

arm TREASURE DATA

ARM TREASURE DATA FOR GAMING PUBLISHERS

Drive your marketing strategy with insights from platforms, games and players – all in one place.

Marketing the next big game takes bold decisions and bold decisions need data. Whether you are budgeting for a big launch event or lining up your next set of in-game ads, you need one solution to turn to for a single view of every player and campaign.

Treasure data helps you target the right audiences of players at the right time, every time. Unlike traditional marketing analytics platforms or applications, our enterprise Customer Data Platform (CDP) collects data from every game and studio, and even stores player interactions to uncover player insights never thought possible. The key to our success is the unique way we unify data. We deliver the “single view of every player” that only you can use for better targeting and personalization—no matter the marketing channel.

ARM TREASURE DATA FUELS YOUR MARKETING STRATEGY

More than a generic marketing platform, we put the player at the center of your strategy for:



Increasing new player acquisition
and retention



Personalizing in-game messages for
upsell and cross-sell opportunities



Targeting players precisely with
both attributes and behaviors



Analyzing campaigns for actionable
publisher, studio and title channel insights

WE DELIVER GAMING RESULTS

But, don't take our word for it. See how our gaming customers are using Treasure Data to propel their games to the top of the best-sellers list.



The #1 VR-exclusive game on Steam's Global Top Sellers

Using Treasure Data, Survios analyzed play patterns, preferences, control schemes and time spent. They improved player onboarding with better player tutorials and achieved higher retention.



Makes games as fun to watch as they are to play

Treasure Data is dedicated to their entire data analytics ecosystem—providing an feature development pipeline optimized for player engagement.



The 2nd largest gaming hardware maker in the world

The Director of Planning and Analytics uses Treasure Data to analyze games across studios and devices. Not only did he increase the number of campaigns launched per week, game sales rose by 13%.



Held the Guinness World Record for highest revenue generated by an entertainment product

Treasure Data was chosen to unify customer data across studios and regions. By creating a "golden player" record, they will enrich player profiles for greater cross-sell opportunities and apply frequency caps intelligently to lower their costs of player acquisition.

TAKE THE NEXT STEP IN DEVELOPING A WINNING SOLUTION FOR MARKETING STRATEGY.

Contact Us Today

https://www.treasuredata.com/contact_us/
866-899-5386



ABOUT ARM TREASURE DATA

Arm Treasure Data enterprise Customer Data Platform (CDP) unifies data from multiple sources - online, offline, IoT and device generated data - and empowers enterprises to disrupt their markets with superior customer experiences. Our customers are creating transformational customer relationships by connecting the data dots with our CDP. Treasure Data is fully owned by Arm Holdings and has a global customer base of over 325 enterprises, including Fortune 500 and Global 2000 companies. Our clients manage over 130 trillion records, resulting in more predictable and profitable business results.