Why This Retailer Replaced Its CDP—And Unlocked Millions in Value

How switching to Treasure Data empowered marketing teams and cut inefficiencies

RETAILER

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TREASURE DATA

Executive summary

A multi-billion-dollar North American retailer switched from Amperity to Treasure Data Customer Data Platform (CDP) to overcome data confidence issues, rising costs, and personalization gaps. The retailer's incumbent CDP lacked a golden customer record, making it difficult to unify consumer data for personalized engagement.

The retailer needed a cost-effective, strategic partner to build a trusted data foundation and support future growth. With Treasure Data, they now leverage a unified consumer view to drive brand awareness, commerce expansion, and marketing optimization.

Key benefits:

- Lower costs with a more flexible CDP

- Deeper customer insights for personalization and loyalty

- Improved marketing efficiency through automation and segmentation

CHALLENGES

- Struggled with rising costs from per-ingestion data fees
- Lacked CDP adoption due to incumbent CDP complexity
- Inability to build campaigns or segment audiences without data team support
- Required a strategic partner to provide expert guidance
- Sought a secure, compliant data foundation for privacy regulations

SOLUTIONS

- Lowered costs with flexible pricing
- Reduced complexity and enabled self-service audience segmentation and campaign management
- Improved identity resolution with AI-driven approach
- Enhanced data governance with a centralized, privacy-centric solution
- Provided a strategic CDP roadmap

BUSINESS IMPACT

- Estimated $3M+ cost reduction over three years
- Reduced recurring costs by 40%
- Ingested 1B+ data rows in under 45 minutes

Why Treasure Data

To future-proof its data strategy, a leading North American retailer replaced Amperity with Treasure Data for a cost-effective, scalable CDP. Treasure Data's flexible pricing eliminated high ingestion fees and improved identity resolution by more than 20% in a proof of concept, unifying over 60 million customer profiles.

By enabling self-service audience segmentation and Customer Journey Orchestration, marketers reduced reliance on data teams for faster, more effective campaigns. Treasure Data also supported compliance with global privacy regulations across brands and data sets.

With white-box identity resolution, automated data ingestion, and strategic guidance, the retailer will optimize personalization, boost engagement, and save over $3 million over three years.

Optimized cost efficiency and scalable marketing

Treasure Data's flexible pricing model eliminated costly ingestion fees, cutting recurring costs by 40% over three years. Automated data ingestion and processing streamlined operations, freeing technical teams to focus on innovation.

With self-service audience segmentation and Customer Journey Orchestration, marketers can now execute campaigns independently, enhancing personalization, media suppression, and retargeting. Treasure Data's multi-brand, multi-region CDP architecture supports compliance with CCPA, GDPR, and other privacy regulations while centralizing consent and privacy management for a secure, scalable data foundation.

Future plans

The retailer will further democratize data by expanding AI-driven insights and automation, including plans to enhance personalization, ensure real-time engagement, and refine data governance to stay compliant while scaling securely.

THE RESULTS

40%
lower recurring costs

$3M+
estimated savings across three-year span

20%
improvement in identity resolution

TREASURE
DATA

Treasure Data is the Intelligent Customer Data Platform (CDP) built for enterprise scale and powered by AI. Treasure Data empowers the world's largest and most innovative companies to deliver hyper-personalized customer experiences at scale that increase revenue, reduce costs, and build trust.
Visit www.treasuredata.com to learn more.