



Treasure Data Academy Course Catalog



Contents

Introduction	3
Treasure Data Academy Training Solutions	4
Free On-Demand Training	5
Subscription On-Demand Training	17
Treasure Data Certifications	31
Instructor-Led Training	34
Training Pricing	36
Resource Library	37
Contact Us	38

Introduction

At Treasure Data Academy, we offer a range of training options designed to meet your unique needs. Our programs are crafted and delivered by our own Treasure Data subject matter experts, ensuring you receive the most current and accurate information from industry leaders. Each training option provides distinct advantages, allowing you to select the best fit for your personal or organizational goals.



Treasure Data Academy Training Solutions



On-Demand Training

- **Flexibility**

Access your training anytime, at your convenience.

- **Self-Paced Learning**

Progress at your own pace, ensuring a deep understanding of the material.

- **Budget Friendly**

Train unlimited employees without the need for travel or complex scheduling.



Certification Programs

- **Professional Recognition**

Earn certifications recognized by industry leaders, formally acknowledging your expertise in Treasure Data.

- **Increased Employability**

Bolster your resume, enhancing your credibility and career prospects.

- **Skill Validation**

Validate your technical skills and marketing expertise specific to Treasure Data.

- **Competitive Advantage**

Distinguish yourself in your field, demonstrating a commitment to continuous learning and professional excellence.



Instructor-Led Training

- **Engaged Learning**

Participate in interactive sessions, ask questions, and receive immediate feedback from experts.

- **Structured Environment**

Benefit from scheduled, structured training that keeps you on track to complete the course within a set timeframe.

- **Adaptable**

Pace adjusted to meet the needs of the learners.

- **Hands-On Practice**

Apply your knowledge in practical exercises and labs, ensuring real-world readiness.

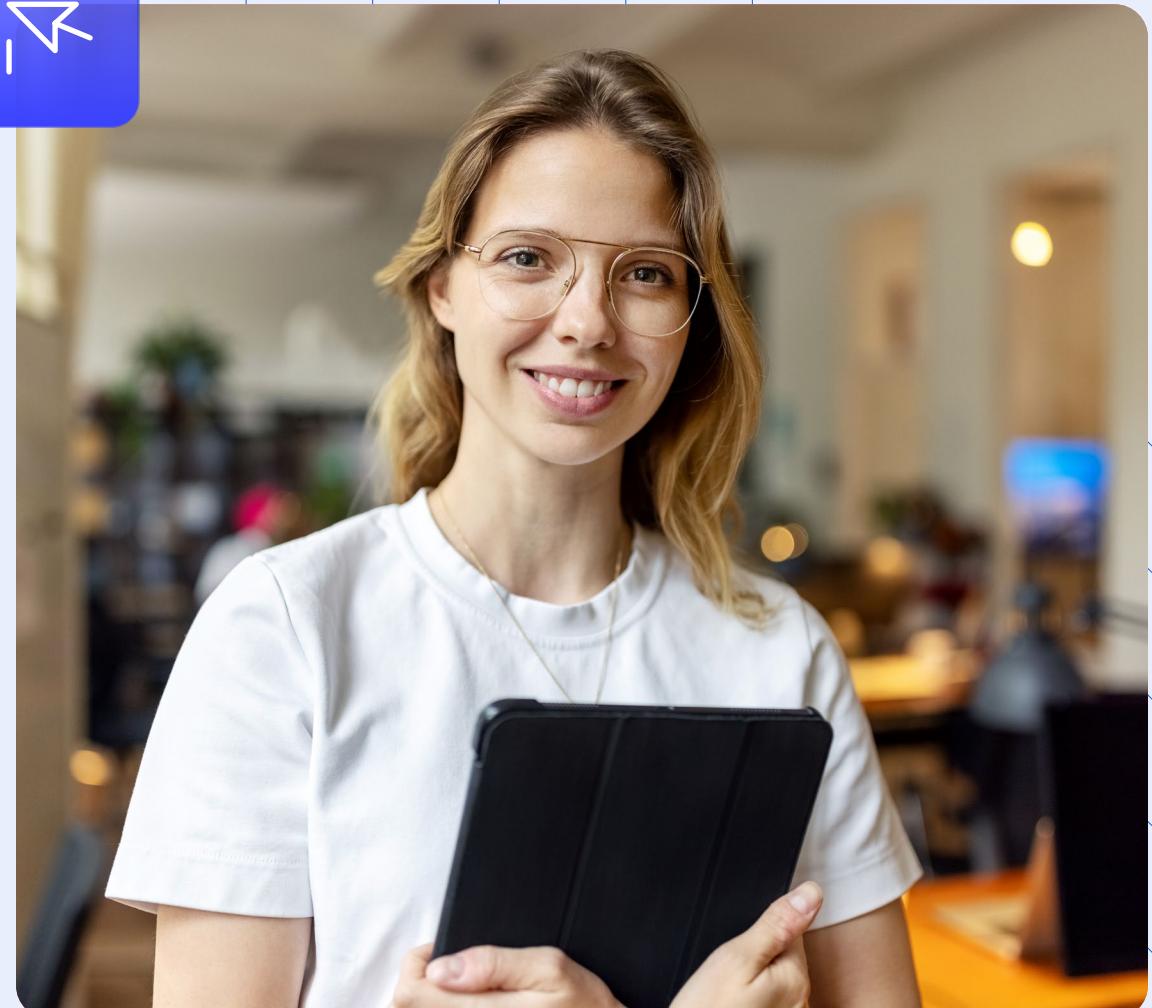
- **Networking Opportunities**

Connect with peers, fostering valuable professional relationships and knowledge exchange.

Free On-Demand Training

Getting Started Catalog

Universal CDP concepts and
Treasure Data product use
cases.



Free On-Demand Training

Getting Started

This learning plan is part of the Getting Started Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Treasure Data Fundamentals	<ul style="list-style-type: none"> What is a CDP? CDP Use Cases Treasure Data's Value Drivers Treasure Data Architecture Goals, challenges, and value of the CDP for teams in Paid Advertising, Email Marketing, Call Centers, Direct Mail, and Content Marketing <ul style="list-style-type: none"> Practical customer use cases tailored to each team Tangible insights into real-world scenarios Latest product updates Differentiators CDP maturity model 	00:45	None	✓	✓	✓	✓	✓	✓	✓	✓
TD CDP Overview	<ul style="list-style-type: none"> Architecture Overview Key Features <ul style="list-style-type: none"> Typical Use Cases Basic Planning 	00:20	None	✓	✓	✓	✓	✓	✓	✓	✓
Interface Tour	<ul style="list-style-type: none"> Integrations Hub Data Workbench Audience Studio Job Activities <ul style="list-style-type: none"> My Settings Control Panel Support and Feedback 	00:22	None	✓	✓	✓	✓	✓	✓	✓	✓

Free On-Demand Training

Foundation Catalog

Intro courses highlighting key
Treasure Data functions.



Free On-Demand Training

Engage

This learning plan is part of the Foundation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Introduction to Engage	<ul style="list-style-type: none">IntroductionWelcome to EngageNavigating the Engage InterfaceCreating Email TemplatesSetting Up and Sending Email CampaignsUnderstanding Engage Capabilities and Next StepsCourse Summary and Next StepsKnowledge Check	01:00	None	✓	✓	✓	✓	✓	✓	✓	✓

Free On-Demand Training

Integrations Hub

This learning plan is part of the Foundation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Integrations	<ul style="list-style-type: none">Catalog of ConnectorsExternal Data SourceCreate AuthenticationCreate SourceExamine Ingested Data	00:18	CDP for Data Management			✓	✓	✓		✓	✓

Free On-Demand Training

Data Workbench

This learning plan is part of the Foundation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Databases and Tables	<ul style="list-style-type: none"> Access Table Records Schema and Details Table Data vs Spreadsheet 	00:14	CDP for Data Management		✓	✓	✓	✓		✓	
Queries Part 1	<ul style="list-style-type: none"> Write a Query Use SELECT, SELECT DISTINCT, ORDER BY KEYWORD, MIN(), MAX(), COUNT(), AVG(), SUM() 	00:19	CDP for Data Management		✓	✓	✓	✓		✓	
Queries Part 2	<ul style="list-style-type: none"> Use WHERE, BETWEEN, LIKE, AND, OR, and NOT 	00:15	CDP for Data Management		✓	✓	✓	✓		✓	
Workflows	<ul style="list-style-type: none"> Overview Create a Database for The Workflow Create a New Workflow Run The Workflow Examine Other Workflows 	00:17	CDP for Data Management		✓	✓	✓	✓		✓	✓
Workflow Operators	<ul style="list-style-type: none"> Workflow Control Operators Treasure Data Operators 	00:30	CDP for Data Management		✓	✓	✓	✓		✓	✓

Free On-Demand Training

Audience Studio

This learning plan is part of the Foundation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Master Segments	<ul style="list-style-type: none"> Initiate a New Master Segment Create Attribute and Behavior Sections Save and Run a Segment 	00:15	CDP for Data Management	✓		✓	✓	✓	✓	✓	
Segments	<ul style="list-style-type: none"> Make Trigger Based Segments Customer Journey Segments Types of Segments Foldering in segments Decisioning in segments (And , or etc.) Embedding segments / referring segments 	00:19	CDP for Data Management	✓		✓	✓	✓	✓	✓	
Activations	<ul style="list-style-type: none"> Create a New Activation Activate a Segment Examine Activation Results 	00:08	CDP for Data Management	✓		✓	✓	✓	✓	✓	
Predictive Scoring	<ul style="list-style-type: none"> Create, Save and Train a Predictive Model Run The Master Segment Examine The Results Create a Segment From Your Predictive Model 	00:12	CDP for Data Management	✓		✓	✓	✓	✓	✓	✓

Free On-Demand Training

Data-Driven Marketing

This learning plan is part of the Foundation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Real-Time 2.0	<ul style="list-style-type: none"> Provide Real-Time 2.0 Overview Explain Architecture Set Up Parent Segment for Real-Time View Product Demos and Logs 	00:24	None	✓	✓	✓	✓	✓	✓	✓	✓
Audience Agent	<ul style="list-style-type: none"> Provide Audience Agent Overview Demonstrate Setup and Getting Started Explain Foundational Trust and Native Integrations Demonstrate Visualizations and Analysis Review Brainstorming, Permissions, and Considerations 	00:24	None	✓	✓	✓	✓	✓	✓	✓	✓
Real-Time 2.0 Personalization	<ul style="list-style-type: none"> Introduction to Real-time Personalization Understanding Personalization 2.0 Architecture Real-World Use Cases Setting Up Your Personalization Service Configuring Events and Attributes Building Personalizations in Audience Studio 	00:45	None	✓	✓	✓	✓	✓	✓	✓	✓

Free On-Demand Training

Treasure Insights

This learning plan is part of the Foundation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Introduction	<ul style="list-style-type: none"> Understand user roles Plan and design effective dashboard Understand the relationship between Data Modeler and Dashboard Designer 	00:19	None	✓	✓				✓		
Visualization	<ul style="list-style-type: none"> Create widgets using simple functions Understand how to filter data Use formulas to measure value and for multipass aggregation 	00:23	None	✓	✓				✓		
Analytics	<ul style="list-style-type: none"> Improve widget display and usability Design dashboards 	00:16	None	✓	✓				✓		✓

Free On-Demand Training

AI Agent Foundry

This learning plan is part of the Foundation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
AI Agent Foundry	<ul style="list-style-type: none"> Introduction AI Agent Foundry Overview and Planning Create Project and Define Knowledge Bases Agent Creation: Details, System Prompts, Tools, Outputs, Prompt Variables, User Prompts Project Configuration: Integrations, Interfaces, Image Generators Agent Testing Advanced Techniques and Optimization Course Summary 	01:00	AI Agent Foundry	✓	✓	✓	✓	✓	✓	✓	✓

Free On-Demand Training

Journey Orchestration

This learning plan is part of the Foundation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Introduction to Journey Orchestration	<ul style="list-style-type: none">• Overview• Planning Fundamentals• Building a Journey• Components• Journey Example	00:25	None	✓		✓	✓	✓	✓	✓	

Free On-Demand Training

Creative AI Suite

This learning plan is part of the Foundation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Introduction to Creative AI Suite	<ul style="list-style-type: none">• Overview• Introduction• Foundry Workspace• Email Copy• Visual Content• Brand Compliance• Putting It All Together• Next Steps• Knowledge Check	00:45	None				✓		✓		✓

Subscription On-Demand Training

Deep Dive Catalog

Advanced courses into our products and features.



Subscription On-Demand Training

Data Ingestion

This learning plan is part of the Deep Dive Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Amazon S3 Connector	<ul style="list-style-type: none"> Usage and specifications of Amazon S3 Connector 	00:14	None			✓	✓	✓		✓	
Python Custom Scripting	<ul style="list-style-type: none"> Understand, recommend and execute Python Custom Scripting Pass parameters Handle errors Use external packages 	00:15	None			✓	✓	✓		✓	✓

Subscription On-Demand Training

Web Tagging

This learning plan is part of the Deep Dive Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Intro to Web Tracking	<ul style="list-style-type: none"> Web Tracking 101 Server-side Cookies Implementing Tags Web tagging using 3rd party tools 	00:08	None			✓	✓	✓	✓	✓	
Cookie Consent	<ul style="list-style-type: none"> Overview Treasure Data Trusted Foundation Cookie Consent 	00:12	None			✓	✓	✓	✓	✓	
Tagging via Adobe Launch	<ul style="list-style-type: none"> Capabilities Cookies TD JS SDK and Adobe Launch Integration 	00:20	None			✓	✓	✓	✓	✓	
Server Side Cookies	<ul style="list-style-type: none"> Overview Steps to Enable 	00:27	None			✓	✓	✓	✓	✓	
Web Tagging via GTM	<ul style="list-style-type: none"> Overview Creating a GTM Container GTM Tags, Triggers, and Variables Creating Tags Creating Triggers Testing and Publishing Tags Excluding Tags 	00:25	None			✓	✓	✓	✓	✓	

Subscription On-Demand Training

Specific Solutions

This learning plan is part of the Deep Dive Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Working with Tableau	<ul style="list-style-type: none">Typical usage of ConnectorTableau Desktop and Server	00:13	None	✓	✓	✓	✓	✓	✓	✓	

Subscription On-Demand Training

Advanced Topics

This learning plan is part of the Deep Dive Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
User Management & Permissions	<ul style="list-style-type: none"> • Permission control • User management • Database access permission • Policy-based permission 	00:20	CDP for Data Management			✓	✓	✓	✓	✓	
Workflow Advanced	<ul style="list-style-type: none"> • Limitations • Call Workflow • Custom Scripts • Workflow API • Parallel Execution • Version Management • Workflow Deployment 	00:16	CDP for Data Management			✓	✓	✓		✓	✓

Subscription On-Demand Training

Treasure Insights: Reporting & Analytics

This learning plan is part of the Deep Dive Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Treasure Insights Reporting and Analytics for Marketing	<ul style="list-style-type: none"> Business Insights Dashboards Unified Customer View (UCV) Dashboards Customer Journey & Campaign Analytics Dashboards Churn Analytics Dashboards Audience Insights Dashboards Segment Analytics Dashboards 	01:24	None	✓							
Treasure Insights Reporting and Analytics for Engineering	<ul style="list-style-type: none"> ID Unification Dashboards Activations Tracker Dashboards Data-Profiling (EDA) Dashboards 	00:42	None	✓							
Treasure Insights Reporting and Analytics for Analytics	<ul style="list-style-type: none"> Dashboards for Multi-Touch Attribution (MTA) Time-Series Analytics & Forecast Web Analytics Summary and Demo RFM-Lead Scoring Audience Stats 	01:55	None	✓							✓

Subscription On-Demand Training

Machine Learning

This learning plan is part of the Deep Dive Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Custom ML Workflow	<ul style="list-style-type: none"> Overview of Machine Learning Modeling Types of ML Models Supported by TD Modeling How to Use ML Model Outputs for CDP Use Cases Walkthrough of CLTV Model Workflow Architecture 	00:25	None			✓			✓	✓	✓
ML for Marketing: Use Cases & Solutions	<ul style="list-style-type: none"> Machine Learning Overview KPIs for Marketing ML ML Solutions Framework for ROI/Outcomes Examples in Practice 	00:35	None			✓			✓	✓	✓

Subscription On-Demand Training

Implementation Catalog

Treasure Data Implementation
process.



Subscription On-Demand Training

Part 1

This learning plan is part of the Implementation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles								
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist	
01: Define Business Goals and Use Cases	Get to know the customer for a new Treasure Data implementation. What are their products, who are their customers, and what are their business interests for a CDP?	00:20	TD Implementation	✓	✓	✓	✓	✓	✓	✓	✓	
02: Data Ingestion	Discover Treasure Data built-in connectors, and ingest data from a CSV file, an Amazon S3 bucket, and a Postgres file.	00:40	TD Implementation	✓	✓	✓	✓	✓	✓	✓	✓	
03: Key Design Decisions	Define the implementation requirements for instance geolocation, the logical and physical separation of environments, and PII hiding and obfuscation.	00:30	TD Implementation			✓	✓	✓	✓	✓	✓	

Subscription On-Demand Training

Part 2

This learning plan is part of the Implementation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
04: Database Architecture	Overview of Treasure Data database architecture and implementation best practices, and data governance and user permission.	00:45	TD Implementation	✓	✓	✓	✓	✓	✓	✓	
05: Data Orchestration	Data cleansing and deduplication, workflow optimization and tuning, and profile and ID unification.	02:00	TD Implementation			✓	✓	✓		✓	

Subscription On-Demand Training

Part 3

This learning plan is part of the Implementation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
06: Segmentation	Overview of the Treasure Data JS-SDK and tagging, design and create a parent segment, segment profiles based on attributes and behaviors, and create new activations.	01:15	TD Implementation	✓	✓	✓	✓	✓	✓	✓	

Subscription On-Demand Training

Part 4

This learning plan is part of the Implementation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
07: Analytics and Insights	Visualize and report results with BI tools, and perform customer analytics with ML/AI and custom python scripts.	00:20	TD Implementation	✓	✓	✓	✓	✓	✓	✓	✓
08: Accelerator Framework	Overview of the Accelerator Framework, perform data orchestration with the accelerator framework, design new accelerators, and scale and optimize workflows with accelerators.	01:30	TD Implementation			✓	✓	✓		✓	

Subscription On-Demand Training

Role-Based Catalog

Training specific to job roles.



Subscription On-Demand Training

Role-Based Learning Paths

Treasure Data role-based learning paths are specially curated courses from across all our catalogs intended to streamline your training. Whether you are gaining expertise in your current role, or exploring a new role, these collections guide you through common tasks performed for a specific job function.

You will need to have an active TDA Subscription to access the role-based learning paths.



**Business
Intelligence Analyst**



**Data
Analyst**



**Data
Engineer**



**Engagement
Manager**



**Functional
Consultant**



**Marketing
Specialist**



**Solution
Architect**



**AI/ML
Specialist**

Treasure Data Certifications

On-Demand and Hands-On



Types of Certification

Ready to earn your certification?

- We have two types of certification exams: **On-Demand and Hands-On**.
- Treasure Data certifications are good for 2 years.
- Subscription users have unlimited access to our exams for the length of their subscription*.
- Exams are also available for purchase without a subscription for \$495 a seat.



Certification On-Demand:

- Knowledge-based multiple choice questions
- Open book
- Time-based
- Unlimited-retakes



Certification Hands-On:

- Skill-based actions within the Treasure Data platform
- Open book
- Time-based
- Unlimited retakes

* See Training Pricing page for additional details.



Treasure Data Certification Exams Details

Certification On-Demand

Treasure Data Expert: CDP for Marketing



(included with subscription or \$495 per seat without subscription)

- Topics Covered:** Target Audience, Treasure Data Console, Audience Studio and Folders, Parent and Child Segments, Batch Segments, Activate Segments, Real-time Segments, Profiles API Token, Predictive Model, Customer Journey
- Study Materials:** Included in the exam course
- Questions:** 25
- Time:** 60 minutes
- Passing Score:** 70%

Treasure Data Expert: CDP for Data Management



(included with subscription or \$495 per seat without subscription)

- Topics Covered:** Treasure Data CDP and Capabilities, How to Use Treasure Data CDP, Architecture Overview, Process/Data flow, SQL Programming, Workflows, CLI, JSDKs (Tagging) & REST APIs, Policy Based Permissions, IP Whitelisting, Sign-in Settings
- Study Materials:** Included in the exam course
- Questions:** 25
- Time:** 60 minutes
- Passing Score:** 70%

Treasure Data Expert: AI/ML Specialist



(included with subscription or \$495 per seat without subscription)

- Topics Covered:** ML for Marketing, Custom ML Workflow, Predictive Scoring, Treasure Insights Reporting and Analytics for Analytics
- Study Materials:** Complete the AI/ML Specialist role-based learning path
- Questions:** 25
- Time:** 60 minutes
- Passing Score:** 70%

Treasure Data Expert: AI Agent Foundry



(included with subscription or \$495 per seat without subscription)

- Topics Covered:** AI Agent Foundry Overview and Planning, Create Project and Define Knowledge Bases, Agent Creation: Details, System Prompts, Tools, Outputs, Prompt Variables, User Prompts, Project Configuration: Integrations, Interfaces, Image Generators, Agent Testing, Advanced Techniques and Optimization
- Study Materials:** Included in the exam course
- Questions:** 25
- Time:** 60 minutes
- Passing Score:** 70%

Certification Hands-On

Treasure Data Expert: Implementation Data Engineer



(included with subscription or \$495 per seat without subscription)

This exam requires us to set up an environment in Treasure Data before we can enroll you in the course.

- Topics Covered:** Data Transformation, Unification, Parent Segment
- Study Materials:** Complete all the courses in the Implementation Catalog
- Questions:** 37
- Time:** 5-10 hours
- Passing Score:** 70%

Instructor-Led Training

Courses



Instructor-Led Training Course Details

Course	Topics	On-Demand Equivalency	Instructor-Led Estimated Time	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
CDP for Marketing Instructor-Led Training	<ul style="list-style-type: none"> Audience Studio Segmentation and Activation Profiles API Token Predictive Model Customer Journey / Funnel 	CDP for Marketing Certification On-Demand	10.5 hours	✓	✓		✓	✓		✓	
CDP for Data Management Instructor-Led Training	<ul style="list-style-type: none"> Treasure Data CDP capabilities and architecture including process and data flow SQL programming, workflows, CLI, JS SDKs, REST, and APIs Policy based permissions, whitelisting, and sign-in settings 	CDP for Data Management Certification On-Demand	10.5 hours	✓	✓	✓	✓	✓		✓	
Implementation Instructor-led Training	<ul style="list-style-type: none"> Getting Started Business Background Preparing for an Implementation Kicking off an Implementation CDP Administration Data Ingestion Data Orchestration Segmentation Analytics & Insights 	Implementation On-Demand	12-16 hours	✓	✓	✓	✓	✓		✓	

Training Pricing



Free On-Demand Training

- Free to all TD customers and partners



Subscription On-Demand Trainings

- \$1,000 per seat
- Annual renewal as needed (no auto-renewal)
- Includes access to all Treasure Data Certification Exams



Treasure Data Certification

- Good for two years
- \$495 a seat or included with subscription



Instructor-Led Training

- These rates apply to both in-classroom and virtual training
- The price does not include instructor travel expenses
- These rates apply to both public and private training deliveries
- Normal class size is limited to a maximum of 10 participants

Hourly

\$625

1-10 Seats

Half Day

\$2,500

1-10 Seats

Full Day

\$5,000

1-10 Seats

\$1,000

11-15 Seats

\$4,000

11-15 Seats

\$8,000

11-15 Seats

\$1,250

16-20 Seats

\$5,000

16-20 Seats

\$10,000

16-20 Seats

Resource Library

You can find the following helpful tools and valuable information in the Resource Library in Treasure Data Academy.

 **Effort Estimator Template**
Excel

 **Implementation Workshop**
PDF

 **Key Roles and Responsibilities**
PDF

 **Scoping Worksheet**
Excel

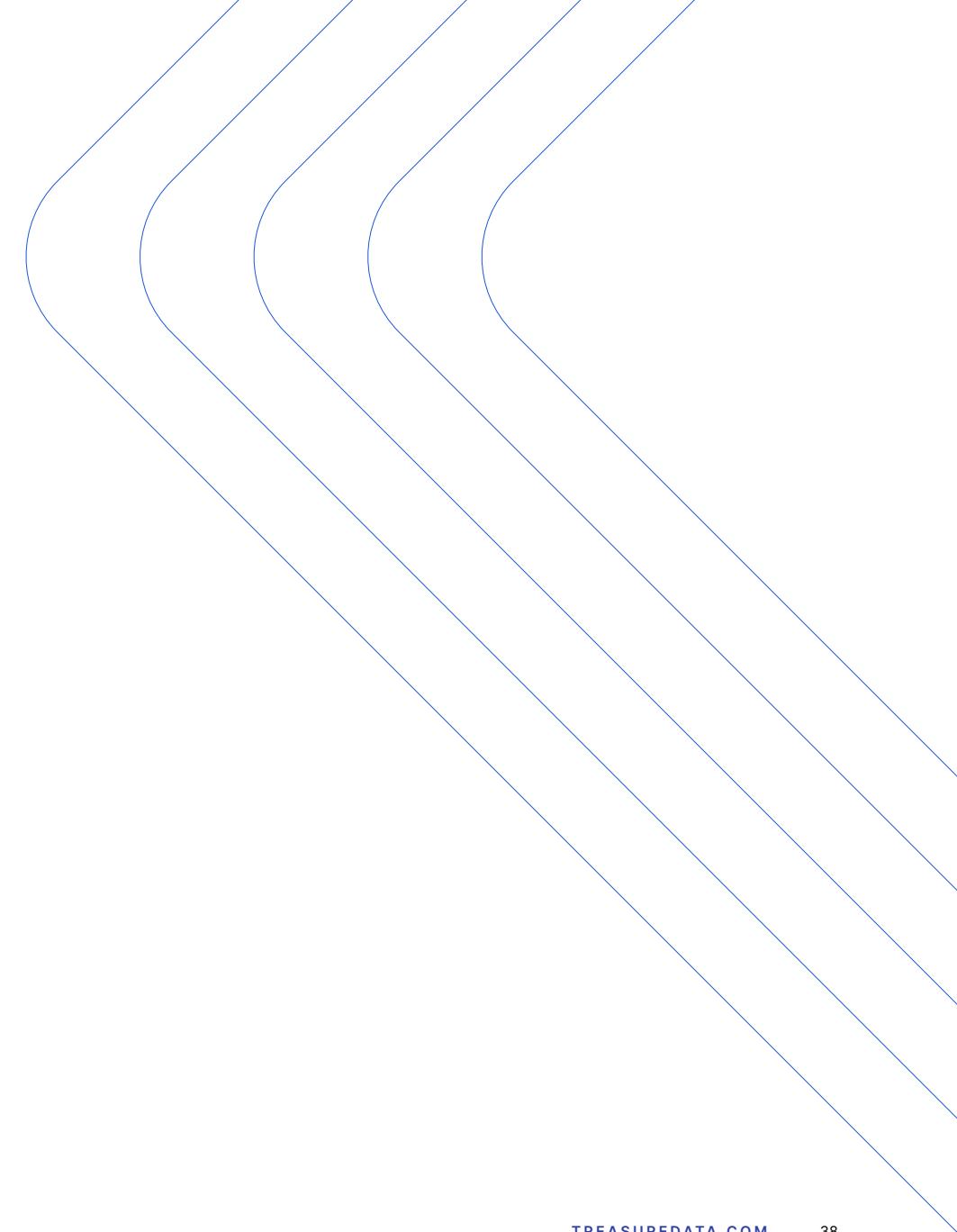
 **Banking Industry Enablement**
PDF

 **Insurance Industry Enablement**
PDF and Demo Video

 **ID Unification Best Practices**
PDF

Contact Us

For questions about training,
contact Treasure Data Academy at:
academy@treasuredata.com





TREASURE DATA

Treasure Data is the Intelligent Customer Data Platform (CDP) built for enterprise scale and powered by AI. Treasure Data empowers the world's largest and most innovative companies to deliver hyper-personalized customer experiences at scale that increase revenue, reduce costs, and build trust. Visit www.treasuredata.com to learn more.

Join our global forum for AI-forward marketing leaders, Agentic World 2026 (agenticworld.com). It's free to attend and features Daymond John as the headline speaker.