

Treasure Data for CPG Brands

Reimagine CPG for higher growth, increased brand loyalty, and greater marketing ROI.

Solution Brief



Why top CPG companies trust Treasure Data

- 400+ global clients across industries
- 170+ pre-built connectors support tech stacks
- 2 Million+ records ingested every second 30 Trillion+ rows of data processed daily
- Platform agnostic and schema flexible
- Future-proof and secure

Brand marketing is everything for the CPG industry. Transforming products into trusted household names used to be the goal. But that's no longer enough to win consumer engagement. Simply put, it doesn't matter if consumers know of a brand. What's important now is for the brand to know its consumers.

And that's just one factor contributing to the tectonic shifts in the CPG industry. Changes in demand drivers, rapidly evolving buying journeys, and a variety of new entrants, new distribution models, and new digital channels have all conspired to throw the CPG industry off balance.

As a brand leader, your focus is on delivering consistent, seamless online-and-offline experiences, growing consumer relationships, and protecting individuals' privacy and security. The right customer data platform (CDP) is critical to reach buyers and outpace your competition. A CDP integrates data from across all of your engagement channels to create a unified consumer view, providing CPG manufacturers with the gold standard for consumer information management.

With real-time data acquisition and enterprise-grade scale, Treasure Data enterprise Customer Data Platform creates a single source of truth—eliminating silos and resolving data complexity to help you better model, target, and personalize consumer engagement.

KIRIN

ABInBev

LION

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by shiseido

MATTEL

Pioneer



The challenges CPG brand marketers face are complex.



Loss of relevance and loyalty through lack of understanding consumer behaviors, shifts in demand drivers, and changes in the buying journey.



Inflexible and slow response to rapidly evolving data regulations and consumer data privacy concerns leading to reduced consumer trust.



Ineffective and costly campaigns due to fragmented and siloed data and poorly informed marketing orchestration.

Treasure Data CDP empowers CPG brands to overcome industry-specific challenges and improve operational efficiency, real-time decisioning, and customer experience at scale.

Six profit-boosting benefits CPG marketers gain with Treasure Data CDP

1. Business agility for faster, more accurate decision-making
2. Cost reduction through targeted and effective ad spend and direct-to-consumer segmentation
3. Improved loyalty from more deeply understanding consumers
4. Better marketing ROI and better use of the entire marketing technology stack
5. Real-time analytics & decisioning through Treasure Data's 170+ integrations
6. Competitive differentiation through rich customer experiences



Achieve hyper-personalization.

Engage existing consumers and acquire new ones by delivering exceptionally relevant experiences, based on real-time analytics, across all touchpoints more effectively.



Increase customer loyalty.

Build trust and loyalty by combining personalisation with intelligent activation so consumers receive the right message at the right time.



Improve marketing ROI.

Drive more efficient spend and increased ROI through unification of consumer records and removal of duplicate profiles.

Accelerating Digital Transformation Now

Don't let uncertainty derail you. Yesterday, digital transformation was a long-term growth strategy. Today, true digital competency is required for survival. And digital excellence hinges on unified, actionable customer data. Treasure Data is the only CDP positioned to help enterprise CPGs embrace digital transformation and become more effective, agile, and future proof. Treasure Data has a proven track record of helping leading brands achieve superior results.

Shiseido Drives Deeper Customer Engagement & Loyalty

Treasure Data CDP unified Shiseido's 80 years of collected data and enriched it with demographic, historical, and online customer interactions. Connecting all this data delighted Shiseido with an unprecedented wealth of customer information and insight that they utilized to drive deeper engagement. As an added benefit, Shiseido discovered that Treasure Data's enterprise CDP greatly reduced the need for engineering time and gave the marketing team more control over their data.



The Results

Not only did Shiseido reach their goal of delivering a personalized customer experience, they also increased revenue and grew their business. Modeling customer preferences drove:

20%

In-store revenue increase per loyalty program member

11%

Overall company revenue increase

38%

Growth in net income YOY



KIRIN

Kirin Sells More with Omnichannel Personalization

With Treasure Data, Kirin was able to combine online browsing data, promotional event data, and other data, to get a complete customer profile. Augmenting and unifying this data with offline data, Kirin could gain insights to improve marketing campaign performance. Treasure Data was also able to set up access for each advertising agency, giving them insights to their respective product lines. By understanding 4 million customers with unique member IDs, Kirin saw an increase in sales by those visitors who experienced the personalized campaigns at the company's concept shops, directly operated stores, and beer factory tours. Treasure Data allowed Kirin to analyze customer behavior during the customer's buying journey and develop personalized, omnichannel marketing campaigns.

DTC: The Next Evolution of CPG

The trend toward direct-to-consumer (DTC) commerce among CPG brands is accelerating, in part, due to the capabilities of ecommerce platforms such as Shopify. Yet success is often hindered without a CDP. To truly connect to consumers, CPG brands need a CDP to capture, integrate, and analyze DTC-related data so they can then target the right consumers with hyper-personalization that drives revenue, conversion, and loyalty.

The Results

100

Products rationalized
across brand websites

4M+

Unique customer profiles
analyzed

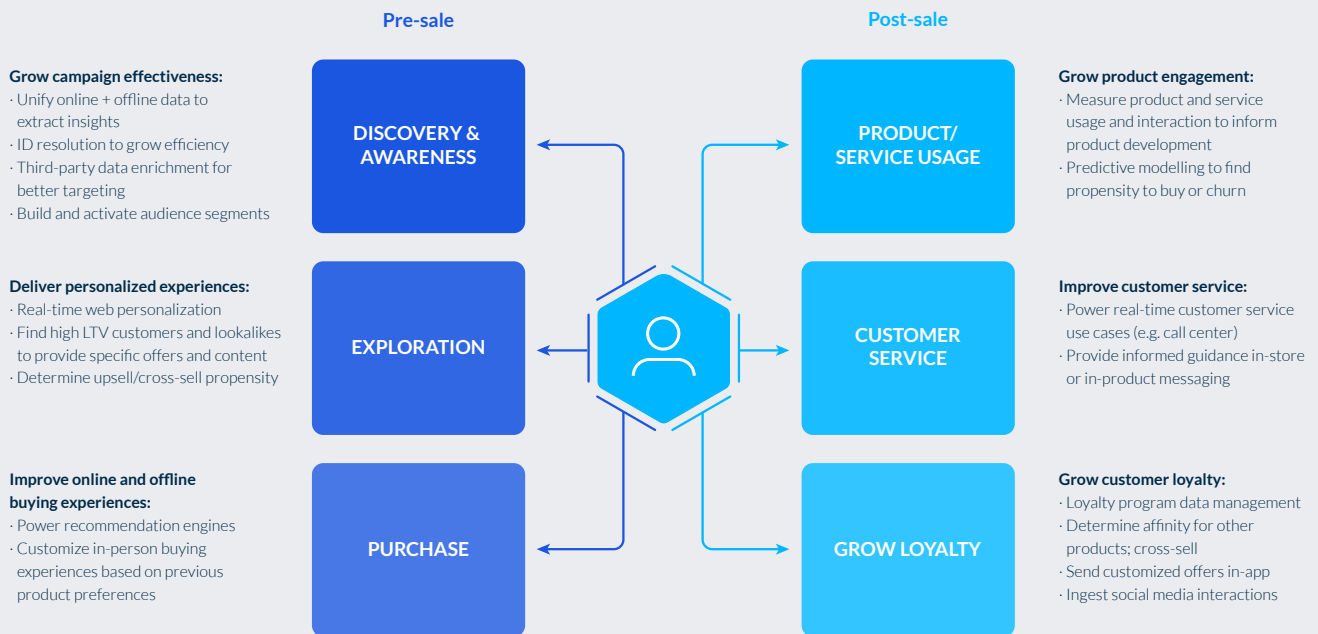


Anheuser-Busch InBev Securely Manages Cross-Channel Personalization

“At AB InBev, we take a global approach to direct-to-consumer marketing and need to ensure that we are not duplicating marketing efforts across our many brands. The Treasure Data CDP has enabled us to securely unify our customer data and build complete profiles.”

—Lucas Borges, senior manager, Consumer Data Strategy at AB InBev

Supported Use Cases Across the Customer Journey





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.

See How Treasure Data Increases Brand Loyalty and Delivers Higher Marketing ROI

Let us show you how Treasure Data CDP helps companies like yours transform millions of data points into profitable customer experiences.

[Request a demo today](#)

| [treasuredata.com](https://www.treasuredata.com) | +1 (866) 899-5386

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