TREASURE DATA

Data Sheet

Treasure Data Journey Orchestration

Creating Frictionless Customer Journeys Across Channels and Business Units

Marketers today need to connect results-driven campaigns into a continuous, personalized experience that cuts across channels and business units. Treasure Data Journey Orchestration empowers Marketers to connect each omnichannel touchpoint to relevant context that takes personalization and conversion to the next level, at scale.

Building on intelligence from the Treasure Data customer data platform (CDP), you can identify audiences along the buying cycle and link relevant campaigns and channels to user behavior, making best-of-breed channel and campaign tools smarter. With a visual, no-code canvas, marketers can plan journeys that are personalized for each customer, based on data-driven insight, as they progress from awareness to purchase to brand loyalty and engage with marketing, service and sales for a frictionless customer-centric experience across the entire business.

Figure 1: Treasure Data Journey Orchestration canvas

True Personalization for Better Experiences and Results

Your customers don't care which channel or campaign they're in. They see your business as one, and expect your business to understand them holistically across touchpoints. Treasure Data Journey Orchestration leverages Treasure Data CDP's power to unify data across all customer touchpoints, both online and offline, from Website, to contact center, to point of sale, and much more. It's a holistic customer view that makes it possible to create truly customer-centric experiences wherever you connect.

For example, an auto company can use Journey Orchestration to acquire shoppers with lookalike models on social and paid media. Further down the funnel, they construct another journey to drive conversions after a call to the dealership to set up a test drive. But Journey Orchestration is uniquely positioned to create a seamless experience – by unifying the online and offline/ service center data – for the shopper who calls into a dealership while they are still on the acquisition journey. This not only leads to a much better, frictionless experience for the shopper, but results in lower media spend and higher conversions for the auto company.

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Figure 2: Creating a personalized experience across online and offline, marketing and service

Making Your Campaign Tools More Effective

Treasure Data Journey Orchestration utilizes a best-of-breed approach with campaign tools. It has pre-built integrations to hundreds of tools, including email service providers, paid media platforms, DMPs, social media sites, and more. So teams have the freedom to use their favorite tools, like SMFC for email or Adobe Audience Manager for paid media, with journeys seamlessly orchestrated across all systems.

This approach makes all your tools smarter. With holistic customer data, data from customer interactions on each channel, and AI-driven insights, marketers can use the tools they know, but with actionable insights around the best channel, best time, and best message for each cohort or even individual.

This channel feedback and holistic data also enables marketers to get the most from their budgets. If you know an email is driving the most conversions, or a Facebook post is driving the most engagement, you know how to achieve more with the same budget.

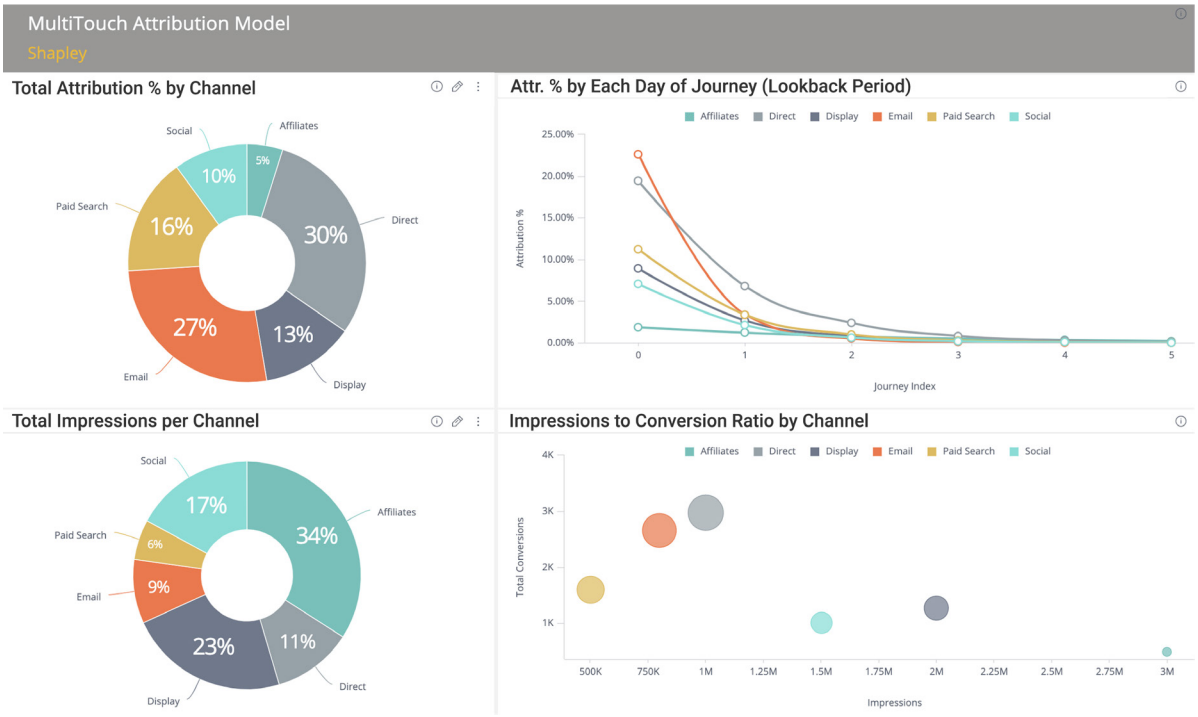

Figure 3: Analyzing impact for each channel

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Streamlining Journey Coordination

Treasure Data Journey Orchestration combines deep data capabilities with essential features for modern marketing planning:

Global Privacy and Consent Model capabilities ensure respectful journeys without delays. With Treasure Data's Trusted Foundation capabilities, privacy and consent information is available at the most granular level, so marketers can quickly execute by geography or brand without violating customer preferences.

Stages – create journeys that span across single events and customer lifecycles. Marketers can construct journeys on the canvas for specific events, like a Welcome journey, an abandoned cart journey, or a birthday coupon. Journey Orchestration also supports the customer lifecycle-based concept of Stages, where a marketer can track where a customer or cohort is in the lifecycle – from Awareness, to Intent, to Purchase, to Loyalty – and drive experiences specific to those needs.

Customer journey dashboards help marketers track metrics around growth rates, as well as profiles by Stage, and profiles over time, to gauge how customers are moving throughout the journeys.

Designed for Enterprises, Trusted by Everyone

Treasure Data is the leading enterprise-level CDP that's used—and loved by—leading brands. Let Treasure Data help you create truly personalized, frictionless experiences for your customers with Journey Orchestration.

About Treasure Data

Treasure Data Customer Data Platform (CDP) empowers enterprises to deliver relevant, real-time customer experiences.

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