Treasure Data Enterprise Customer Data Platform

The power to use every bit of data to delight customers every time

Bringing Millions of Customers Closer to the Brands They Love

As an enterprise, the need to know your customers is at an all time high. Regardless of your industry, success often hinges on the customer experience. And customers continue to raise the bar.

Becoming a "customer-centric" organization requires harnessing all customer data responsibly from every source. This includes capturing customer attributes, interactions, and consent across all channels, and enriching that first-party data with second- and third-party demographic and psychographic data to truly understand each customer on an individual basis. These online and offline data sources include web visits, mobile interactions, email, paid media, ecommerce, loyalty apps, in-store POS, CRM, direct mail, backend systems, customer support, and the list goes on. It's no wonder companies

struggle to bring together the vast number of different data sources for a holistic view of each customer.

Companies need to turn every bit of customer data into actionable insights and recommendations to *delight each customer with personalized engagements every time*.

Treasure Data enterprise Customer Data Platform (CDP) helps global brands harmonize their data, insights, and engagement technology stacks to drive relevant, real-time customer experiences throughout the entire customer lifecycle. We make it easy to know your customers, personalize messaging at scale, grow your business, and meet data privacy and security requirements.

"By unifying our customer data, the possibilities to improve the customer experience are endless."

Atsushi Yasumuro
Senior Manager of Digital Marketing
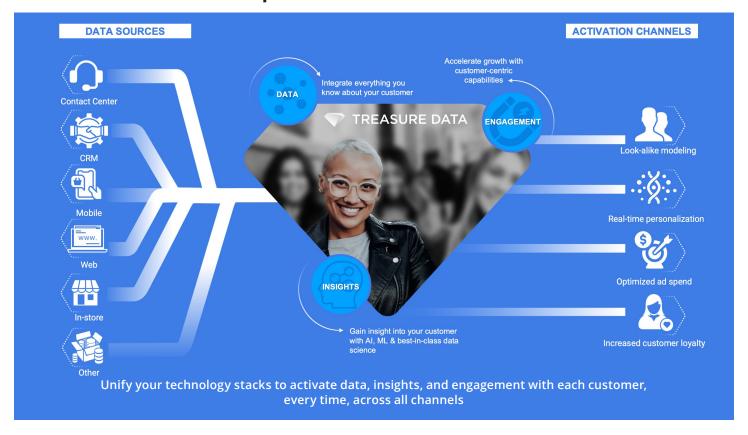
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Leader in IDC MarketScape: Worldwide Customer Data Platforms Focused on Data and Marketing Operations Users 2022 Vendor Assessment

Strong Performer in Forrester Wave™: Customer Analytics Technologies, Q2 2022

InfoWorld's 2022 "Technology of the Year" Award Winner

Leader in the G2 Winter 2022 Report for CDP

Treasure Data's Comprehensive CDP

DATA SOURCES

- Contact Center
- CRM
- Mobile
- Web
- In-store
- Other

DATA — Integrate everything you know about your customer

TREASURE DATA

ENGAGEMENT — Accelerate growth with customer-centric capabilities

INSIGHTS — Gain insight into your customer with AI, ML & best-in-class data science

ACTIVATION CHANNELS

- Look-alike modeling
- Real-time personalization
- Optimized ad spend
- Increased customer loyalty

Unify your technology stacks to activate data, insights, and engagement with each customer, every time, across all channels

Top Use Cases

Unified Customer Profiles (Data)

Invest in a single source of truth by de-duplicating and unifying customer profiles with deterministic and probabilistic identity resolution. Ensure data quality, provide privacy by design with consent management, and governance at scale.

Actionable Insights (Insights)

Provide analytics teams, data scientists, and data engineers a powerful workbench to work collaboratively, and truly understand customers. Surfacing only the most relevant signals that indicate things like, who has a higher propensity to buy or churn and which next action is best for each customer. Only building smart audiences and engaging each individual customer on the right channel, with the best message, at the right time.

Relevant Customer Journeys (Engagement)

See a significant return on marketing investments (ROMI) by driving great, intelligent, omnichannel experiences with better acquisition, retargeting, suppression, look-alike modeling, and personalization throughout the entire customer lifecycle.

Treasure Data CDP interlaces data, insights, and engagement—empowering teams across disciplines to engage customers with the best, most innovative experiences. Our comprehensive CDP is foundational for enterprises who want to understand exactly who their customers are, where they are in their customer journey, and how to drive them to convert. Flexible, tech-agnostic, and infinitely scalable, Treasure Data CDP provides fast time to value even in the most complex environments.

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

Request a demo today | treasuredata.com

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