



# Own the Road

Treasure Data CDP, the Gold Standard for automotive customer-experience data



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## Use Treasure Data CDP to steer more auto buyers to your brand—faster and with better marketing ROI

You have the data, you're spending the money. But are your investments in digital marketing and big data paying off in accelerated buying cycles, higher revenues, and brand loyalty? The customer data platform (CDP) from Treasure Data can help you interconnect your dealers' management systems to unify all of your shopper data. With the most and best shopper data to build on, you'll be able to run better-targeted, productive campaigns that drive more buyers to your brand—faster and with measurably higher marketing ROI.

Treasure Data CDP functionality equips you to know your shoppers better, give them the best-possible customer experience at every step of the journey, and build generations of the brand enthusiasts that will help you own more of the road.



14%

*A 14 percent improvement in closing rate on one of our ad campaigns boosted revenue by \$26 million (US\$)."*

Ogawa Hideki Chief Engineer, Digital Innovation



In 2019, the automotive industry collectively spent nearly \$16 billion on digital advertising, an increase of almost 16 percent over 2018.<sup>1</sup> Automakers understand that it's no longer enough to deliver vehicle performance and quality. Car buyers want a personalized shopping experience, one that makes them feel connected to your brand through more meaningful interactions, relevant promotions, and desired services. Earning buyer loyalty requires making the customer experience a focal point of your innovation. A well-defined customer data management framework can help you do that.

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## Know your vehicle shoppers

Treasure Data CDP can serve as your single source of truth.



400%

### Real-world results:

A Treasure Data CDP solution helped an automaker combine and enrich 1st and 2nd-party data to increase digital ad click-through rates (CTRs) by 400 percent.

### Treasure Data CDP helps your IT and digital marketing teams:



**Connect to all of your shopper contact points.** Capture data from website traffic, your CRM application, marketing-automation and campaign-management tools, social media, loan and insurance systems, and dealer management systems (DMSs) for integration into a central data repository. With built-in data governance and transformation functionality, the Treasure Data platform enables creation of a single version of truth for customer data.



**Unify data across channels.** By combining customer data from online sources and offline interactions, as well as Internet of Things (IoT) data ingested from connected devices and machines, Treasure Data CDP makes it easier to do real-time reporting and personalization.



**Be confident of accurate, timely, complete data.** And, our platform's master data management doesn't introduce business-disrupting latency.



**Save with the Treasure Data CDP software-as-a-service (SaaS), pay-as-you-go solution.** Don't squander limited financial resources on expensive ETL software or million-dollar capital investments in infrastructure.

# Give them a joy-full ride

Treasure Data CDP easily connects to more information sources.



## Real-world results:

Treasure Data CDP pre-built connectors, clean and unified data, and data-pipeline management tools gave an automotive marketing team a head-start in collecting and organizing shopper data. Within months, marketers were effectively analyzing a combined set of data from all systems to better target advertising and boost advertising-spend ROI.

## Treasure Data CDP helps you:



**Gain a true unified view of shoppers across channels.** By eliminating silos of shopper data, you'll be able to better target and personalize the customer experience. Don't pay to run promotions for uninterested shoppers or miss opportunities to connect with real enthusiasts.



**Make a positive connection with your shoppers.** Don't put them off by misspelling their names or congratulating them for buying a green sedan when they actually drove home in a smoking silver pickup. Instead, thrill them with content they care about and offers they'll value.

**Designed to natively interconnect with the software tools you use, the Treasure Data CDP platform offers more than 140 (and counting) ecosystem connectors. Using these connectors, your team will be able to:**



**Reduce complexity.** Marketing teams don't want to write code, they want to find car buyers!



**Get up and running faster.** In most cases, you'll be able to set up the Treasure Data CDP service—and start producing results—in as little as six to eight weeks. Compare that to the six to eight months it can take to set up other solutions that require system integrators and come with hefty implementation costs.



**Maintain business continuity.** Don't disrupt existing information systems. Keep running your business as usual, without costly integration delays.



**Stay nimble.** The Treasure Data CDP architecture gives you future-proof flexibility to add, change, or disconnect sources. You'll always be able to quickly connect with best-in-class MarTech solutions.

# Build generations of brand enthusiasts

Treasure Data CDP empowers you to manage data from any source, at any scale.



## Real-world results:

Siloed CRM and marketing automation data (including web-activity logs) kept one car manufacturer from expanding its advertising reach to the non-owner shoppers that influence purchase decisions. Treasure Data CDP delivers the scalability and connectivity this automaker needed to effectively integrate online and offline customer data. In addition to successfully delivering its brand value to an expanded audience, the company can now acquire leads at the lowest-possible cost, using its integrated data to identify the most efficient media channels for new campaigns.

**Treasure Data CDP solutions offer scale and security that let you use a world of data to build lasting, productive relationships with your car buyers. You'll benefit from:**



**Enterprise-grade scale.** Be confident that you can keep pace with fast-changing and expanding data-management requirements, as well as your business growth.



**Real-time data acquisition.** Stream data from IoT devices with the capacity to collect tens of billions of daily transactions—without performance degradation.



**Effective use of object-based storage that helps keep your CDP costs down.**

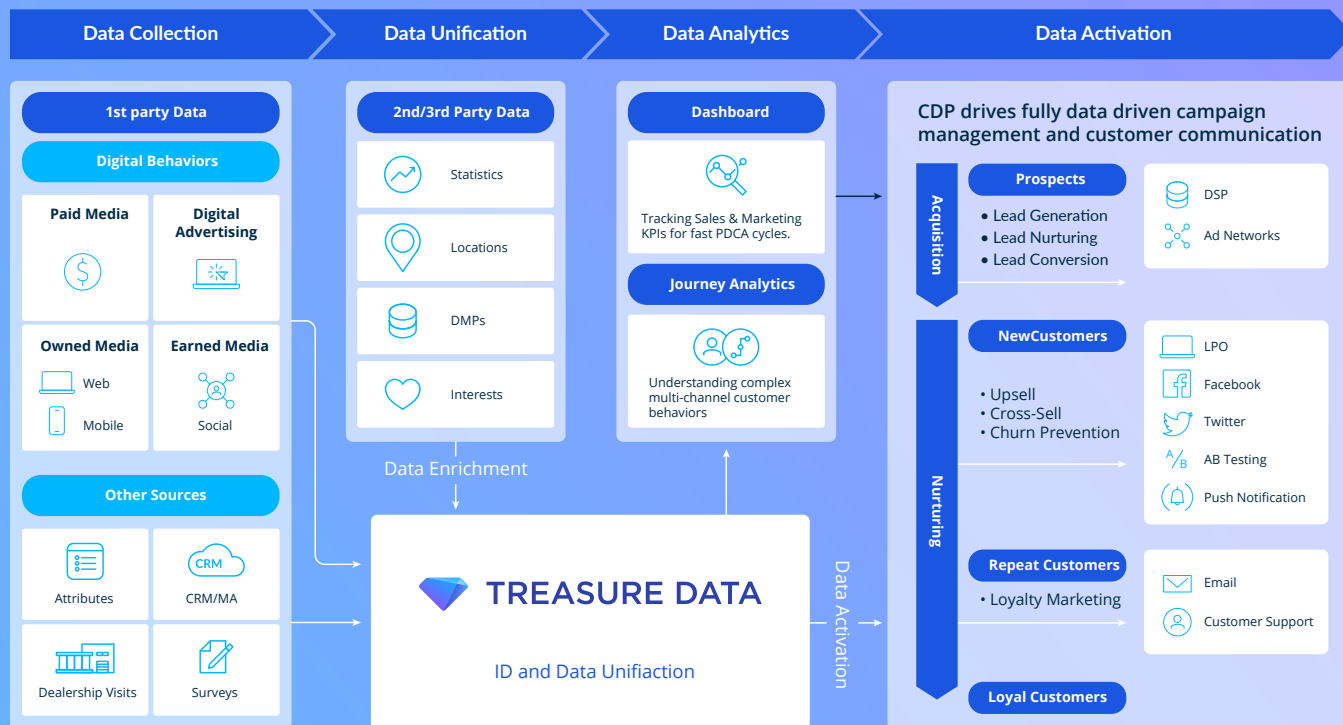


**Enterprise-grade security.** Comprehensive data security includes SOC compliance, protection of personally identifiable information (PII), audit logs, and policy-based access control. By protecting the data we store for our customers, Treasure Data establishes a solid foundation for data privacy. Our privacy program and enterprise CDP solution can help with your own efforts to comply with the General Data Protection Regulation (GDPR) and other privacy laws such as the California Consumer Privacy Act (CCPA).



**Dashboards and business-intelligence tools that help you monitor performance and more easily collect, follow, and blend data for maximum insight.** Trends, risk assessments, pattern identification, corporate metrics—report these and other key findings out to dashboards or visualization tools.

# Treasure Data Enterprise Customer Data Platform



Treasure Data CDP combines high functionality and performance, along with configurability to give you fast time to value. You'll be able to spend less time to find more car buyers and to create the kind of personalized shopping experiences that build lifelong brand loyalty.

# From 0 to 60, get a faster start with treasure data CDP

Treasure Data CDP can serve as your single source of truth.



## Treasure Data CDP can help you:

- Grow revenue and increase conversion rate through your corporate website
- Optimize marketing spend with better targeting
- Adopt machine learning for greater efficiency and new functionality like predictive customer scoring increase revenue with more opportunities to upsell and cross-sell products and services
- Garner loyalty using segmentation to reach more shoppers, from new buyers to brand enthusiasts
- Find the next, best channel to buy—Facebook, Twitter, email, etc.—for the most effective reach and customer reception, whether you're targeting millennials on dealer websites or using YouTube to connect with Gen Z shoppers

## Treasure Data CDP helps your IT and digital marketing teams.



**We're committed to the success of our customers.** Every day, Treasure Data CDP experts are helping automotive companies dramatically shrink buying cycles and increase revenues, in some cases by tens and even hundreds of millions of dollars.



**Call us if you'd like to get in on the success—faster and with lower upfront costs than you might expect using other enterprise-grade customer data platforms.** Because Treasure Data CDP is a SaaS solution, you'll more likely be up and running in weeks rather than months. We'll help you start optimizing your marketing campaigns and connecting your entire MarTech stack to achieve better insights, more profitable results, and faster time to value.

<sup>1</sup> Source: eMarketer  
<https://www.emarketer.com/content/us-automotive-digital-ad-spending-2019>



Treasure Data Customer Data Platform (CDP) empowers enterprises by delivering rich insights that drive outstanding customer experiences. Built on a strong data management foundation, our CDP enables brands to securely unify customer data across silos at scale so they can better identify, engage and acquire customers. The highly configurable platform boasts a comprehensive connector network that evolves with your existing technology stack to future-proof all customer data initiatives. Treasure Data has more than 400 customers including Fortune 500 and Global 2000 enterprises, and is a wholly-owned subsidiary of Arm Ltd.

Request a demo today

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