

The Intelligent Customer Data Platform

A CDP built for enterprise scale and powered by AI.

Where trust, performance, and AI-first architecture converge to drive measurable business impact



REVENUE GROWTH

Deliver hyper-personalized, crosschannel customer experiences at scale and in real-time.

Maximize customer lifetime value through more intelligent retention and loyalty.



OPERATIONAL EFFICIENCY

Lower marketing costs by optimizing spend while increasing ROI.

Harness AI to turn marketers into “superhumans” who complete tasks faster, with less effort.

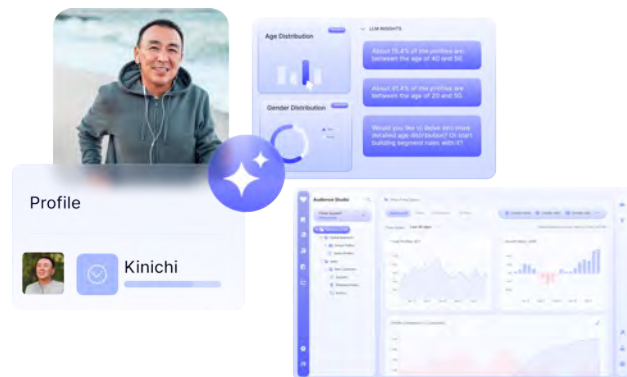


SECURITY AND TRUST

Embrace AI agents built on your customer data without compromising on security, compliance, and agility.

Ensure data integrity at every stage of customer interaction with embedded governance and security measures.

Treasure Data AI Agents are built on the **AI Agent Foundry** and infused with the **Diamond Record**, the most trusted universal customer ID.



400+ customers in 75+ countries

The Treasure Data difference

THE DIAMOND RECORD

Unify customer profiles across batch and/or real-time data

Unifies first, second, and thirdparty data in real time to serve as an accurate, secure foundation for intelligent targeting and AI-driven insights

AI AGENT FOUNDRY

Empowering autonomous precision

Infuses every AI agent –custom or pre-built by Treasure Data – with Diamond Record data accuracy and airtight access controls, transforming marketers into “superhumans”

AI DECISIONING WITH REALTIME PERSONALIZATION

Instant 1:1 personalization

Combines live and historical data streams to trigger perfectly timed, personalized engagement loops that drive superior customer experiences and significant cost efficiencies

CISO-grade privacy, security, and trust

Deploy AI responsibly while keeping sensitive customer data protected



Key use cases

ACQUIRE

Drive ROI for top-of-funnel campaigns, such as:

- Better targeting of highvalue leads
- Hyper-personalized ads
- Smarter ad suppression

MAXIMIZE

Improve conversions and engagement through more impactful:

- Website personalization
- Call center interactions
- Outbound email and SMS campaigns

GROW

Boost customer value and stickiness by:

- Preventing churn from high value customers
- Driving smarter cross-sell/upsell campaigns
- Improving ROI of loyalty programs and campaigns

NEXT STEPS



Test drive Treasure Data with a no-cost POC.
Scan to Get a fast POC



Switch to Treasure Data, enjoy flexible contract terms.
Scan to Trade up Now



**TREASURE
DATA**