TREASURE DATA

Treasure Data Journey Orchestration

Creating Frictionless Customer Journeys Across Channels and Business Units

Marketers today need to turn results-driven campaigns into a connected customer experience that cuts across channels and business units. Treasure Data Journey Orchestration is an easy-to-use tool that empowers marketers to connect each omnichannel touchpoint into a holistic customer journey that takes personalization and conversion to the next level, at scale. With Journey Orchestration, you can see and understand your customer's processes, needs and perceptions. You can develop deeper insights into customers' needs at every touchpoint. And because it works with all activation tools, you can activate your customer journey quickly and easily.

Using intelligence from the platform in Treasure Data Customer Data Cloud, you can identify audiences along the buying cycle and link relevant campaigns and channels to user behavior, making best-of-breed channel and campaign tools smarter and more efficient. With a no-code drag and drop canvas, marketers can plan journeys that are personalized for each customer as they progress from awareness to purchase to brand loyalty and engage with marketing, service and sales. These journeys are based on data-driven insights and provide a frictionless, customer-centric experience across the entire business.
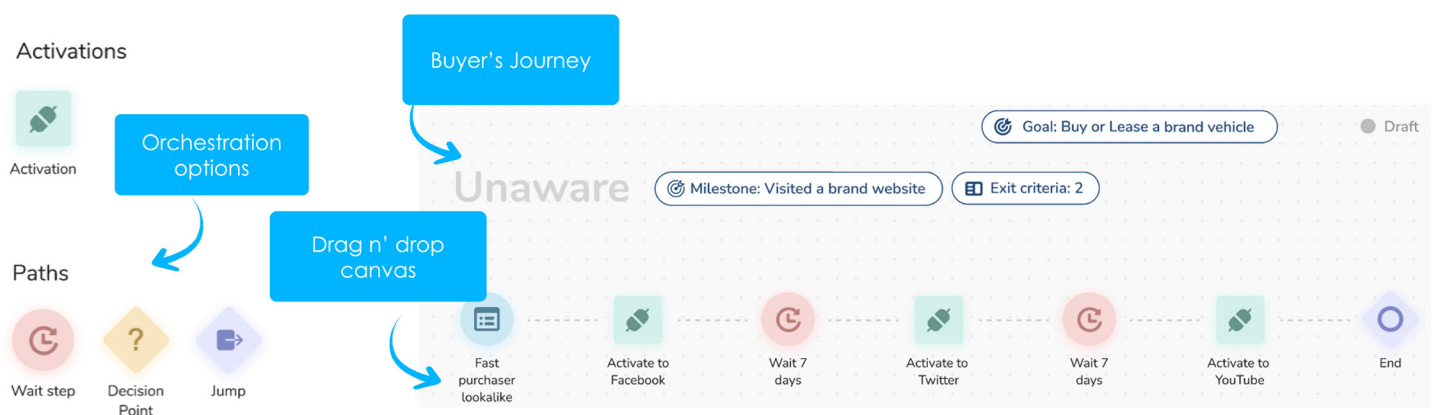

Figure 1: Treasure Data Journey Orchestration canvas

True Personalization for Better Experiences and Results

Your customers don't care which channel or campaign they're in. They see your business as one entity, and expect you to understand them and the journey they've been on with you. Treasure Data Journey Orchestration uses the power of Treasure Data to unify customer data across all touchpoints, both online and offline, from website, to contact center, to point of sale, and much more. It's a holistic customer view that makes it possible to create truly customer-centric experiences wherever you connect.

For example, an auto company can use Journey Orchestration to acquire shoppers with lookalike models on social and paid media. Further down the funnel, they can construct another journey to convert customers after they complete their test drive at the dealership. Journey Orchestration allows them to create a seamless customer experience by unifying the online and offline data—including if the shopper calls into the dealership or visits the service center. This not only leads to a much better, frictionless experience for the shopper, but results in a more targeted and lower media spend and higher conversions for the auto company.
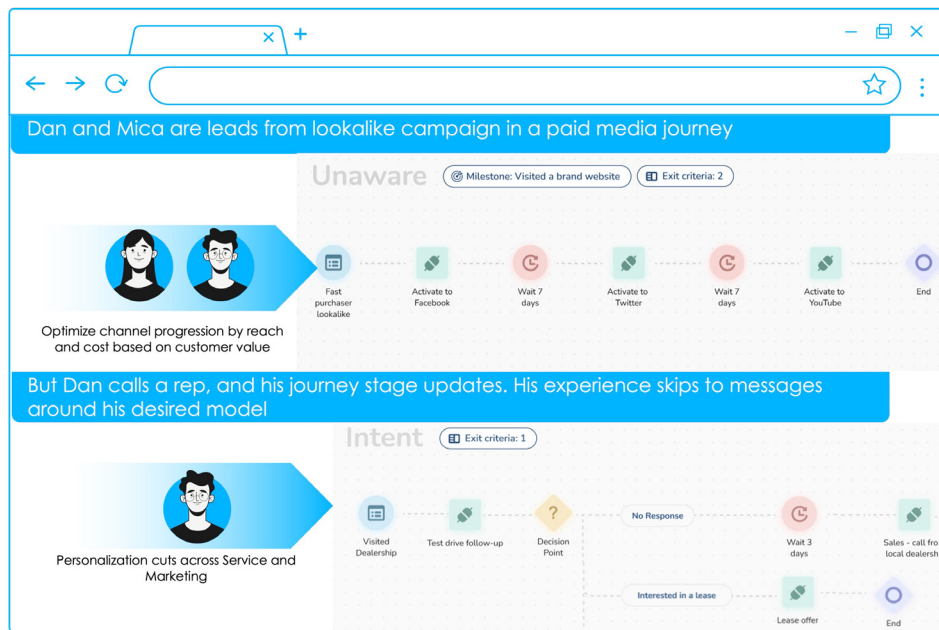

Figure 2: Creating a personalized experience across online and offline touchpoints, across marketing and service

Making Your Campaign Tools More Effective

Treasure Data Journey Orchestration uses pre-built campaign tools to activate your journey. It has integrations to hundreds of tools, including email service providers, paid media platforms, DMPs, social media sites, and more. So teams have the freedom to use their favorite tools with journeys seamlessly orchestrated across all systems.

With holistic customer data, data from customer interactions on each channel, and now with AI-driven insights, marketers can use the tools they know, but with actionable insights—including the best channel, best time, and best message for each individual.

This channel feedback and holistic data also enables marketers to get the most from their budgets. If you know an email is driving the most conversions, or a Facebook post is driving the most engagement, you know how to achieve more with the same budget.
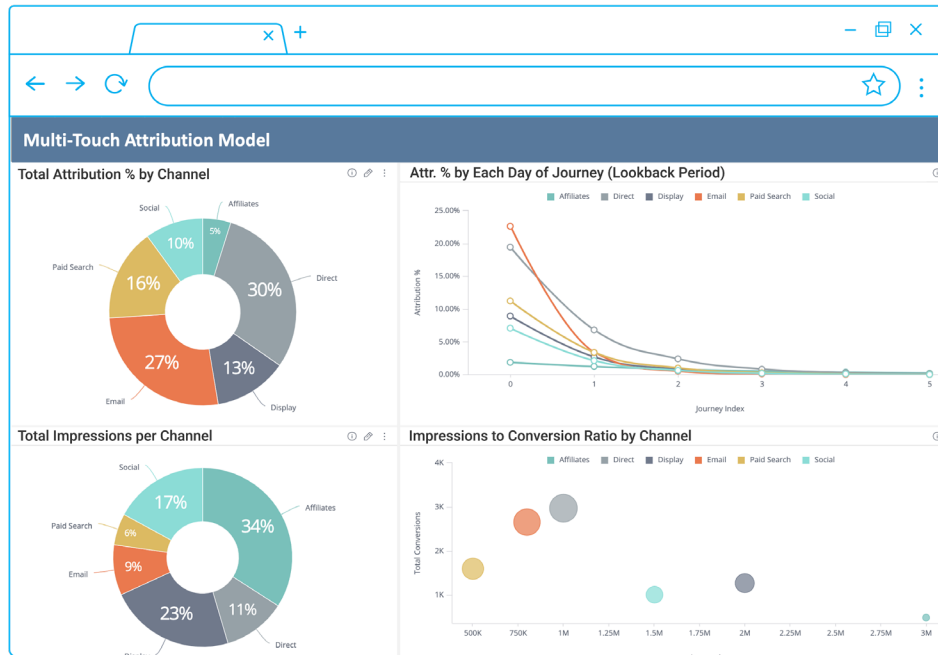
Multi-Touch Attributions

Figure 3: Analyzing impact for each channel

Streamlining Journey Coordination

Treasure Data Journey Orchestration combines customer insights with essential features for modern marketing planning:

Global Privacy and Consent Model capabilities ensure respectful journeys without delays. Treasure Data's privacy, security and governance capabilities are available at the most granular level, so marketers can quickly execute by geography or brand without violating customer preferences.

Create journeys that span across single events and customer lifecycles. Marketers can easily create journeys by dragging and dropping different actions. You can create journeys for specific events, like a welcome journey, an abandoned cart journey, or a birthday coupon. Journey Orchestration also supports the customer lifecycle-based concept of stages, where a marketer can track where a customer or cohort is in the lifecycle—from awareness, to intent, to purchase, to loyalty—and drive experiences specific to those needs.

Customer journey dashboards help marketers track metrics around growth rates, as well as profiles by stage, and profiles over time, to gauge how customers are moving throughout the journeys.

TREASURE DATA

Designed for Enterprises, Trusted by Everyone
Treasure Data is the leading enterprise-level CDP that's used—and loved—by leading brands. Let Treasure Data help you create truly personalized, frictionless customer experiences with Journey Orchestration.

About Treasure Data
Treasure Data Customer Data Platform (CDP) empowers enterprises to deliver relevant, real-time customer experiences.

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