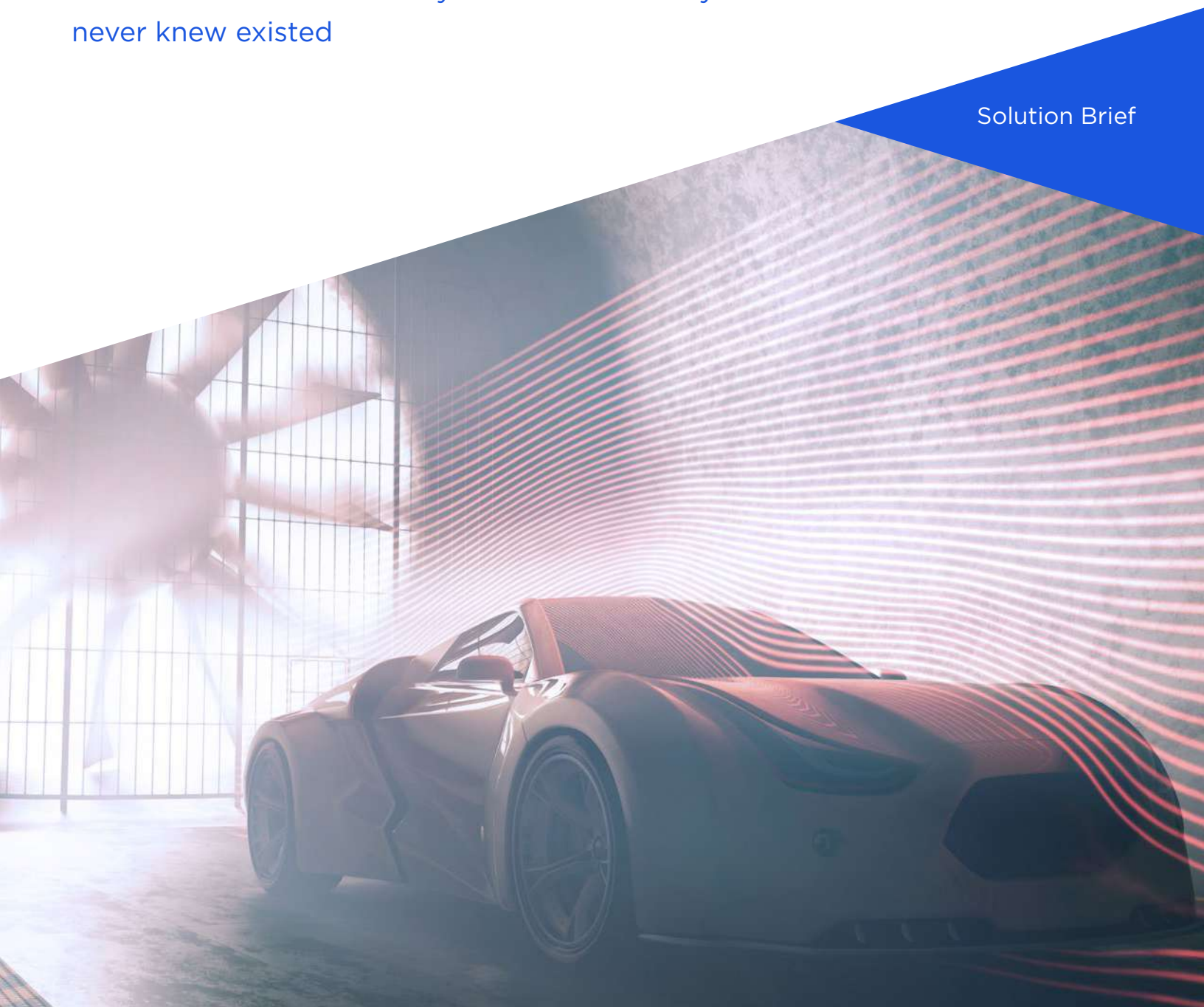


# Treasure Data for Automotive Manufacturers

Reinvent the vehicle buying experience, engage customers who want to buy & find customers you never knew existed

Solution Brief



## Why top automakers trust Treasure Data

- 400+ global clients across industries
- 170+ pre-built connectors support all tech stacks
- 2 Million+ records ingested every second
- 30 Trillion+ rows of data processed daily
- Platform agnostic and schema flexible
- Future-proof and secure



As a marketer for a major auto manufacturer, you've already invested heavily in your martech stack only to find out the path to digital transformation is bumpier than expected. Functional silos and disconnection with dealerships and outsourced digital media operations remain roadblocks to truly understanding your customers, the success of your campaigns, and your return on marketing investment (ROMI).

Consumers have become lukewarm toward car ownership and their expectations for personalized buying experiences have soared. The automotive industry has the opportunity to harness real car-buying insight by adopting machine learning (ML), predictive analytics, and next-best-action capabilities.

As a result, automotive marketers face complex challenges.

- Functional silos create data disconnects throughout the business and especially between the dealerships and manufacturers and their agencies.
- Latency between digital marketing and actual consumer spend makes it difficult to determine attribution.
- Ineffective and costly campaigns due to lack of data-informed marketing orchestration.
- Inaccurate buyer data caused by an unreliable open-loop system that requires manual updates instead of automatically tracking lead dispositions from dealerships.

## Marketers can concentrate on what's most important without data distractions

### Link the online to the offline experience...

Create a digital record of the entire customer journey

### Gain visibility to where buyers are...

Enable engagement from a buyer's first touch to the close of a sale and continual service beyond

### Measure marketing performance...

Improve return on investment



Treasure Data enterprise Customer Data Platform (CDP) empowers automotive brands to overcome industry-specific challenges and deliver outstanding customer experiences.

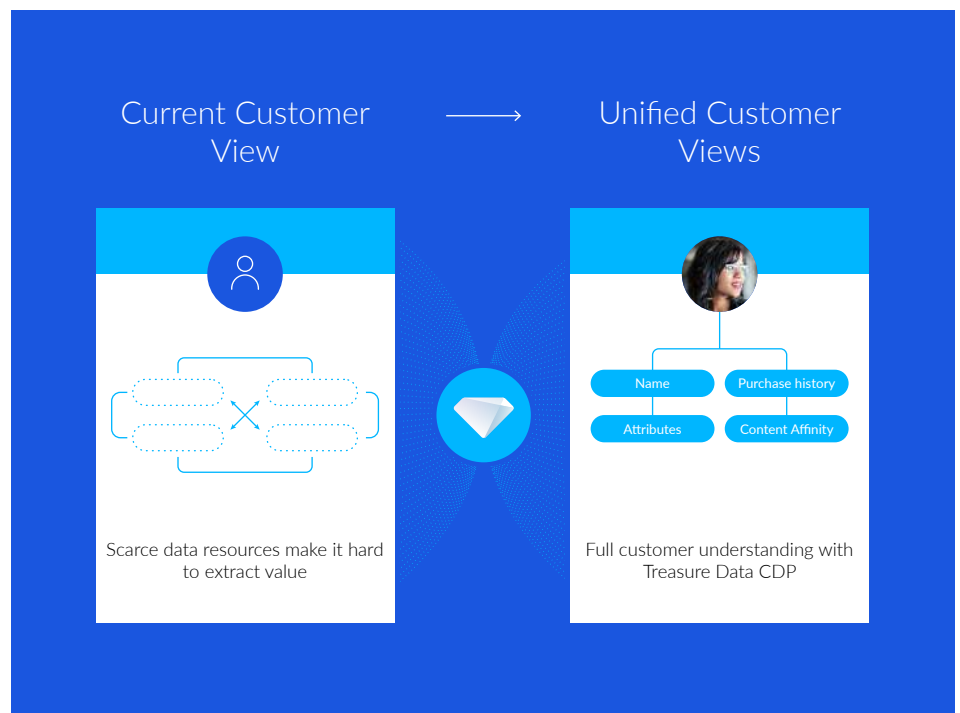
- **Unified Customer Views.** Customer data from dealer management systems (DMS), manufacturer systems, social media activity, web visits, and other first, second, and third-party data is seamlessly collected and combined to create a persistent customer ID and “golden customer” profile.
- **Rich Customer Insights.** ML-informed predictive scoring, next-best-action recommendations, and lookalike modeling help marketers better understand, segment, and target customers.
- **Personalization at Scale.** Real-time analytics for in the moment decisions and journey orchestration helps personalize experiences across all touchpoints more efficiently.

## Six questions automotive marketers answer with Treasure Data CDP

1. Who are my high lifetime value customers?
2. Which channels are most likely to drive conversion?
3. Which offers are relevant to which consumers?
4. What is our ROI on social marketing?
5. Are there upsell and cross-sell opportunities?
6. How effective is my website at driving transactions?

### Figure 1 – Enriched Customer Profile

Go from a vague idea of who your customers are to a detailed understanding of each buyer with the Treasure Data enterprise CDP.





Treasure Data Customer Data Platform (CDP) empowers enterprises by delivering rich insights that drive outstanding customer experiences. Built on a strong data management foundation, our CDP enables brands to securely unify customer data across silos at scale so they can better identify, engage and acquire customers. The highly configurable platform boasts a comprehensive connector network that evolves with your existing technology stack to future-proof all customer data initiatives. Treasure Data has more than 400 customers including Fortune 500 and Global 2000 enterprises, and is a wholly-owned subsidiary of Arm Ltd.

Request a demo today

| [treasuredata.com](https://www.treasuredata.com) | +1 (866) 899-5386