



# Treasure Data Customer Data Platform for Retail

Know and engage your customers across every channel to win more sales and gain deeper loyalty.

### 30 top retail, CPG, and eCommerce companies rely on Treasure Data CDP to connect consumer experience at scale:

- 400+ customers across industries
- 170+ pre-built connectors to collect data and activate profiles
- 2 million+ events collected every second
- 1.2 million segments activated every month
- 1M+ queries run daily
- 30 trillion+ rows of data processed daily

If you're a retail marketer, you're probably under increasing pressure to show outstanding results in a highly competitive, global marketplace. Exceptional customer experiences are no longer a "nice-to-have" but a key competitive differentiator in your battle to win sales. And as consumer expectations continue to rise, so does the need for real-time, one-to-one personalization. Even if you have millions of customers, you must know each of them—across every channel and device, in-store and online—to drive superior experiences and gain lasting loyalty.

Ask yourself: Is your customer data revealing valuable and actionable insights or is it going to waste? And if it's difficult to understand shoppers' in-store behavior and preferences, how can you gain profitable insights across every touchpoint?

That's where Treasure Data enterprise Customer Data Platform (CDP) comes in. It empowers retailers to connect shoppers' experiences across digital and physical channels, so you can easily engage buyers throughout their entire path to purchase. Treasure Data CDP eliminates data complexity and builds an accurate, actionable view of each shopper, so you can:

- Grow revenue through every channel
- Increase acquisition
- Improve customer retention & loyalty
- Boost customer lifetime value (CLV)
- Reduce marketing and operating costs


## The Benefits You Want



### Unified Physical & Digital Shopper Data for Rich Insights.

Make every touchpoint in the purchase journey more effective with a complete, up-to-date view of every customer.



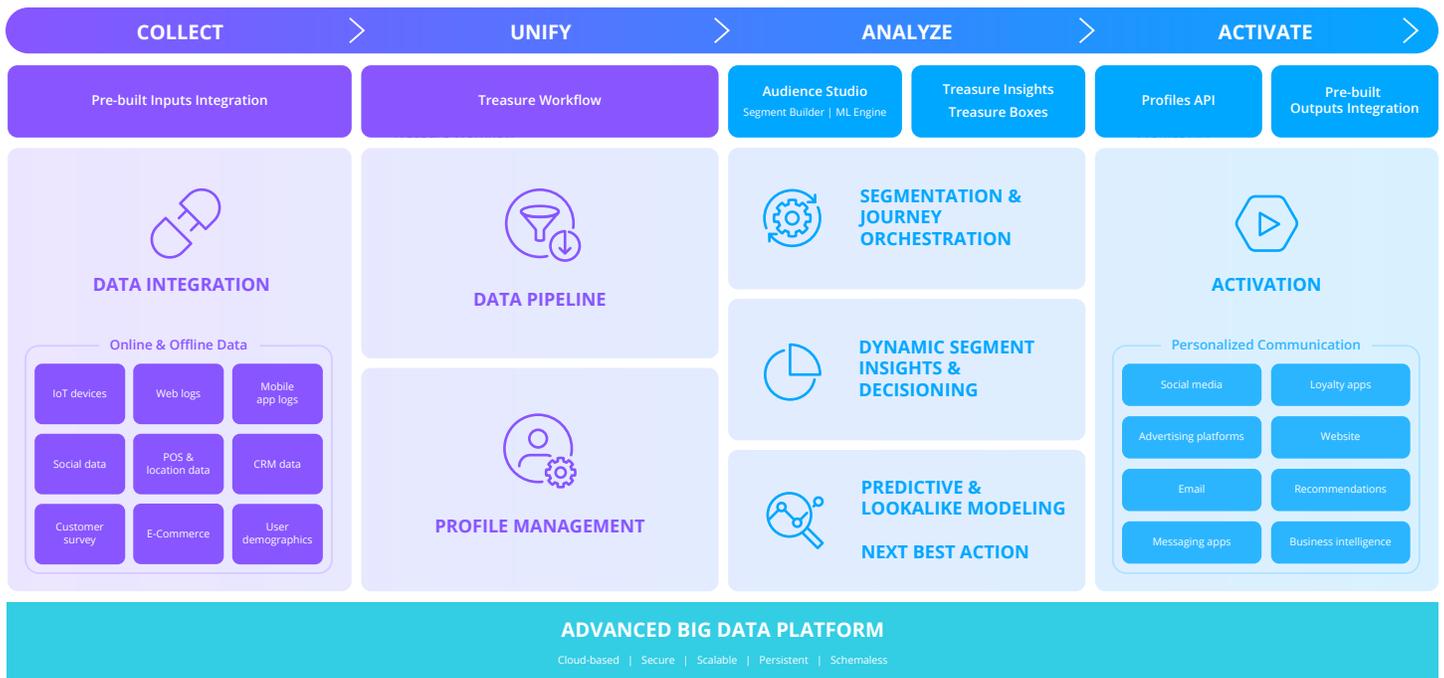
### Simplify Privacy Compliance.

Interact with customers responsibly and efficiently, so you never run the risk of losing a shopper's trust.



### Omnichannel Personalization.

Efficiently engage the people that matter most to your business—no matter when, where or how they shop.



Unify all online and offline data sources for granular customer segmentation and targeted personalization to create compelling experiences

### See How Treasure Data Boosts Sales and Customer Lifetime Value

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.

Learn more at [www.treasuredata.com](http://www.treasuredata.com) or call 866-899-5386.

## The Features You Need



### Streaming Event Data—Online or In-store.

Leverage up-to-the-minute customer behaviors, attributes and contextual data (location, weather, IoT, and more) to empower real-time analysis and faster decisions.



### Unified Customer Views.

Unify all customer data (first-, second-, and third-party)—including IoT and offline sources—to create unique profiles that are complete, accurate, and actioned compliantly.



### Marketing-enabled Machine Learning (ML) Modeling.

Grasp the marketing power of predictive algorithms to automatically determine each shopper's intent and affinity—on a massive scale. Treasure Data delivers guided machine learning models for actionable insights, even on the largest customer datasets.



### Pre-built Integrations.

Leverage Treasure Data's 170 integrations with key, service and store execution marketing systems, enterprise-grade databases and other data sources. Treasure Data is designed from the ground up to automatically onboard all your data.



### Segmentation and Personalization.

Create dynamic segments and take real-time actions to personalize content, offers and messages—online and in the store.



### Customer Journey Orchestration.

Influence the path to purchase with macro-level shopper journey planning and analytics. Visualize the effectiveness of marketing campaigns and customer service activities on sales growth.