
	Streaming Input Integrations	Provides the capability to use the out of the box streaming data integrations set forth in “Integrations” (Section IV) below for streaming ingestion of data for Real Time (RT) use cases.
	Distributed analytical database	Provides access to Treasure Data's distributed columnar data storage system.
Data Engineering	SQL Query Engines	Provides access to Trino and Hive big data query engines for data analysis. Trino query engine is ideal for interactive query performance while Hive is used for high-volume batch processing.
	Python Custom Scripts	Provides the capability to run Python scripts in isolated containers from within Treasure Workflow.
	Treasure Workflow Data Orchestration	Provides the capability to manage data processing jobs, by defining the order in which processing tasks run, scheduling the runs, and monitoring the task status.
	Data Landing Area (DLA)	Data Landing Area (DLA) enables an intermediate SFTP storage for users to push their data from on-premises or other places.
ID Resolution and Data Enrichment	ID Unification	Provides the capability to create an ID graph using Treasure Data’s out of the box deterministic algorithm.
	Server Side Cookie	Server Side Cookie (SSC) enables users to identify and track visitors on a website. SSC allows for the setting of first-party cookies on the server side of a website domain instead of the client side.

Components	Features	Description
Insights		
Business Analytics	Analytics/BI Output Integrations	Provides the capability to use out of the box integrations to enable Customer to connect data from the ICDP to the analytics and business intelligence tools, as set forth in Section IV below.
Data Science (ML/AI)	Treasure Machine Learning Library	Provides Hivemall, Treasure Machine Learning library that runs on Apache Hive.
	Predictive Scoring (Self-serve Predictive ML)	Provides machine learning based methods to generate unmeasured values from known values. The new sets of values can be used in predictions of potential future customer outcomes.
Security Management		
Permissions	Access Control	Provides global access control for workflows and segmentations, and user-level access control for databases.
Authentication	Local User	Provides the capability to create user accounts with ID and password that are local to the ICDP for the users to log in to the ICDP.
	Single-Sign-On (SSO) at User Level	Allows users to use Google SSO and SAML 2.0 for login.
	IP Whitelisting	Enables the administrator to set up an IP whitelist to allow user login or user API Keys originated within certain IP ranges.
Audit Logs	Premium Audit Logs	Provides the capability to view and access audit logs which capture operations within the ICDP.

II. TREASURE DATA AI SUITES

A. Personalization AI Suite

Personalization AI Suite		
Component	Feature	Description
Personalization Studio	Personalization Studio	Provides advanced web personalization capabilities by coupling enhanced profile data and real-time capabilities with a content rendering solution. Users can target audiences to receive personalized experiences, set specific rules based content targeting, and define the website areas for optimal content delivery.
Real Time Trigger Activation	Real Time Trigger Activation Engine	Provides a Decision Engine to create Real Time (RT) Profiles (known or unknown) via ID Stitching and make decisions based on Incoming Events, utilizing data stored in the RT Decision Engine. This data can include Attributes and Segment Membership from the ICDP, plus RT Attributes including RT derived attributes. The RT Trigger Activation Engine stores this information, makes decisions and makes it available via the Trigger Activation Integration. One Trigger Activation Engine is required per Parent Segment and cannot be shared with Personalization.
	Trigger Ingest API	Provides an API Service to capture upstream events from multiple sources and route them to the Real Time Decision Engine and Core ICDP.
	Trigger Activation Integration	Provides an integration service to initiate downstream actions using streaming connections, based on decisions made by the Real Time Decision Engine.
	Trigger Canvas	Provides a drag-and-drop canvas for users to create trigger activation logic based on data in the Real Time Trigger Activation Engine, which enables entry criteria, wait steps, activations, exit criteria, decision points and merges.
AI Signals	AI Signals	Provides access to the automated machine learning capabilities from Treasure Workflows. Using AI Signals, the processes to build models are automated.
	Next Best Product	The Next Best Product (NBP) solution is an AI-powered recommendation engine that generates personalized product suggestions. This enables companies to strategically recommend items, content and services that will resonate most with the customer. The output data that are associated with each profile can be used for immediate actionability within Treasure Data's ecosystem like in Audience Studio's Segment Editor or through Customer Journey

Personalization AI Suite		
Component	Feature	Description
		Orchestration and Personalization. Marketers are able to inspect and visually validate the predicted NBP data using intuitive data visualization dashboards. The personalized product suggestions are refreshed on a daily basis, ensuring that recommendations remain current and relevant to each customer's evolving preferences and behavior.
	RFM Model	The RFM solution is an analysis model that uses Recency, Frequency, and Monetary metrics to segment customers. It identifies high-value and at-risk groups based on recent activity, purchase frequency, and spending. Integrated within Treasure Data's ecosystem, it enables targeted marketing via tools like Audience Studio and Customer Journey Orchestration, supported by intuitive dashboards for data validation.

B. Engagement AI Suite

Engagement AI Suite		
Component	Feature	Description
Engage Studio	Engage Studio	<p>Provides an intuitive, no-code message creation tool designed to help create, automate, and optimize personalized email and mobile push messages with AI Agent.</p> <p>Users can integrate email and mobile push notification (Google Firebase Cloud Messaging) with Treasure Data ICDP to build targeted campaigns, execute personalized communications, and track performance.</p>
Real-Time Trigger Activation	Real Time Trigger Activation Engine	Provides a Decision Engine to create Real Time (RT) Profiles (known or unknown) via ID Stitching and to make decisions based on Incoming Events, utilizing data stored in the RT Decision Engine. This data can include Attributes and Segment Membership from the ICDP, plus RT Attributes including RT derived attributes. The RT Trigger Activation Engine stores this information, makes decisions and makes it available via the Trigger Activation Integration. One Trigger Activation Engine is required per Parent Segment and cannot be shared with Personalization.
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Engagement AI Suite		
Component	Feature	Description
		visually validate the predicted NBP data using intuitive data visualization dashboards. The personalized product suggestions are refreshed on a daily basis, ensuring that recommendations remain current and relevant to each customer's evolving preferences and behavior.
	RFM Model	The RFM solution is an analysis model that uses Recency, Frequency, and Monetary metrics to segment customers. It identifies high-value and at-risk groups based on recent activity, purchase frequency, and spending. Integrated within Treasure Data's ecosystem, it enables targeted marketing via tools like Audience Studio and Customer Journey Orchestration, supported by intuitive dashboards for data validation.

C. Creative AI Suite

Creative AI Suite		
Component	Feature	Description
Creative AI Suite	Creative AI Suite	Provides a set of tools that leverage AI agents to automate various aspects of the creative content production.
	Email Copy	Provides an AI-powered agent to generate engaging email subject lines and body copy tailored to campaign goals and brand voice.
	Image Generation	Creates innovative and commercially safe marketing images from simple text descriptions.
	Image Remix Agent	Offers a suite of tools to modify existing images, including the ability to change styles and automatically remove backgrounds.
	Brand Guideline Agent	Automates the review of text content for compliance with pre-loaded brand and legal guidelines.
AI Signals	AI Signals	Provides access to the automated machine learning capabilities from Treasure Workflows. Using AI Signals, the processes to build models are automated.
	Next Best Product	The Next Best Product (NBP) solution is an AI-powered recommendation engine that generates personalized product suggestions. This enables companies to strategically recommend items, content and services that will resonate most with the customer. The output data that are associated with each profile can be used for immediate actionability within Treasure Data's ecosystem like in Audience Studio's Segment Editor or through Customer Journey Orchestration and Personalization. Marketers are able to inspect and visually validate the predicted NBP data using intuitive data visualization dashboards. The personalized product suggestions are refreshed on a daily basis, ensuring that recommendations remain current and relevant to each customer's evolving preferences and behavior.
	RFM Model	The RFM solution is an analysis model that uses Recency, Frequency, and Monetary metrics to segment customers. It identifies high-value and at-risk groups based on recent activity, purchase frequency, and spending. Integrated within Treasure Data's ecosystem, it enables targeted marketing via tools like Audience Studio and Customer Journey Orchestration, supported by intuitive dashboards for data validation.

III. ADD-ON SERVICES

Add-On Services	
Product	Description
Data Tank 2.0	Provides a hosted data mart for analytics, containing a subset of the data from the data lake. Typically used for business intelligence (BI), it offers easy access from external BI tools like Tableau.
Custom Scripts	Provides the capability to run Python scripts in isolated containers from within Treasure Workflow.
Treasure Insights	Provides data visualization (dashboard) capability through various charting options based on the data set, to facilitate deeper analysis and insights.

IV. INTEGRATIONS

As of the date of this document, Treasure Data makes generally available to its customers input and/or output integrations with the third-party services listed below, subject to the terms and conditions of Customer’s service agreement with Treasure Data (“Agreement”) and the following:

- Customer must separately contract with the applicable third-party provider of each listed application for the right to use such application and to import/export data to/from such application as contemplated by the Agreement.
- Because access to each third-party application is not entirely within Treasure Data’s control, Treasure Data cannot guarantee that any listed application will continue to be available for interconnection with Treasure Data’s platform throughout Customer’s subscription term.

In addition to the listed integrations, Customer may also input data through the following mechanisms:

- *for batch input:* (1) manual upload (CSV, TSV, JSON); (2) thin client to push data to the service (e.g., Embulk, Database JDBC/ODBC Drivers); and/or (3) use of Data Landing Area; and
- *for streaming input:* (1) server-side cookies; and (2) server-side agent (e.g., streaming log data).

A. Input Integrations

Type	Category	Integration
Connectors (Batch)	<i>Advertising</i>	<ul style="list-style-type: none"> • theTradeDesk • Google My Business • Google Audience Partner API Status via SFTP • Google Ad Manager via Audience Partner API • Google Ads • Facebook (Lead Ads) • Eyeota • Brandwatch
	<i>Business Intelligence</i>	<ul style="list-style-type: none"> • Google Sheets
	<i>Cloud Storage and File Storage</i>	<ul style="list-style-type: none"> • Amazon S3 • FTP • Box • SFTP • OneDrive • Microsoft Azure • Microsoft Azure Data Lake • Karte • Google Drive • Google Cloud Storage

Type	Category	Integration
	<i>CRM</i>	<ul style="list-style-type: none"> ● Bombora ● Gigya (SAP Customer Data Cloud) ● Intercom ● Microsoft Dynamics ● OneTrust ● Salesforce ● Sansan
	<i>Customer Engagement Platform</i>	<ul style="list-style-type: none"> ● Airship
	<i>Customer Support</i>	<ul style="list-style-type: none"> ● Jira ● Zendesk
	<i>Database</i>	<ul style="list-style-type: none"> ● Amazon Redshift ● Google Big Query ● Microsoft SQL Server ● Mongo DB ● MySQL ● Neighborly (Not on UI) ● PostgreSQL ● Snowflake
	<i>DMP</i>	<ul style="list-style-type: none"> ● Salesforce DMP Krux ● Repro
	<i>Ecommerce</i>	<ul style="list-style-type: none"> ● Magento ● Salesforce Commerce Cloud ● Shopify ● Vtex
	<i>Email Marketing</i>	<ul style="list-style-type: none"> ● Cvent ● DotDigital ● HubSpot ● Iterable ● Mailchimp ● Mailpublisher Smart ● Marketo ● Oracle Eloqua ● Salesforce Marketing Cloud
	<i>ERP</i>	<ul style="list-style-type: none"> ● Netsuite
	<i>Payment</i>	<ul style="list-style-type: none"> ● Stripe ● Zuora
	<i>Servers</i>	<ul style="list-style-type: none"> ● Riak CS
	<i>Social Media</i>	<ul style="list-style-type: none"> ● Facebook (Ads Insights) ● Facebook (Lead Ads) ● Facebook (Page Insights) ● Instagram User and Media ● Sprinklr ● Twitter Tweet Insights

Type	Category	Integration
		<ul style="list-style-type: none"> • YouTube
	<i>Web/Mobile Analytics Services</i>	<ul style="list-style-type: none"> • Adobe Analytics • Amplitude • App Annie • Apptopia • Dynalyst • Google Analytics • Google Search Analytics • Mixpanel
SDKs	<i>Web SDK</i>	<ul style="list-style-type: none"> • JavaScript SDK •
	<i>Mobile App SDK</i>	<ul style="list-style-type: none"> • Android • iOS
	<i>Gaming SDK</i>	<ul style="list-style-type: none"> • Unity SDK (mobile and PC) • Unreal Engine SDK (mobile and PC)
	<i>Client SDKs / APIs / Webhooks</i>	<ul style="list-style-type: none"> • Python • Ruby • Java
	<i>In-Store SDK</i>	<ul style="list-style-type: none"> • In-Store SDK
IOT	<i>IoT streaming</i>	<ul style="list-style-type: none"> • Apple TV (iOS) • Arduino (Fluentd) • C / C++ SDK (Fluent Bit) • Mbed OS (Fluentd) • RaspberryPi (Fluentd)
Connectors (Streaming)	<i>Martech streaming connector</i>	<ul style="list-style-type: none"> • Salesforce Marketing Cloud Streaming Import Integration • Azure Event Grid
	<i>IaaS/PaaS streaming connector</i>	<ul style="list-style-type: none"> • Amazon Kinesis

B. Output Integrations

Category	Integration
<i>Business Intelligence</i>	<ul style="list-style-type: none"> ● Birst (Presto JDBC) ● Chartio (Presto connection) (TD Export) ● Domo (Presto connection) ● JasperReports (Presto JDBC) (TD Export) ● JasperSoft (Presto JDBC) ● Looker (JDBC postgres - Data Tanks) (TD Export) ● Metabase (Presto connection) (TD Export) ● Microsoft Excel (Presto ODBC) ● Microsoft Power BI (plugin) (TD Export) ● Mode Analytics (Presto connection) (TD Export) ● Pentaho (Presto JDBC) (TD Export) ● QlikView, QlikSense (Presto ODBC) (TD Export) ● Redash (Presto connection) ● Slemma (Presto connection) ● Tableau (plugin) (TD Export)
<i>Object Storage Systems</i> <i>[Cloud Storage and File Storage]</i>	<ul style="list-style-type: none"> ● Amazon S3 ● FTP ● SFTP ● Microsoft Azure ● Karte ● Google Cloud Storage
<i>Databases</i>	<ul style="list-style-type: none"> ● Amazon Redshift ● Elastic Cloud (Output only) ● Google Big Query ● Microsoft SQL Server ● Mongo DB ● MySQL ● Neighborly (Not on UI) Input Only ● PostgreSQL ● Snowflake
<i>DMP</i>	<ul style="list-style-type: none"> ● Adobe Audience Manager ● Audience One ● Beeswax (Liveramp) ● Facebook (Direct Onboarding - Liveramp) ● Facebook (Liveramp) ● Google Display & Video 360 (Liveramp) ● IntimateMerger ● Liveramp ● Oracle BlueKai ● Twitter (Liveramp) ● Verizon Media ● Yahoo! DMP

Category	Integration
<i>Ecommerce</i>	<ul style="list-style-type: none"> • Shopify Metafield
<i>Email Marketing</i>	<ul style="list-style-type: none"> • Cuenote • Loopass • Oracle Responsys • Sailthru ESP • Sendgrid • Webcas
<i>Marketing Automation</i>	<ul style="list-style-type: none"> • Oracle Netsuite Bronto • Salesforce Pardot
<i>Social Media</i>	<ul style="list-style-type: none"> • Facebook (Conversion API) • Facebook (Custom Audiences) • Facebook Offline Conversion • Instagram Custom Audiences • Line • LinkedIn • Snapchat • Twitter Tailored Audiences
<i>Advertising</i>	<ul style="list-style-type: none"> • Amazon DSP (plugin) • Braze (plugin) • Criteo (plugin) • Firebase Cloud Messaging (plugin) • Google DoubleClick Bid Manager (Now: Display & Video 360) (plugin) • Nend (plugin) • Supership (plugin) • Reddit Custom Audience Integration¹

¹ Use of this integration is further subject to the "Reddit Ads API Terms and Conditions" (available at <https://business.reddithelp.com/s/article/Reddit-Ads-API-Terms>).