

QUANTIFYING SUCCESS



Live Data Management and the Future of Business

Data has become the new strategic weapon for competitive advantage.

It is the differentiating force behind today's most powerful businesses. Data-driven companies build the most intuitive products, produce the most effective sales and marketing programs, and deliver the best customer service. They outdo, outshine and outcompete their rivals through sheer intelligence. And it comes at a cost—the best of these modern algorithm-driven businesses, like Amazon, Facebook, Google and Netflix, employ armies of engineers to feed their voracious appetite for data. Those who can't, struggle to keep up.

The past decade has seen an explosion in cloud-based business applications. Slow-moving client-server installations have been replaced by single-purpose SaaS tools that live in their own world. This proliferation makes it even more challenging to connect and access fresh, relevant data throughout the enterprise. Most organizations simply don't have the hefty engineering budget or multi-year timelines to create a modern data stack to integrate their disparate data sources.

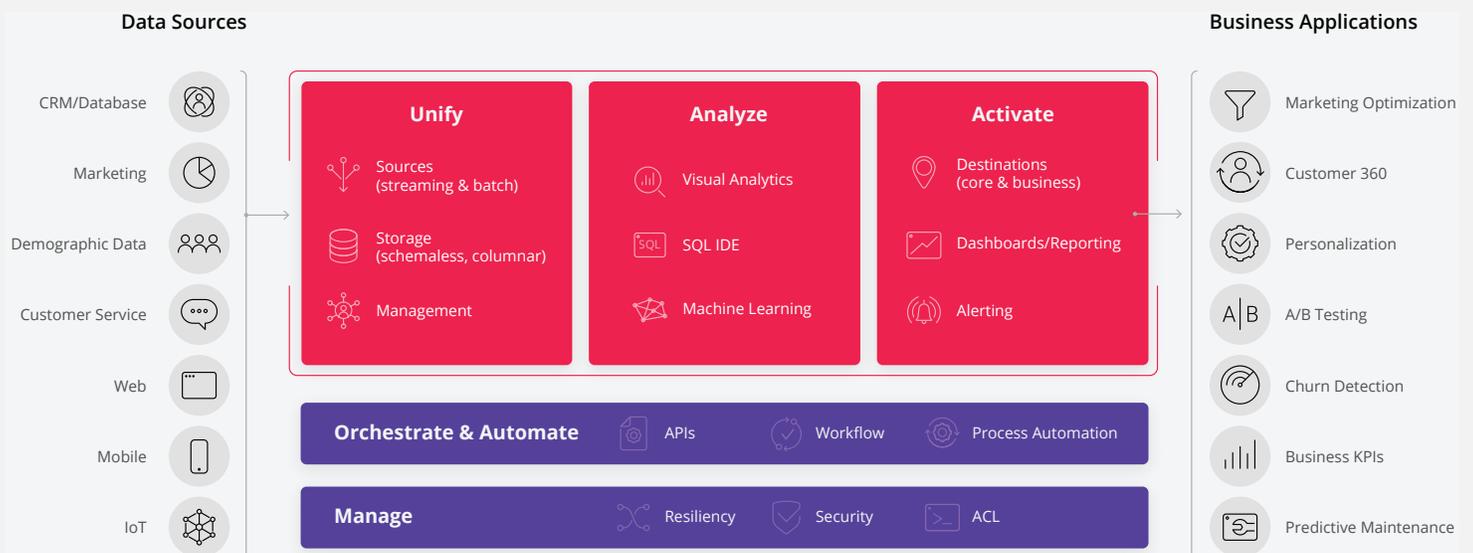
Enter Live Data Management. Live Data Management makes it possible to make data-driven decisions with the agility of the big players, but without the steep investment.

Modern enterprise runs on Live Data. Without live data, people and algorithms are starved of the fuel they need to drive business success. Live Data is:

- **Connected.** In a Live Data Management Platform, data is connected and collected automatically, eliminating data silos. Live Data Management makes it easy for business people to connect new data sources and destinations without engineering support.
- **Current.** Data's value drops off very quickly as it becomes stale. Live Data Management ensures data is fresh, relevant, and there when you need it.
- **Easily accessible.** All the data in the world won't help you if you can't get your hands on it. Live Data Management gives everyone who needs it easy access to the data.

Anatomy of a Live Data Stack

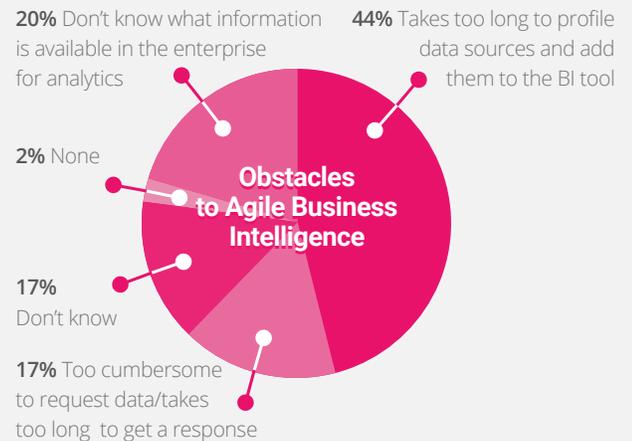
Treasure Data's Live Data Management platform makes it easy for teams to Unify, Analyze and Activate their customer data. Live Data Management defines an entirely new practice of capturing, enriching, and distributing live metrics to decision makers so they can understand what's happening before making their next move.



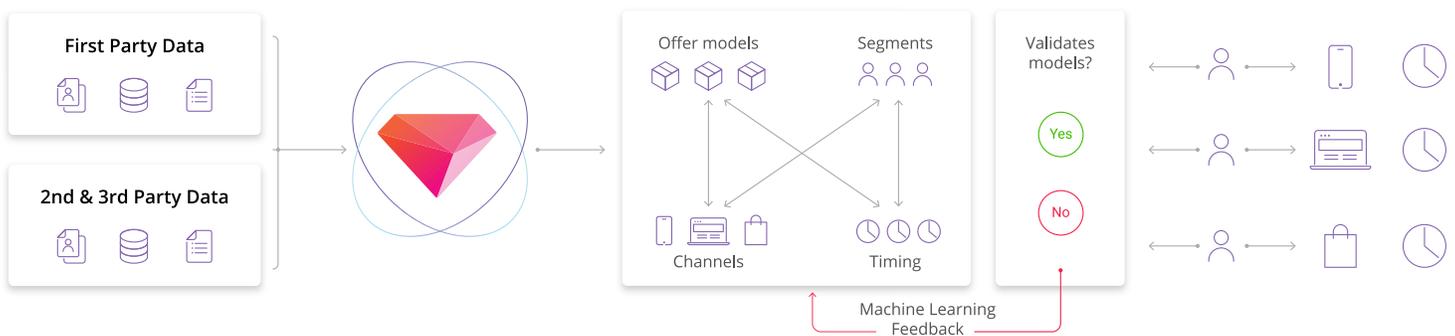
LIVE DATA AND CUSTOMER EXPERIENCE

Live Data is essential for algorithmic marketing. Today's internet-empowered customer wants an experience that is streamlined, seamless, engaging and personalized. In order to provide this, companies must know their customers intimately; they must walk in their shoes and breathe their air. This magic cannot happen if the enterprise does not have a three dimensional, dynamic view of the customer, a view that cannot be obtained without Live Data Management. Businesses that understand this make data a first class citizen. They celebrate it. They treat the acquisition and management of Live Data as what it is: An imperative.

In a world changing too fast for expert intuition, the only alternative is data. Not data that's piped into proprietary databases with arcane domain specific query languages only a COBOL developer could love. The businesses and experts of today need data that can be used today to generate actionable insights. They need Live Data.



SHISEIDO Live Customer Data for One-on-One Marketing



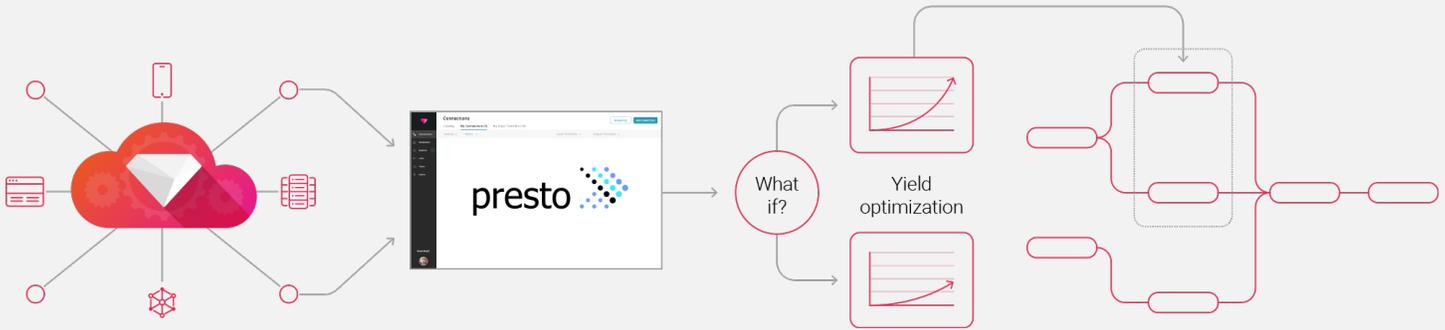
Live Data Management enabled Shiseido, the fifth largest maker of cosmetics in the world, to drive "Moment-Driven" smart messaging. Shiseido was collecting customer data from their personal health site, Watashi. But with the data from different touchpoints siloed, Marketing couldn't link together the digital "footprints" that would allow them to deliver the right message to the right customers at the right time.

Treasure Data unified their first-party data, enriched it with demographic and historical data, giving Shiseido insight into customers' moment-by-moment emotional context.

With Live Customer Data, Shiseido was able to:

- Apply fine customer segmenting for advanced lookalike marketing and dynamic websites
- Enrich their CRMs with digital insights for offline promotions

dashbid Programmatic + Live Data = 400% YoY Growth—You Do The Math



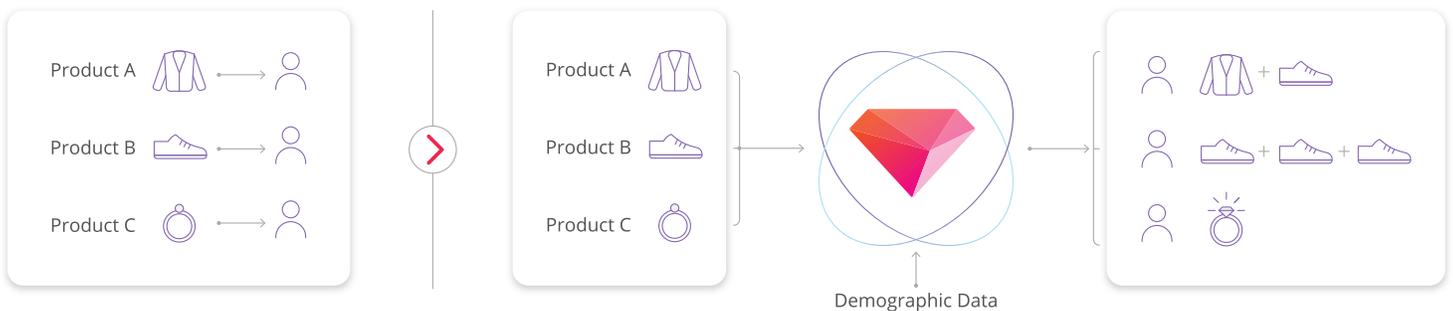
DashBid, the supply-side video advertising platform that serves over 1 billion impressions per month, runs its entire operation on Live Data, with the Help of Treasure Data.

DashBid's entire business model depends on data. Specifically, they make money more for their publisher clients by detecting patterns in Real-Time-Buying data that allow them to programmatically distinguish legitimate advertisers from exploitive bots. In order to make this work, DashBid relies on the ability to run ad-hoc queries on Live Data and deploy them to production workflows.

DashBid's entire analytics infrastructure is on Treasure Data. Live Data makes it possible for DashBid to:

- Increase ad CTR and fill rates for publishers
- Track customer interaction with video ads
- Detect 60 second patterns in buying and selling data
- Iterate their product hundreds of times per day

wish Using Live Data to Build a \$3B Addictive e-Commerce Experience

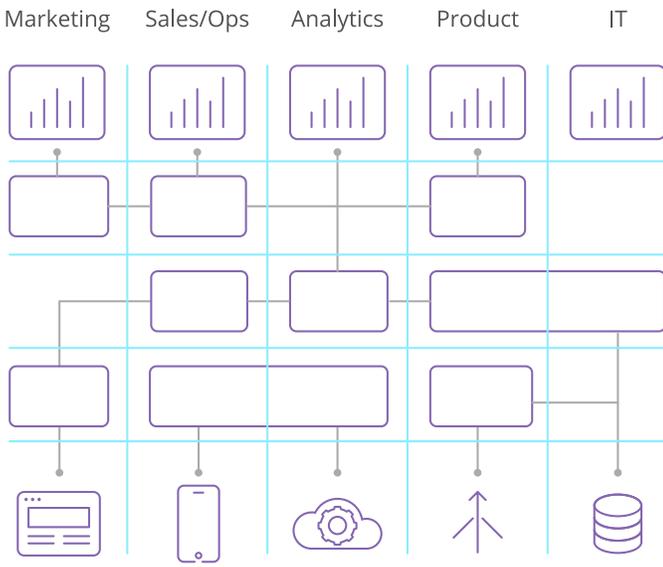


Wish, the "Shopping Mall in Your Pocket," built the second most popular iOS app using Live Data. Wish grew from a data science experiment at ContextLogic into a full web and mobile e-commerce platform with more than 15 million DAU within 18 months. Analytics showed their customers, most of whom were women, craved a more personal experience. But they needed to craft this personalized experience at scale. Treasure Data's Live Data Management platform made it possible for them to do that.

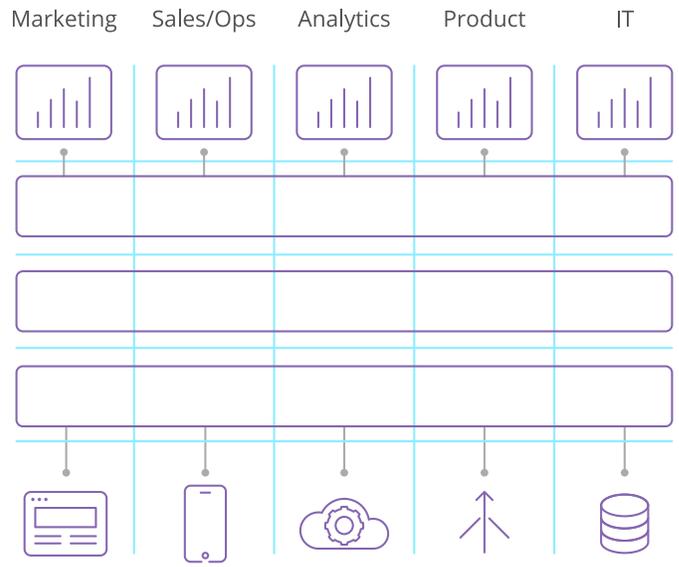
Wish used Treasure Data's Live Data Management platform to:

- Build a personalized shopping recommendation engine
- Unify customer data collected on their website, Facebook and mobile app
- Constantly improve their customer experience through tag-based A/B testing

BRING YOUR CUSTOMER DATA TO LIFE



Other business applications only process horizontal or vertical slices of your data analytics stack, increasing the need for engineering support.



Only Treasure Data unifies your entire data analytics stack, ensuring your customer data is always connected, current and easily accessible.

INDUSTRY LEADERS USE TREASURE DATA TO MANAGE LIVE DATA

Treasure Data is the Live Data Management Platform that makes all your data connected, current and easily accessible to the people and algorithms that drive business success. The platform provides turnkey connectors for 100+ data sources, flexible APIs to unify and analyze raw event-by-event data, and the mechanism to define workflows and drive business processes. Common use cases include data silo unification, omnichannel analytics, paid and content marketing optimization and cross-device attribution analysis.

Founded in 2011, Treasure Data is headquartered in Silicon Valley with offices in Tokyo and Seoul. Having raised more than fifty million dollars in funding, its global customer base includes hundreds of customers at Fortune 500 enterprises like Warner Bros., GE Healthcare, Subaru, and Pioneer, as well as successful data-driven startups like Kapost and Wish.



Pioneer



GE Healthcare



FIND OUT WHAT LIVE DATA MANAGEMENT CAN MEAN FOR YOU

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