

LEARNING MADE EASY

Treasure Data Special Edition

Enterprise Customer Data Platform

for
dummies[®]
A Wiley Brand



Access customer data
from a single source

Eliminate the guesswork
of content marketing

Delight customers with
personalization

Brought to you
by



TREASURE
DATA

Rob Glickman
CMO, Treasure Data

About Treasure Data

The Treasure Data Enterprise Customer Data Platform (CDP) enables a single, actionable view of your customer for the first time. Only Treasure Data can handle the scale, security, and complexity required by a global enterprise and enables you to deliver a superior customer experience based on data-driven decisions.

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Table of Contents

INTRODUCTION	1
About This Book	1
Icons Used in This Book.....	3
Beyond the Book.....	3
CHAPTER 1: Harnessing Customer Data to Deliver a Great Customer Experience	5
Customer Data and Your Marketing Strategy.....	5
Delivering personalized experience at scale	6
Facing the challenges of harnessing customer data	7
Understanding the basics of data to deliver personalized experiences at scale	8
Identifying the Types of Customer Data.....	10
First-party data	10
Second-party data.....	10
Third-party data	10
Looking at the Available Customer Data Systems.....	11
CHAPTER 2: Introducing the Enterprise Customer Data Platform	13
Understanding What an Enterprise CDP Can Do for You.....	13
How an Enterprise CDP Works	15
Unifying Customer Data Sources for a Single View of Each Customer	16
Streamlining the Data Pipeline	17
Integration	18
Flexible collection.....	19
Unification logic.....	20
Workflow orchestration	20
CHAPTER 3: Delivering a Personalized Experience.....	23
Optimizing for Data Analysis.....	23
Deep insights with event-level data.....	24
Persistent view	24
Data warehouses and data marts	24
Querying the data store	25

	Segmenting Customers for Personalization	26
	Acting on Data-Driven Decisions for Omnichannel Success.....	27
	Executing on the nth Mile.....	28
CHAPTER 4:	Powering Your Marketing with Artificial Intelligence and Machine Learning	31
	Powering Your Marketing with Artificial Intelligence and Machine Learning	31
	Applying the latest AI and ML methodologies.....	32
	Identifying anonymous visitors	33
	Improving profile-based recommendations	33
	Delivering Targeted Content.....	34
	Optimizing Campaigns with Predictive Analytics	35
	Scoring and Prioritizing Sales Leads	36
CHAPTER 5:	Trusting in a Secure, Powerful Platform	39
	Executing at Scale.....	40
	Handling Your Unique Business Requirements	40
	Understanding the Power and Risk of Personally Identifiable Information	41
	Understanding How the GDPR Impacts Your Organization.....	43
CHAPTER 6:	Proving Value: Case Studies	45
	Shiseido: Finding Beauty in One-to-One Marketing.....	45
	Subaru: Driving a 350 Percent Increase in Ad Click-Through Rates.....	46
	Wish: Using Real-Time Data to Build an E-Commerce Experience	47
CHAPTER 7:	Getting Started with an Enterprise Customer Data Platform	49
	Selecting Vendors for Further Vetting	49
	Starting with a Proof of Concept	51
CHAPTER 8:	Ten Questions about an Enterprise CDP	53