

Personalization AI Suite



Deliver real-time, 1:1 digital experiences by combining AI Signals with contextual data – powering dynamic content, offers, and interactions across key digital touchpoints.

MARKETING

DIGITAL MARKETING

BRAND & CREATIVE

PRODUCT

SALES

FIELD SERVICE



Real Time Personalized Engagement.

Brands meet customers exactly where they are with personalized, context-aware offers, to achieve higher conversion rates and foster stronger relationships; increasing customer lifetime value and brand loyalty.



Intelligent Product Recommendations.

Analyze real-time behaviors alongside historical profiles to deliver tailored “Next Best Product” offers & other targeting from AI Signals.



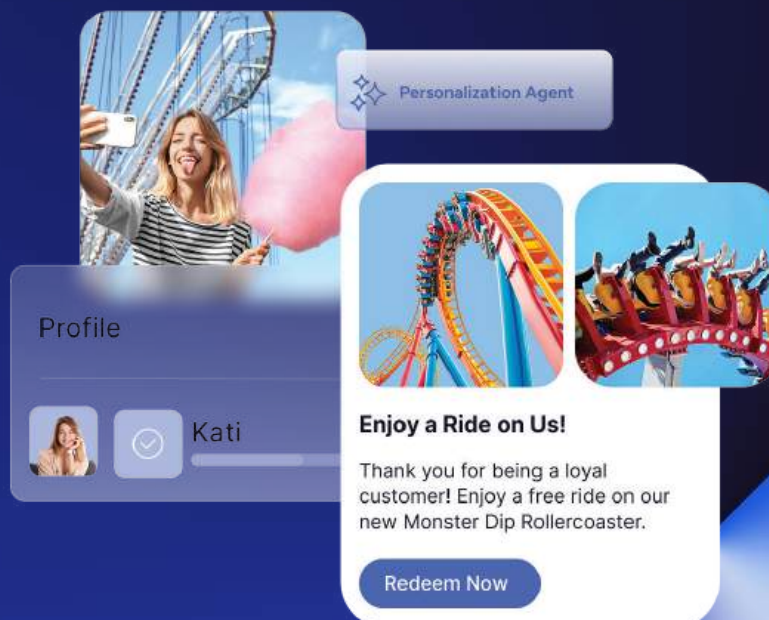
Agentic Personalization & Optimization.

Continuously tailor every message, offer, or creative using AI agents—based on real-time behavior, context, and intent. Scale personalization without scaling effort.



Robust Testing

Run A/B and multivariate tests across all channels with ease. Optimize performance, reduce guesswork, and accelerate results through rapid experimentation and data-driven insights.



Deliver innovative capabilities to drive measurable business outcomes.

- ✓ Boost conversion rates
- ✓ Increase customer lifetime value (LTV)
- ✓ Raise brand affinity
- ✓ Accelerate average order value (AOV)
- ✓ Drive repeat purchases

“We are excited to continue to partner with Treasure Data as they deliver advanced new agentic solutions through their new AI Suites. We see tremendous potential with Treasure Data’s AI Agent Foundry and agents, and we look forward to getting these solutions into the hands of our marketers so they can more easily use quality CDP data to drive customer experiences.”

Luiz Gama,
Global Martech Head – Consumer Data, CRM and Media

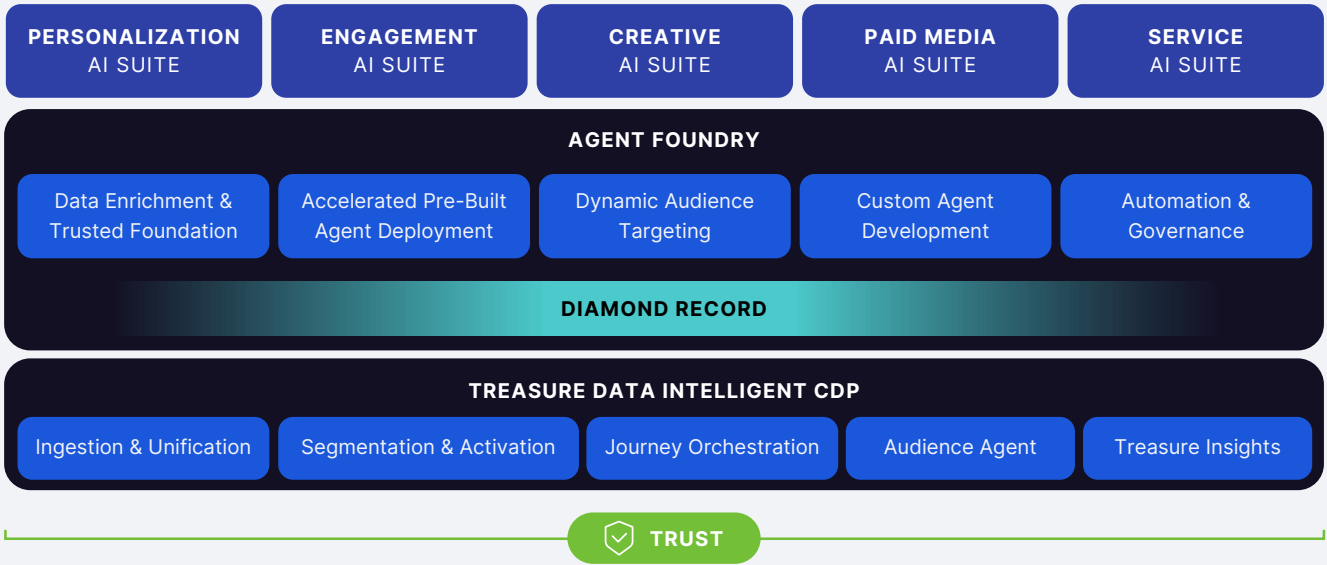


About the Treasure Data AI Suites

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:

- ✓ Real-time personalization
- ✓ Behavioral trigger activation
- ✓ AI-powered recommendations



NEXT STEPS

Learn more about our Personalization AI Suite
Scan to visit our website

