

arm TREASURE DATA

# ARM TREASURE DATA FOR GAMING STUDIOS

Understand your players, improve their experiences and keep them playing.

Do you know your players? Every click, tap and touch sends a signal and presents an opportunity to understand how players engage with the games you create. Keeping them engaged and playing is the goal and without visibility, how do you capture the most meaningful player experiences.

Raw data collection of millions of events per session is not trivial. Measurement and analysis of those events is even harder when you have to manage both infrastructure and other analytic tools and systems. This is where Treasure Data's enterprise Customer Data Platform (CDP) can help by collecting and unifying the player data you choose from any system or device. It's one platform for all gaming analytics and publisher insights that gives studio teams more time to focus on developing better, more engaging games.

## ARM TREASURE DATA POWERS YOUR DESIGN AND DEVELOPMENT ENGINE

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



Unifying player accounts and devices into a single profile



Recommending in-game skins, missions, performance improvements and more with a machine learning-based engine



Optimizing character and avatar performance



Analyzing game telemetry for data-driven feature development

## WE DELIVER GAMING RESULTS

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



### 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.

INDUSTRY LEADING  
GAME PUBLISHER

### 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%.

TOP GAME PUBLISHER

### 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 BUILDING A ROBUST GAMING DEVELOPMENT SOLUTION.

Contact Us Today

[https://www.treasuredata.com/contact\\_us/](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.