Arm Treasure Data Enterprise
Customer Data Platform

Translate millions of data points into individual buyer profiles
Overview

Customer experience is the new priority for marketing executives and the call to action is to “know your customer”. It’s a directive that’s become increasingly difficult to follow given the explosion of channels marketers use to reach buyers today. With the labyrinth of marketing systems amassed to manage every touchpoint, it’s no wonder buyer data has become the number one issue in so many customer experience and multi-channel marketing initiatives. Marketing organizations want to responsibly harness their customer data from every source—both online web-based data and offline data from point of sale, loyalty apps, and customer relationship software and more. And, they are looking for solutions to continuously translate and analyze it to optimize customer profiles. The profiles that uniquely uncover every buyer, help marketers build a relationship with them and engage them for maximum business impact.

- Increase revenue
- Improve customer retention
- Maximize customer lifetime value
- Minimize marketing costs

Arm Treasure Data is the enterprise Customer Data Platform that can handle the complex, data-intensive needs of large marketing teams. It is an enterprise-grade software-as-a-service dedicated to managing the entire process of building optimized customer profiles and segments—from data collection, pipeline management and profile unification to segmentation, predictive analytics and multi-channel activation.

Arm Treasure Data Packages

Arm Treasure Data delivers purpose-built packages of marketing functionality on top of a proven data management platform. Packages include all infrastructure, support and data management capabilities needed for your team to collect, unify, analyze and activate customer data.
Intermediate Package - Segmentation & Personalization

Easily surface key attributes and behaviors to segment perfectly-sized groups of customers and prospects. Engage them at the right time and stay within your marketing budget. Treasure Data helps put the most effective customer information in the hands of marketers for every type of campaign—retargeting, display advertising, email, web personalization, recommendations and more. Easily build and reuse groups of individuals, so marketing messages are optimized for business impact.

Features:
- Intuitive built-in visualizations to highlight total numbers in an audience, new customers and profile growth trends over time
- Review full profiles of every customer with an intuitive interface that helps quickly assess attributes
- Automatically infer key characteristics, such as location or content affinity from profile data
- Leverage all data, including actions taken and not taken to build the most relevant segments
- Reuse segment definitions to refine customer targets for better engagement in less time
- Create segments and update them automatically from real-time actions taken by website visitors. Personalize content, offers and messages on the spot
- Interactive screens automatically updated with profile counts and statistics improve marketers’ ability to hone their target segments for effective personalization

Advanced Package - Predictive Analytics

Treasure Data enables marketers with AI-powered insights that are used to predict who is mostly likely to buy, churn, click, convert and more. A predictive model is built within our Segment Builder and is presented to marketers visually for ease of use. Marketers can now manage predictive models, which most customer data platform vendors leave to data scientists. Use predictive scoring for understanding customer engagement and creating the most effective messages, promotions, campaigns and more.

Features:
- Embedded machine learning logic and visual wizard assists marketers in building a predictive scoring model
- Fine-tune your model with intuitive charts on statistically relevant attributes and behaviors
- Use predictive scores in new or existing segments to tailor campaigns
- Intuitive visualizations assist in grouping profiles according to scores for effective segmentation
- Check the accuracy of your model on the spot with build-in statistics and stay confident in your results
- Automate your predictive model development with Feature Guess—an embedded algorithm that automatically determines the best “predictive” attributes and behaviors to include based on statistics
- Expand your modeling techniques with built-in machine learning libraries that support algorithms for recommendations, categorization, language processing and more
Premium Package - Enhanced Security & Control

Security processes, including policies, procedures and behavior are a priority for Arm Treasure Data. Some of the largest companies in the world rely on our security profile every day to keep their customers’ personally identifiable information (PII) safe. While some CDP vendors simply maintain their security profiles, we invest heavily to develop one of the largest security portfolios with the specialized features large companies need.

Features:
+ Advanced group-based access control that enables administrators to control and manage both user and group permissions at a granular level
+ Integration with enterprise authentication services to securely provide single sign-on (SSO) using SAML protocol for all users
+ Controlled and restricted private access to Arm Treasure Data cloud services from your enterprise network
+ Support data transfers from Arm Treasure Data to your enterprise network via private (non-public) channels based on your unique requirements

Data management and reporting are included in every package:

Connectors for Data Collection & Activation

Your success at creating the most relevant groups of customer and prospects is only as good as the data going into every profile. Unlike other customer data platforms, Arm Treasure Data profiles are built and maintained on a flexible, scalable big data warehouse—no extra infrastructure is required. More than 100 connectors to the most widely used business intelligence and marketing systems, as well as event-based website tracking is included to seamlessly collect all profile data, and activate it for marketing campaigns.

Data Pipeline & Profile Management

With Arm Treasure Data, your customer profiles are built based on your unique data set and are refreshed automatically with data pipelines that are all managed within the platform. Most customer data platforms leave marketers wanting more detail or wishing they could use both actions and inactivity to target the people in their profiles more accurately. Treasure Data Workflow helps analysts automate processes for adding new, relevant customer data when it’s needed and never leaves marketers in the dark—presenting them with everything they need to take action on customer profiles, which are always up to date.

Treasure Reporting

When prospect and customer data is dispersed throughout an enterprise it’s hard to agree on who your best customers are and why they buy from you. Treasure Data puts a single view of prospects, customers and their engagement together with reporting capabilities that can be leveraged across the enterprise. Treasure Reporting is an easy-to-use report and dashboard builder that helps drive consensus around customers’ experiences and marketing performance. Share campaign metrics that include robust visualizations and accurate reporting to prove the value of your marketing efforts.

About Arm Treasure Data

Arm Treasure Data enterprise Customer Data Platform (CDP) unifies data from multiple sources - online, offline, IoT and device generated data - and empowers enterprises to disrupt their markets with superior customer experiences. Our customers are creating transformational customer relationships by connecting the data dots with our CDP. Arm Treasure Data is fully owned by Arm Holdings and has a global customer base of over 300 enterprises including Fortune 500 and Global 2000 companies. Our clients manage over 130 trillion records, resulting in more predictable and profitable business results.