TREASURE DATA

$234M
SoftBank funding

Serving enterprises since 2011

The most trusted enterprise CDP used by leading brands

Built for the Enterprise

Named a Leader in IDC's CDP MarketScape Report, March 2022

Named as a Leader in the G2 Winter 2022 report for CDP

Strong Performer in The Forrester Wave™ for Customer Analytics, 2022

450+ Customers

ABInBev

OKQ8

Canon

StanleyBlack&Decker

dentsu

LG

FALCK

MARUTI SUZUKI

MATTEL Barbie

Safeguarding your brand reputation

ISO 27001 Certified

AICPA SOC

GDPR EU General Data Protection Regulation

TrustArc

Global by design

Funded by SoftBank

TREASURE DATA

Blindspots are a missing piece (or pieces) of data that will help you provide a better customer experience

TREASURE

What exactly is a data blindspot?

Person 1

- Born 1948, grew up in England
- 2 children from first marriage
- Married a second time
- Successful in business
- Wealthy
- Spend their holidays in the Alps
- Likes dogs

Person 2

- Born 1948, grew up in England
- 2 children from first marriage
- Married a second time
- Successful in business
- Wealthy
- Spend their holidays in the Alps
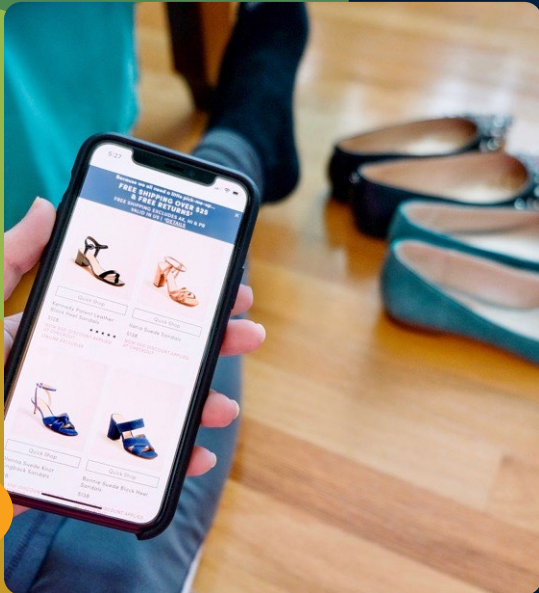- Likes dogs

Digital customers expect more & now...

Welcome me, **digitally**

Treat me, **personally**

Respect me, with **privacy**

TREASURE DATA

In the world of CX and Data … challenges remain.

CX

75%

61%

Forbes research, 2022

75% of business leaders believe Superior CX is vital for growth

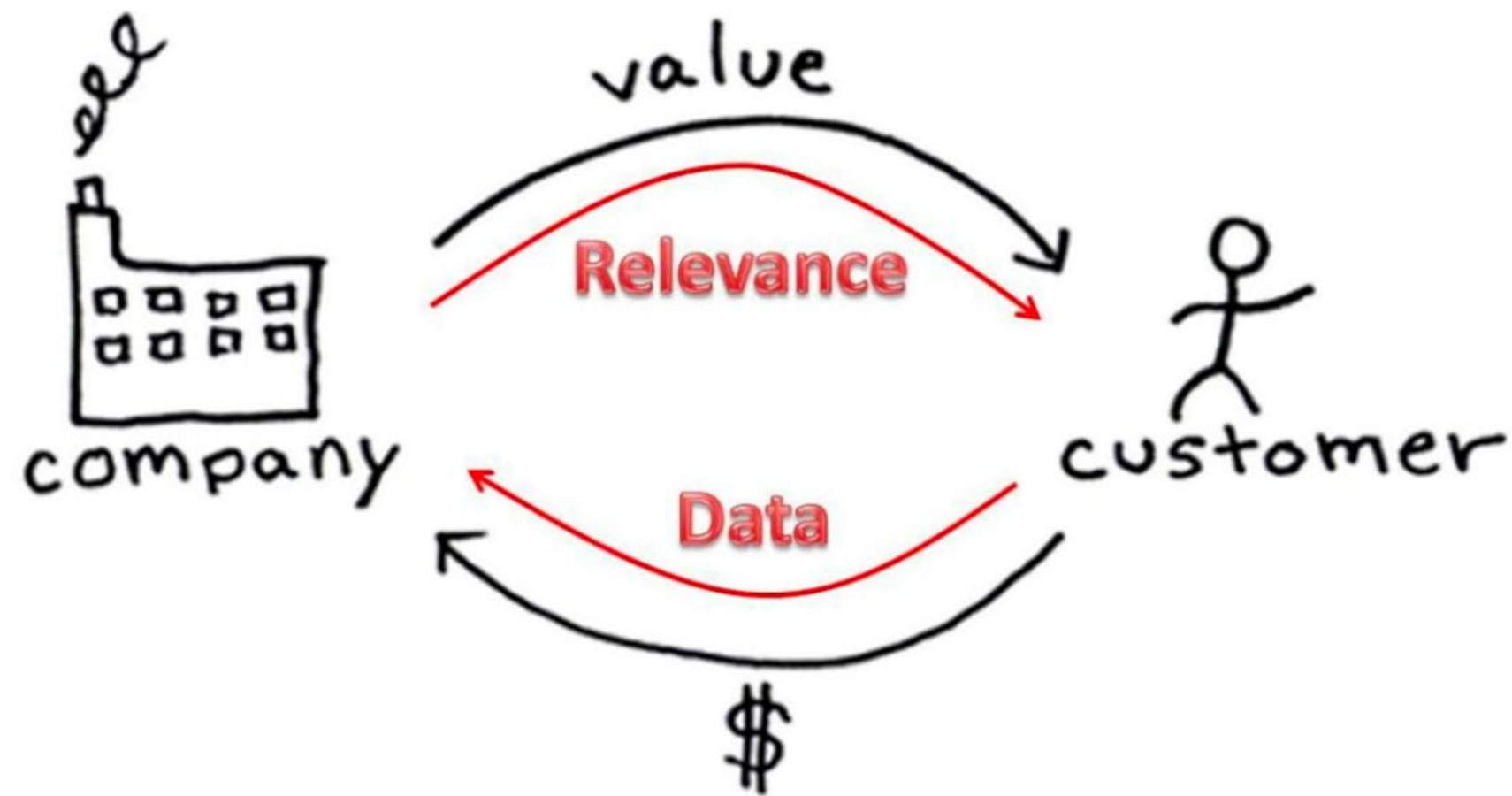**Most can't address CX on an enterprise level**

Data
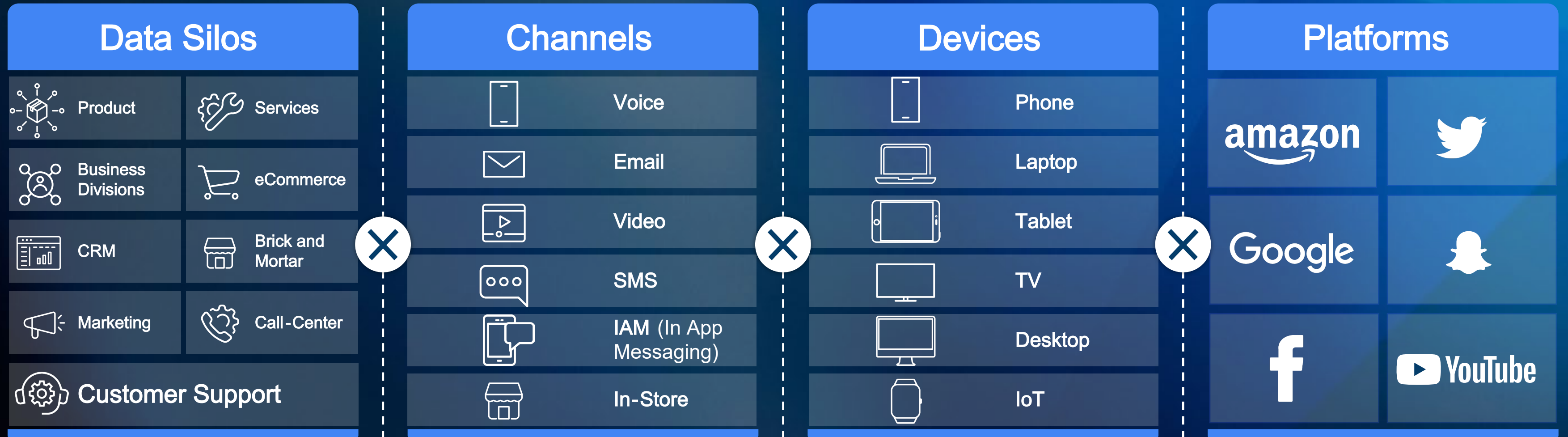
91%

9%

CMO Council Report, 2022

91% of Marketers say direct access to customer data is critical

Most don't have customer data readily available

New value exchange:
Is it worth my
time/money/**data**...

YOU HAVE SILOED, FRAGMENTED DATA AND NO CENTRALISED VIEW

Data Silos

- Product
- Services
- Business Divisions
- eCommerce
- CRM
- Brick and Mortar
- Marketing
- Call-Center
- Customer Support

Channels

- Voice
- Email
- Video
- SMS
- IAM (In App Messaging)
- In-Store

Devices

- Phone
- Laptop
- Tablet
- TV
- Desktop
- IoT

Platforms

- amazon
- Google
- facebook
- Twitter
- Snapchat
- YouTube

Overwhelming Fragmentation of Customer Data

175	**15+**	**17%**	**7**	**58%**
applications deployed by large enterprise, on average	first-party data sources utilized, on average	Of businesses self report as "very effective" at gathering first party data	Different data silos reported by half of B2B organizations	Of marketing data utilized due to a lack of customer data foundation

TREASURE DATA

Brands live or die by the experience of their customers!

What is a CDP?
Customer Data Platform

Not a …

CRM ELP DXP
DSP ESP SRP PIM SMS
MAPERP MDM DAM
ICAVAM CMP
DMP CMS

Universal CDP Capabilities

Unified Profiles

- Data-lake/data-warehousing
- Real time
- Scale/complexity/flexibility
- Data Transformation
- Custom scripts
- Flexible/dynamic schema
- Identity Resolution
- Known / Unknown

Insights and Analytics

- Journey analytics, building, optimization
- Exploring, prospecting, retargeting
- Predictive Scoring
- AI/ML
- Insights on segments

Cross-channel Orchestration

- Cross-channel orchestration, optimization
- Real-time decisioning
- Vendor agnostic
- Next Best Action
- Affinities
  - Channel
  - Time
  - Content

TREASURE DATA

2.3
CDP Vendors
deployed
According to Gartner

Only 10% of CDP
owners today feel
their CDP
meets all needs

1 CDP
for the entire business

A Universal CDP is
an outcomes-focused foundation for managing & activating customer data to create value

TREASURE DATA

Technology market

By 2026, 80% of organizations pursuing a 360-degree customer view will abandon it

Only 14% of CDP respondents achieve a 360-degree customer view

By 2023, 70% of independent CDP vendors will be acquired or diversify

Mostly driven by struggles to keep up with Data Regulations and Data Governance while being transparent towards customers

43% of survey respondents report having a CDP, but most don't achieve full customer view

Independent CDP vendors will either diversify through M&A, personalization engines, MDM, etc. or be acquired by larger marketing technology vendors
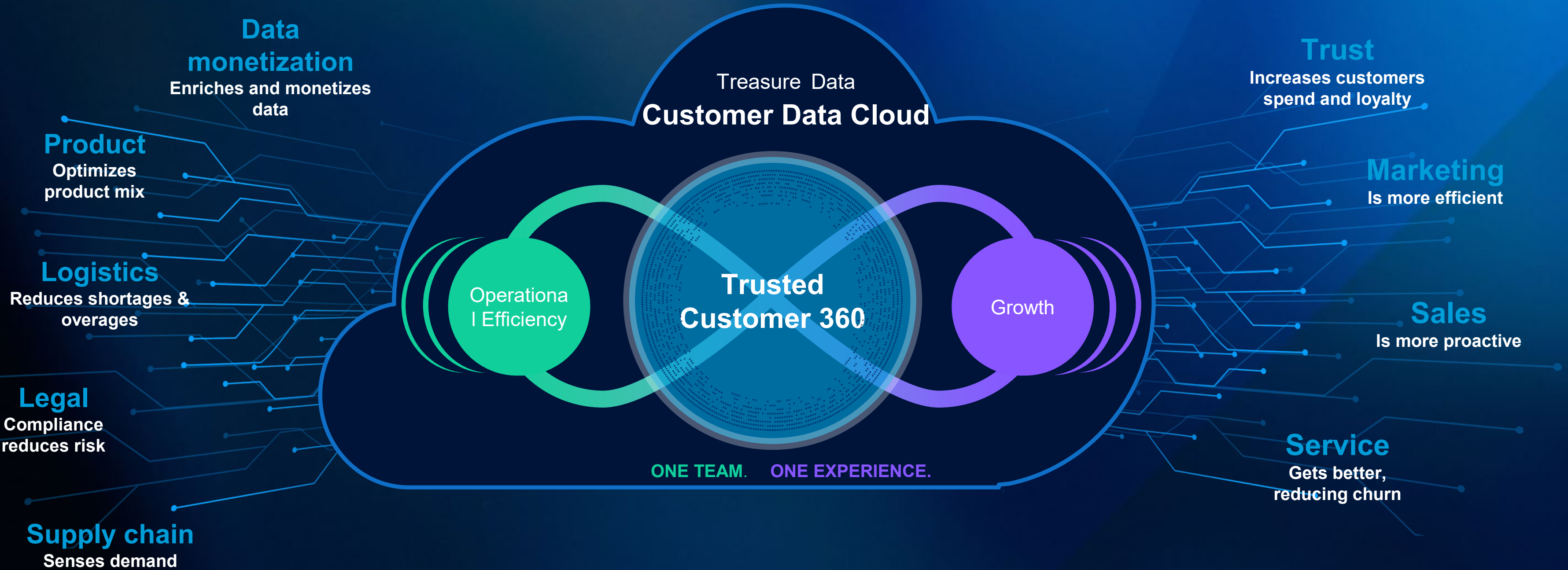
TREASURE DATA

Powering the entire business

Unlock outsized efficiencies and Growth. Orchestrate operations and customer engagement to win your most valuable customers.

Data monetization
Enriches and monetizes data

Product
Optimizes product mix

Logistics
Reduces shortages & overages

Legal
Compliance reduces risk

Supply chain
Senses demand

Treasure Data
Customer Data Cloud

Operational Efficiency

Trusted Customer 360

Growth

ONE TEAM. **ONE EXPERIENCE.**

Trust
Increases customers spend and loyalty

Marketing
Is more efficient

Sales
Is more proactive

Service
Gets better, reducing churn

◆ TREASURE DATA

15

ABInBev

- The global leader in beer, producing Budweiser, Bud Light, Corona, Stella Artois, and Beck's
- Generates more than $54 billion USD annually

CHALLENGES

- **Data siloed** across 40+ countries and 500+ brands
- **Tool proliferation** and lack of common processes/data as each country used unique tools
- **Reliance on third-party data** left a gap in customer understanding
- Inefficient **segmentation, targeting, personalization** and **advertising spend** management
- Lack of **centralized data security** and **compliance**

SOLUTIONS

1,000+
data sources unified, including more than 70 ecommerce sources

40+
countries on Treasure Data CDP

70.1M
unique customer records

4.3M
DTC consumer records

"Treasure Data is our center of customer data… our key to how we'll live in a cookie-less world, in an even more digital environment and still connect with our consumers."

Luiz Gama, Senior Global Martech Mgr, AB InBev

TREASURE DATA

Use Cases

Campaign Optimization

More Data Driven

Customer Centric Personalisation

Agile campaigns

They saw a 62% CAC improvement in brand awareness,

Digital Cross-Channel Personalization

Connected Touchpoints

Real-Time Personalisation

Cross brand awareness

44% less media waste for ECOM campaign

Lookalike Targeting

Leverage Unified Profile

Direct connection to add lookalike capabilities

2.3X more efficient than Facebook Audiences for Soccer campaign

Data Governance

Centralized Data Security

Global Privacy compliance

Right data access to the right people

Increase in agile data access

TREASURE DATA

Use every bit of data to provide the best connected experience for each and every customer by removing data blindspots and thinking beyond marketing...

TREASURE DATA

Download our Customer Data Platforms for Dummies Guide

Thank You
Danke
Merci
谢谢
ありがとう
Gracias
Kiitos
감사합니다
धन्यवाद
تشکر

Casper Andersen
casper.andersen@treasure-data.com

TREASURE DATA