TREASURE DATA

Trust for CDP - Today's Customer Demand Personalization Matched With Privacy

For today's customers, there are no exceptional experiences without trust.

Solution Brief

Benefits

- **Build customer trust.** Be known as an ethical business that aligns with your customers' values
- **Pair personalization and privacy, around the globe.** Execute campaigns at speed while intelligently using trusted data
- **Securely activate every piece of data**. Every time across brands, channels, geos and teams
- **Drive speedy campaigns**. Do what you do best without worrying about violating consent.
- **Become a favorite of your CISO and compliance teams**. Check the box on the strictest CIDO requirements.

Today's customers demand ethical data privacy practices from the brands they trust, and without it they are resistant to sharing critical data that allows you to understand and connect with them. Without customers who willingly share data, you'll be unable to personalize campaigns now, let alone in the increasingly complicated future.

How do you overcome this hurdle of balancing privacy with an increased reliance on data for personalized marketing? How do you ensure you're securely activating campaigns across channels and geographies? From data breaches to an ever-changing landscape of regulations, your brand reputation relies on you, and your team, navigating consent, privacy and security at every customer touchpoint.

The Treasure Data Trust for CDP

As a marketer, you've probably experienced the double bind that often happens around personalized campaigns. Marketers today can either be quick and agile, launching campaigns based on lists that they're not entirely confident in, or they can be detailed and safe, missing opportunities that could yield big impacts. The Trust for CDP frees marketers from all of this with a suite of features that include: for marketers to manage data access permissions as well as the controls around the privacy of data and consent preferences that customers have given—as part of their unified data record. Best-in-class permissions, privacy and security controls span audience segmentation, personalization and activation.

- Data access permission to empower collaboration without risking Personally Identifiable Information (PII) breaches
- Transparent consent management
- One unified data record that includes both data use preferences and segmentation criteria
- Holistic data governance enforcement across sources and channels

Case Study

AB InBev

AB InBev Personalize Responsibly in 40+ Geographies

"CDPs are really a great way to help not only manage customer data for marketing, but also manage the controls around the privacy of that data and the preferences that people have given—as part of their unified data record." —Luiz Gama, Senior Global Martech Manager, at AB InBev

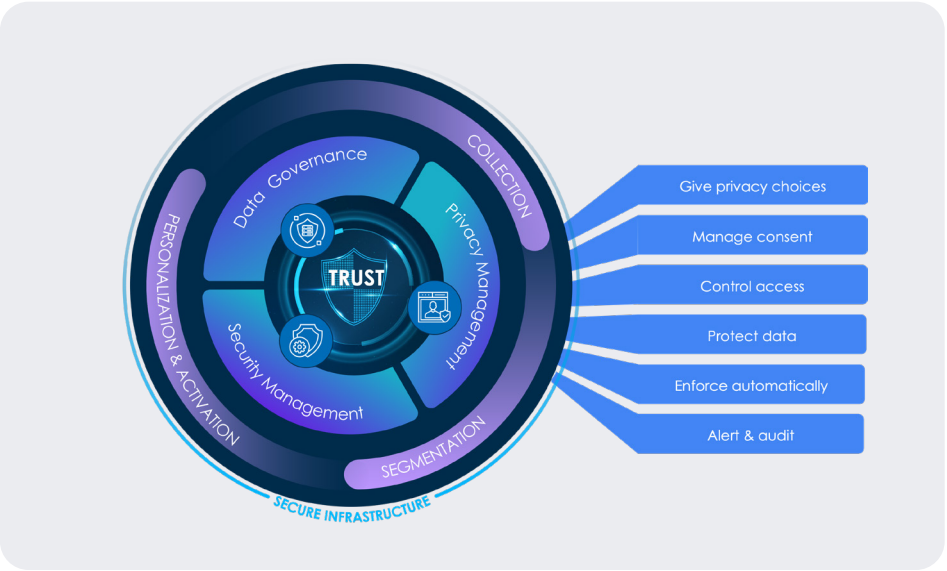
AB InBev, a global leader in beverages that generates more than $54 billion in annual revenue, wanted to personalize responsibly in 40+ geographies. Treasure Data helped them manage privacy and compliance centrally through a single, privacy-compliant platform.

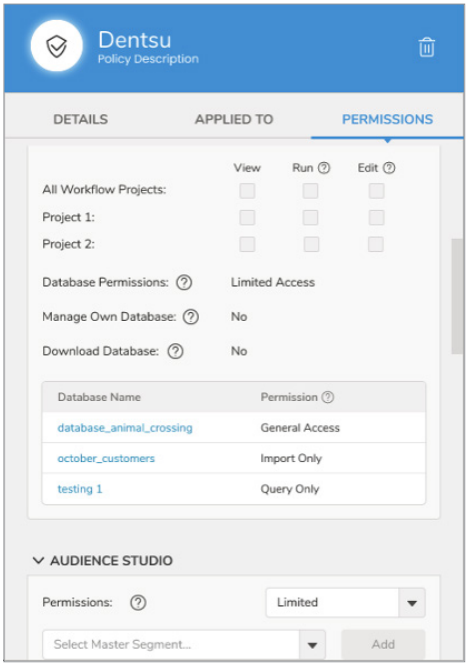
Your CISO and Compliance teams will love our:

- 24/7 network monitoring of infrastructure and applications
- Data encrypted in-transit and at rest to protect PII and company information
- Global infrastructure allows flexibility with data residency, sovereignty, and localization requirements
- Policy-based permissions for database, column-level access, and PII masking/ hashing manages who has access to what information at a field level
- Leading security and compliance certifications and audits.

How Treasure Data Trust for CDP Works

Our approach is simple: our entire platform is built to help leading businesses create customer connections through better data. That includes our Trust for CDP that supports marketers with everything they need to safely and confidently build relationships with customers. Our three pillars of data governance, security management, and privacy management are supported by a secure infrastructure that passes the strictest requirements of enterprise CISOs.





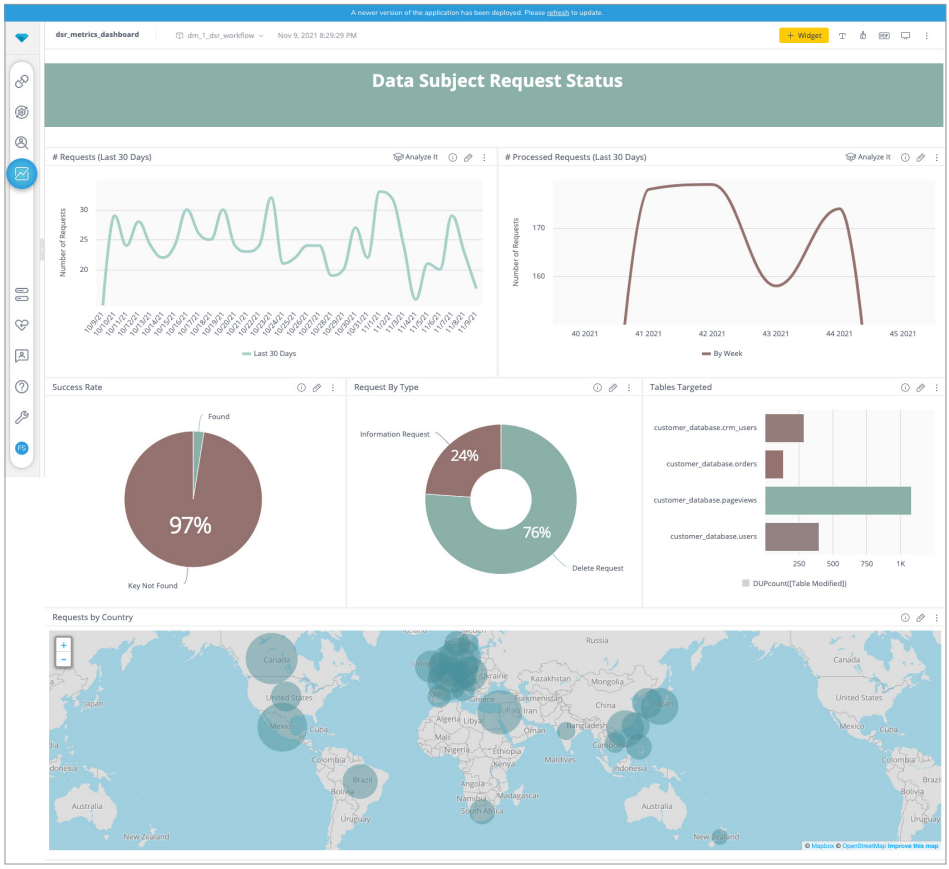
Our platform is flexible enough to support hundreds of use cases, like:

- **Data Collection and Management**—Keep customer data safe by defining and enforcing control over access to workflow, datasets or sensitive parts of datasets, including the ability to tag PII and other types of sensitive data. In addition, collect and fulfil data subject requests (DSR) such as deletion and access.

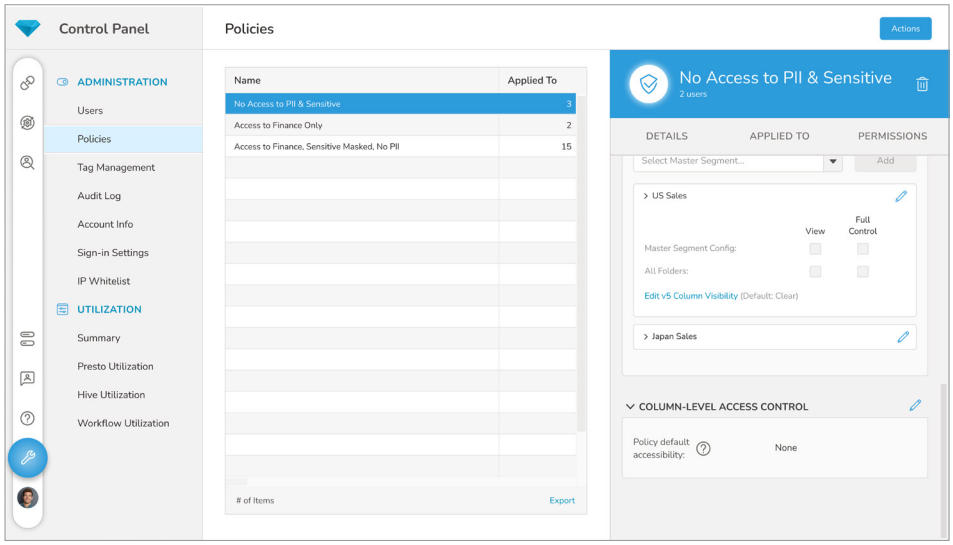
3X

The number of countries that have adopted data privacy legislation in the last 40+ years, has tripled.

Source: United Nations



- **Permission-based access**—Folder-based permissions and nested-organization by brand, geography, agency or team structure give marketing teams access only to necessary data to ensure privacy is maintained on an individual level.

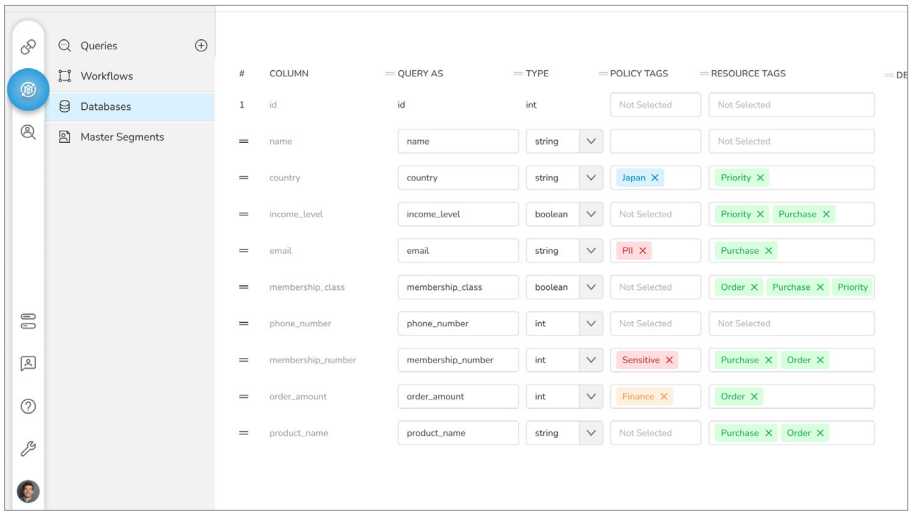


73%

of customers say it is important to them that companies they buy from align with their values

Source: 5WPR

- **Personalization and Activations**—Ensure consent is enforced across all activations. Proactively monitor security and privacy with granular audit log alerts, dashboards and anomaly detection.



What's Possible with Treasure Data Trust for CDP:

- **Own your data.** Continue to deliver personalized experiences across marketing, service, and sales through intelligent use of first-party data.
- **Get peace of mind.** Rest easy knowing your marketing team has one foundation of trusted customer data.
- **Collaborate without risk.** Work across teams, brands, and geographies knowing your customer data platform has you covered.
- **Unify data collection**. See and control the data you collect so you can give transparency to your customers.
- **Stay compliant.** Get easy access for GDPR and CCPA mandated data discovery and data subject access requests (DSARs).
- **Allow only the right access**. Treasure Data's easy data tagging, protection, and permissioning helps you mark sensitive data and only allow visibility to the people who need it.
- **Empower teams**. Anyone who needs to activate data – including agency partners – can do so with no risk of exposing sensitive or protected information.

Strong Performer in Forrester Wave™: Real Time Interaction Management, Q4 2020

Strong Performer in Forrester Wave™: Customer Analytics Technologies, Q3 2020

Best Marketing Solution, 2020 CODiE Award from the Software and Information Industry Association

Build Trust. Be Personal. Be Agile.

Today's landscape requires you to move fast while paying attention to the details like preferences and personal traits. With Treasure Data, you can meet the challenge with one, unified source of customer data that makes every customer touchpoint better, and makes your growth dreams come true.

TREASURE DATA

Treasure Data is the only Customer Data Platform (CDP) that can help you unify your entire customer journey, powering customer-centricity across Marketing, Sales and Service across your organization. We are proud to drive customer data unification, insights and engagement for hundreds of leading brands including Fortune 500 and Global 2000 companies.

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

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