

Treasure Data for Gaming Studios

Understand your players, improve their experiences and keep them playing.

Do you know your players? Every click, tap and touch sends a signal and presents an opportunity to understand how players engage with the games you create. Keeping them engaged and playing is the goal and without visibility, how do you capture the most meaningful player experiences.

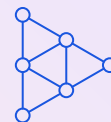
Raw data collection of millions of events per session is not trivial. Measurement and analysis of those events is even harder when you have to manage both infrastructure and other analytic tools and systems. This is where Treasure Data's enterprise Customer Data Platform (CDP) can help by collecting and unifying the player data you choose from any system or device. It's one platform for all gaming analytics and publisher insights that gives studio teams more time to focus on developing better, more engaging games.

Treasure Data Powers Your Design and Development Engine

More than a generic analytics platform, we put the player at the center of your analysis for:



Unifying player accounts and devices into a single profile



Recommending in-game skins, missions, performance improvements and more with a machine learning-based engine



Optimizing character and avatar performance



Analyzing game telemetry for data-driven feature development

We deliver gaming results

But, don't take our word for it. See how our gaming customers are using Treasure Data to propel their games to the top of the best-sellers list.



SQUARE ENIX



 SURVIOS

The #1 VR-exclusive game on Steam's Global Top Sellers

Using Treasure Data, Survios analyzed play patterns, preferences, control schemes and time spent. They improved player onboarding with better player tutorials and achieved higher retention.



The largest 3D virtual world

Linden Lab uses Treasure Data to consolidate and activate data to more efficiently acquire and retain players. They've posted some amazing scores—a 17% lower cost of acquisition and a 300% return on investment.

INDUSTRY LEADING
GAME PUBLISHER

The 2nd largest gaming hardware maker in the world

The Director of Planning and Analytics uses Treasure Data to analyze games across studios and devices. Not only did he increase the number of campaigns launched per week, game sales rose by 13%.

TOP GAME PUBLISHER

Held the Guinness World Record for highest revenue generated by an entertainment product

Treasure Data was chosen to unify customer data across studios and regions. By creating a "golden player" record, they've enriched player profiles for greater cross-sell opportunities and applied frequency caps to save \$15 million in their first year.

Take the next step in developing a winning solution for marketing strategy

Request a demo Today

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TREASURE
DATA

About Treasure Data

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.