

Paid Media AI Suite



Maximize ROAS with fully AI-powered ad targeting, budget optimization, and performance insights – driving smarter, more effective campaigns from start to finish.

MARKETING

DIGITAL MARKETING

BRAND & CREATIVE

PRODUCT

SALES

FIELD SERVICE



Ad Suppression with Cross-Channel Intelligence.

Ensure every ad impression targets only those who are still in-market.



Smarter Ad Targeting & Analytics with Data Clean Rooms.

Build highly accurate VIP profiles and securely share them via data clean rooms.



Universal Campaign Analytics.

Unify performance data across platforms to measure ROI holistically and optimize spend in real time.



Deliver innovative capabilities to drive measurable business outcomes.

- ✓ Lower support ticket volume
- ✓ Lift NPS scores
- ✓ Reduce average handle times
- ✓ Boost first-call resolution times
- ✓ Mitigate churn

“It used to take us two weeks to get a segment defined and launch an ad campaign. With Treasure Data, it’s down to one hour.”

SVP, Marketing Technology Global Gaming Company

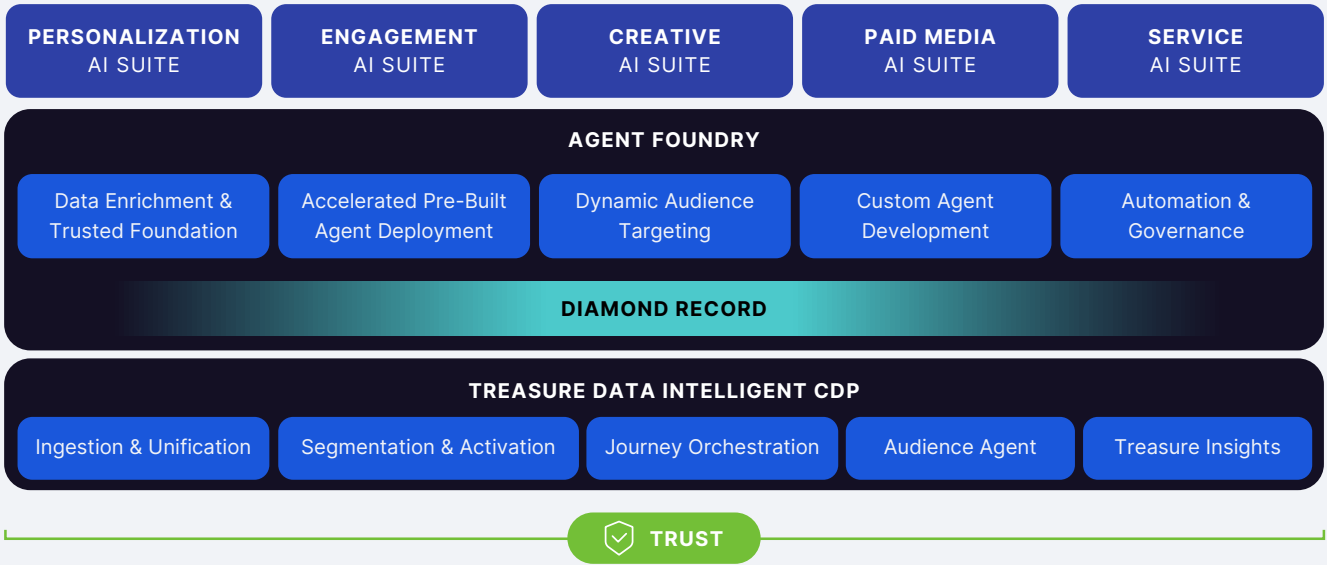


About the Treasure Data AI Suites

Treasure Data AI Suites were built to give fast, measurable ROI for specific teams who need to solve specific use cases. All AI Suites include the Intelligent Customer Data Platform (CDP), and are enhanced by AI agents built on the AI Agent Foundry. Specific AI agents and product features are leveraged for each unique AI Suite.

Included in the Paid Media AI Suite:

- ✓ Predictive targeting
- ✓ Budget optimization
- ✓ Cross-platform ad insights



NEXT STEPS

Learn more about our Paid Media AI Suite
Scan to visit our website

