TREASURE DATA

Customer Data Platform
TREASURE DATA

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Example

Customer data unification problem

What's the best way to launch a new frappuccino?

You are the Chief Marketing Officer of Starbucks Global

You are tasked with the global launch of Starbuck's newest product – Organic Raspberry Frappaccino Light

What's the best way of getting everyone around the world to try out your new product?
There are tons of different ways of getting the word out!

Popular B2C Marketing Channels

Social Posts (Facebook, Twitter)	Internet Radio Ads (Spotify, Pandora)	Online Videos Ads (YouTube)
Print Ads (Magazines, Newspapers)	Email	Starbucks In-Store Promotions
TV Commercials	Direct Mail	Search Ads
Online Display Ads	Digital Coupons (Email)	Starbucks Rewards Offers

…and many more…!

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Choosing the Right Marketing Mix – On a Budget!

✋ But you've got a limited marketing budget. So you need to make prudent decisions on marketing spend.

💡 What is the *best sequence of marketing activities* that will yield the greatest amount of purchases for Organic Raspberry Frappaccino Light within the first 30 days of launch?

1 | **Online Video Ad** → **Personalized Email** → **Mobile Coupon** =

2 | **Digital Billboard Ad** → **Internet Radio Ad** → **Grocery Store Coupon Promotion** =

3 | **Magazine Print Ad** → **Direct Mail** → **Email Coupon** =

◆ TREASURE DATA
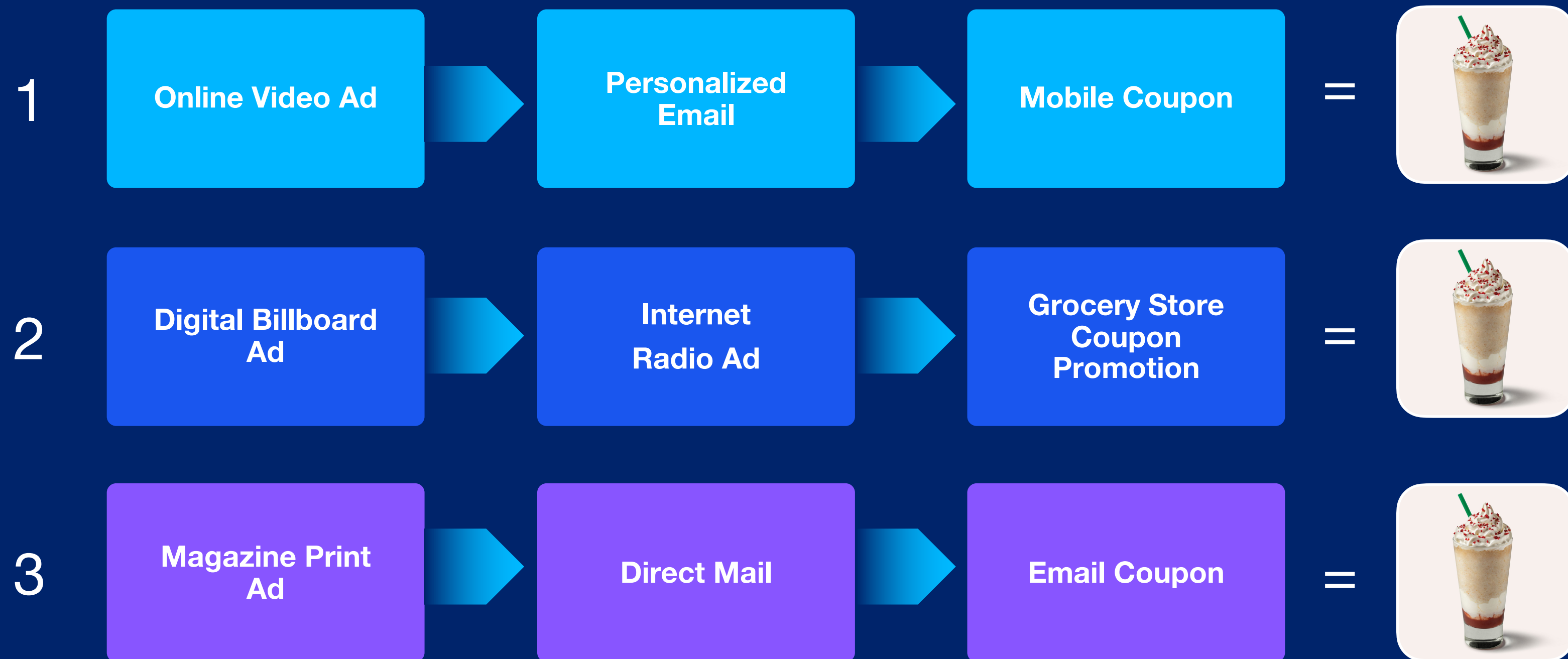
Choosing the Right Marketing Mix for the Right Customer
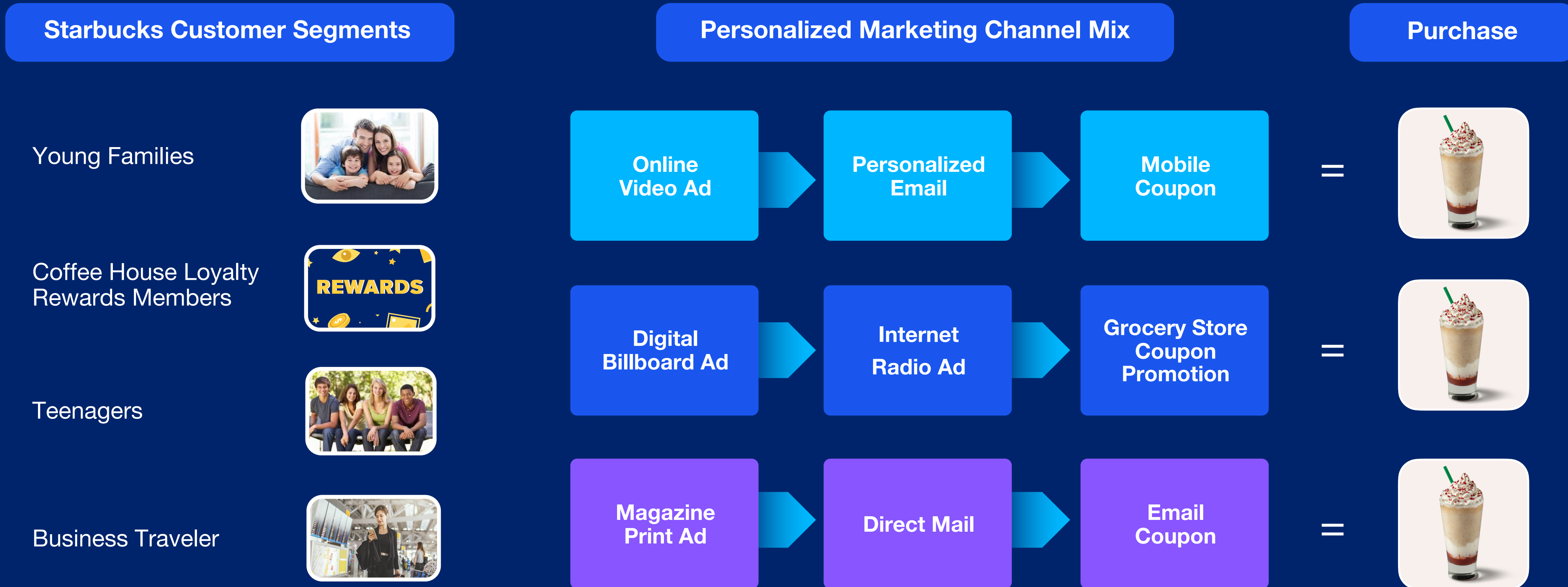
💡 Customers respond differently to different marketing channels. Which marketing mix is best for your target customer groups?

Starbucks Customer Segments

Personalized Marketing Channel Mix

Purchase

Young Families	Online Video Ad → Personalized Email → Mobile Coupon	=
Coffee House Loyalty Rewards Members	Digital Billboard Ad → Internet Radio Ad → Grocery Store Coupon Promotion	=
Teenagers		
Business Traveler	Magazine Print Ad → Direct Mail → Email Coupon	=

TREASURE DATA

How Do I Get Access to All My Customer Data?

Figuring out how your customers respond to different marketing campaigns requires that you access lots of customer data. This data lives in different data silos.

Imagine trying to access all this data across a company as large, global and complex as Coffee House

Operates over 30,000 stores worldwide

Operates in over 76 countries
Serves over 60 million customers each week

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The Challenge of Collecting Data From "Everywhere"

All of Coffee House customer data is scattered across multiple data silos...how do access them all?

Email Campaign Data	Marketing Automation Data Silo	Marketto An Adobe Company · ORACLE RESPONSYS · Constant Contact
Sales Data	CRM Systems	HubSpot · salesforce · ZOHO
Advertising Data	Ad Networks & DMPs	LiveRamp · criteo · salesforce DMP

TREASURE DATA

We are the single point of knowledge of the augmented client

COLLECT > UNIFY > ANALYZE > ACTIVATE >

| Pre-built Inputs Integration | Treasure Workflow | Audience Studio
Segment Builder | Machine Learning Library | Profiles API | Pre-built Outputs Integration |

DATA INTEGRATION

Online & Offline Data

IoT devices	Web logs	Mobile app logs
Social data	POS & Location data	CRM data
Customer Survey	E-Commerce	User demographics

DATA PIPELINE

PROFILE MANAGEMENT

SEGMENTATION & JOURNEY ORCHESTRATION

TREASURE INSIGHTS

PREDICTIVE SCORING

ACTIVATION

Personalized Communication

Social media	Loyalty apps
Advertising platforms	Website
Email	Recommendations
Messaging apps	Business intelligence

ADVANCED BIG DATA PLATFORM
Cloud-based | Secure | Scalable | Persistent | Schemaless

TREASURE DATA

Reach the grail of the Client Diamond Record
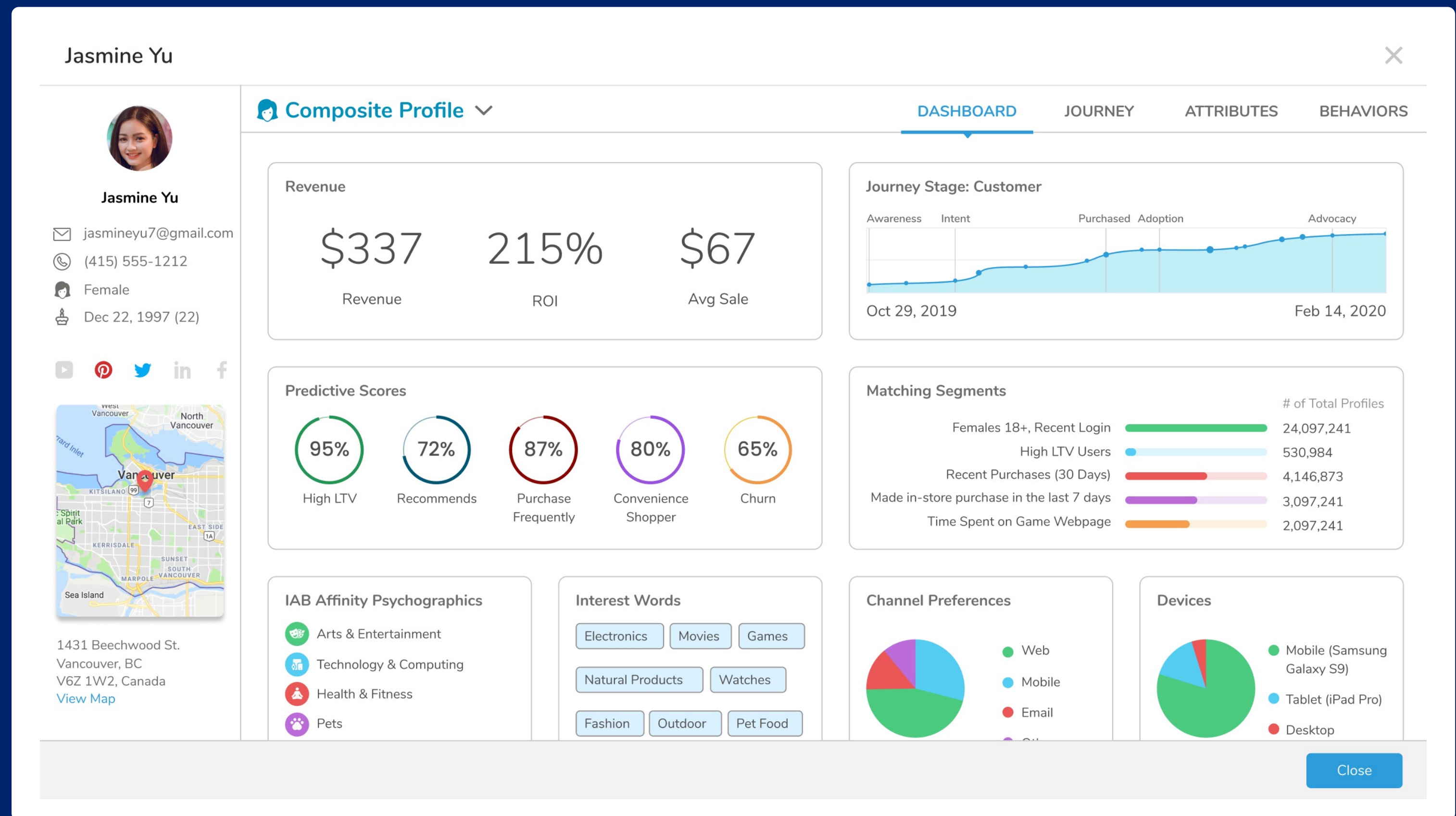
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Benefits of Unified Customer Views

Resolve data complexity to grow customer understanding

- Purpose-built to unify all types of customer data

- Derive high LTV customer attributes

- Track down customer purchasing stage to inform personalization, deliver better customer service and more
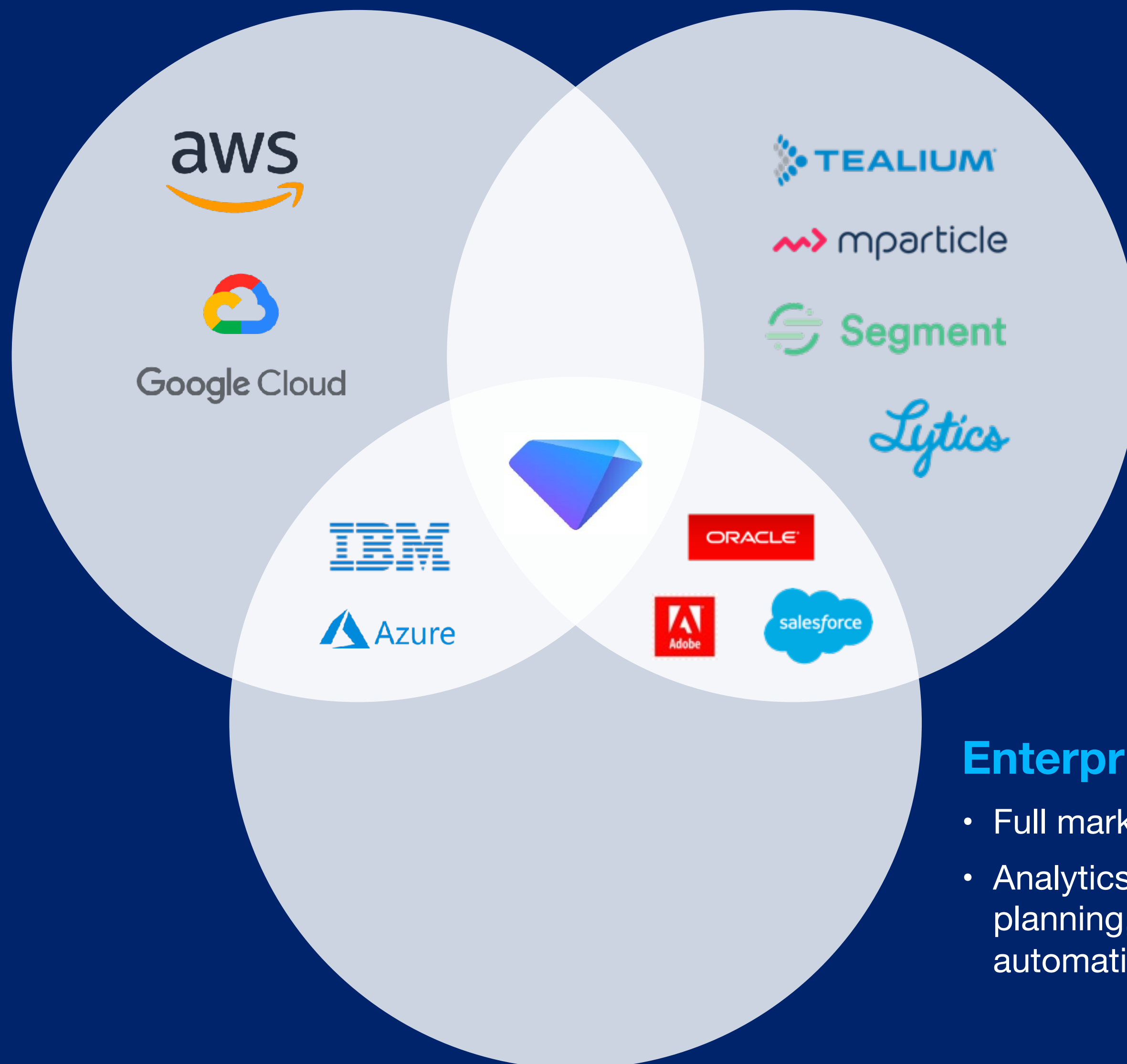
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Treasure Data
A pioneer in CDP

CDP Market Landcape

Data Cloud

- Data-lake/data-warehousing
- Real time
- Scale/complexity/flexibility
- AI/ML
- Data pipeline/ETL
- Custom scripts

Analytics

- Tag management
- Segmentation-Syndication-Measurement
- Cross-channel orchestration, optimization
- Journey analytics, building, optimization
- Exploring, prospecting, retargeting
- Predictive Scoring

Enterprise Marketing Cloud

- Full marketing stack
- Analytics, audience segmentation, media planning, data enrichment, marketing automation, digital advertising

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Our strength relies on system agnosticity

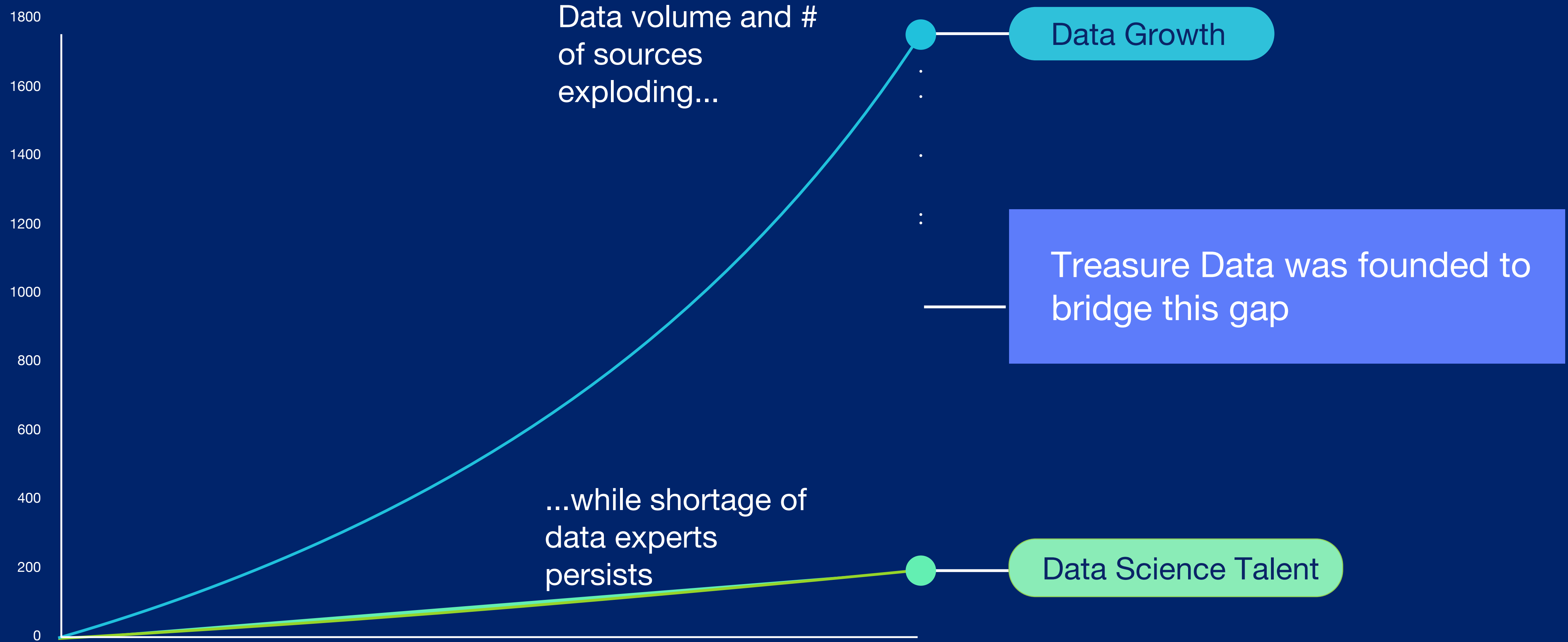## We are the "Switzerland" of CDPs

- Agnostic to any technology tool or stack
- The CDP, as a tower control, needs to be separated from the tools it connects to.
- A central client Intelligence hub can't be locked in a suite of other tools

What differentiates us from the other CDPs

- Larger Martech stacks locks you in to a limited pool of technology tools
- Must follow a narrow set of "out of the box" tools, technology standards, and integration requirements
- The other solutions are not customizable to specific needs of customer – especially smaller accounts
- The client remains vulnerable to future price increases & unfavorable contract terms

TREASURE DATA

A best in class data tool accessible to business teams

Data volume and # of sources exploding...

Data Growth

Treasure Data was founded to bridge this gap

...while shortage of data experts persists

Data Science Talent

1800
1600
1400
1200
1000
800
600
400
200
0

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Highest-rated*
Customer Data Platform
for enterprise-grade
capabilities.

(*Percent Rating 8-10 on a 10-Points Scale)

Advertiser Perceptions™
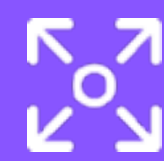
SCALABILITY

TREASURE DATA	1	**Treasure Data**	**85%**
	2	mParticle	80%
	3	BlueConic	80%
salesforce	4	**Salesforce**	**79%**
	5	Segment	77%
	6	SAP	76%
	7	AgilOne	75%
	8	ActionIQ	75%
	9	SessionM	72%
	10	Amperity	71%
	11	RedPoint Global	70%
	12	Tealium	70%
ORACLE	13	**Oracle**	**66%**
	14	Lytics	62%
Adobe	15	**Adobe**	**56%**

DATA SECURITY

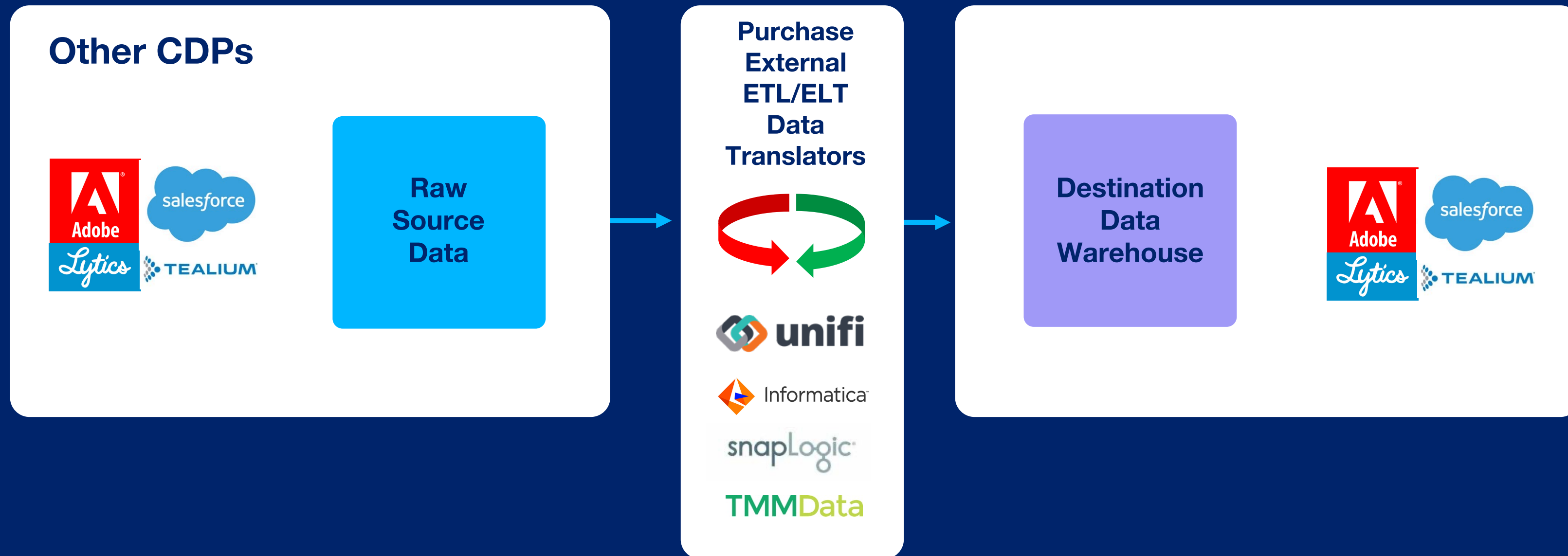|			
TREASURE DATA	1	**Treasure Data**	**85%**
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Advertiser Perceptions CDP Platform Study.
Q. Thinking about the company's CDP offering, how does [CDP brand] rate on these tech-related criteria?
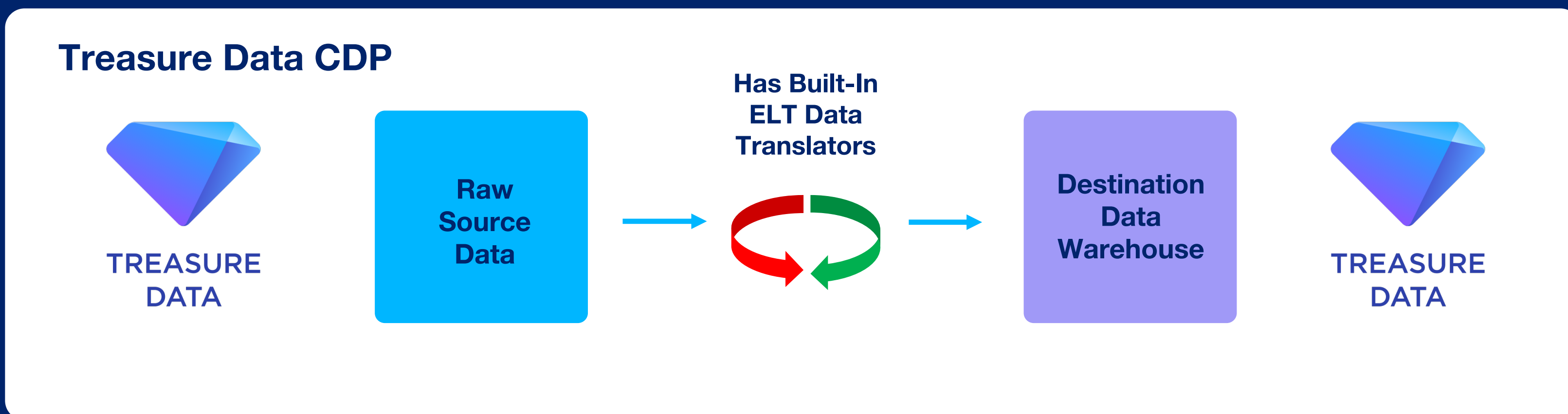Base: Considering CDP (Variable Base) | (10-point scale: 1 = Poor and 10 = Excellent)

TREASURE DATA

Built-in Data Translation Layer for Faster, More Accurate Data Ingestion at Scale

Other CDPs

Raw Source Data

Purchase External ETL/ELT Data Translators

unifi

Informatica

snapLogic

TMMData

Destination Data Warehouse

Other CDPs require customer to buy separate, third-party ETL data translation tools

- Fragmented data-transfer workflow => slower data ingestion
- Higher total cost-of-ownership
- More complex data-handoff workflow
- Greater risk of data breach

Treasure Data CDP

TREASURE DATA

Raw Source Data

Has Built-In ELT Data Translators

Destination Data Warehouse

TREASURE DATA

TD CDP has its own native, built-in ELT data translator

- Seamless data-transfer process => faster bulk data ingestion
- Lower total cost-of-ownership
- Higher data translation accuracy
- More secure data workflow

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TREASURE DATA

Recognized as the Best Customer Data Platform

Frost and Sullivan Best Practices CDP of the Year 2019

Strong Performer in The Forrester Wave™ for Customer Analytics, 2020

Scalable
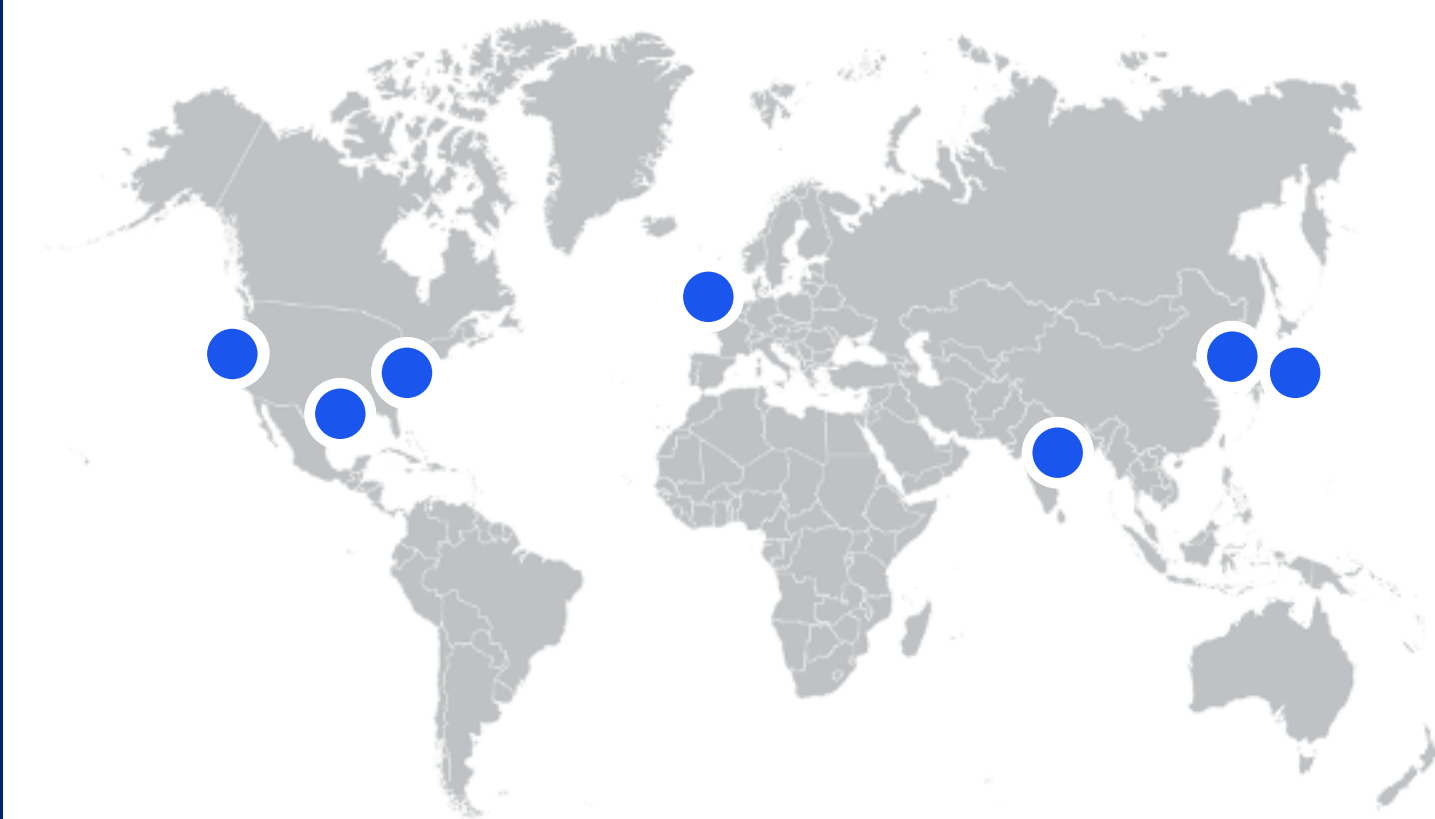- >2m records ingested/sec
- >99.99% uptime

Flexible
- Platform agnostic
- Highly customisable & configurable
- Schema-flexible

Partner Ecosystem:

accenture   IBM   acxiom

dentsu   INCUDATA   NTT DATA

Compliant with:

AICPA SERVICE ORGANIZATIONS SOC aicpa.org/soc Formerly SAS 70 Report

GDPR EU General Data Protection Regulation

CERTIFIED ISO 27001

Global Footprint

450+
Enterprise Customers

MATTEL   FCA FIAT CHRYSLER AUTOMOBILES   wish   Johnson&Johnson   SAMSUNG   MUJI   LG   8x8

ABInBev   Canon   CONDÉ NAST   dentsu   KIRIN   SUBARU   watashi by shiseido   ISUZU

Use cases

1 to 1 Consumer Marketing

ABInBev

Legend:
- Data Source
- Consolidated Data
- Activation
- Others

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Data Sources: Other: WiFi Events PoS, eCommerce Sites, Brand Websites

Data Lake: Qlik Sense, Power BI, Microsoft Azure

Direct Activation: salesforce marketing cloud, WhatsApp, WeChat

salesforce social studio

GDPR COMPLIANT

Crimson Hexagon

salesforce service cloud

salesforce DMP krux

Sizmek

Media Activation: BrightRoll, msn Other Publishers

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