

Treasure Data Journey Orchestration

Create the right experience for everyone, every time.

Treasure Data Journey Orchestration helps marketers create seamless, personalized customer journeys across multiple channels and business units. By leveraging data from the Treasure Data customer data platform (CDP), marketers can plan journeys based on insights from user behavior, resulting in better personalization and conversion rates at scale.

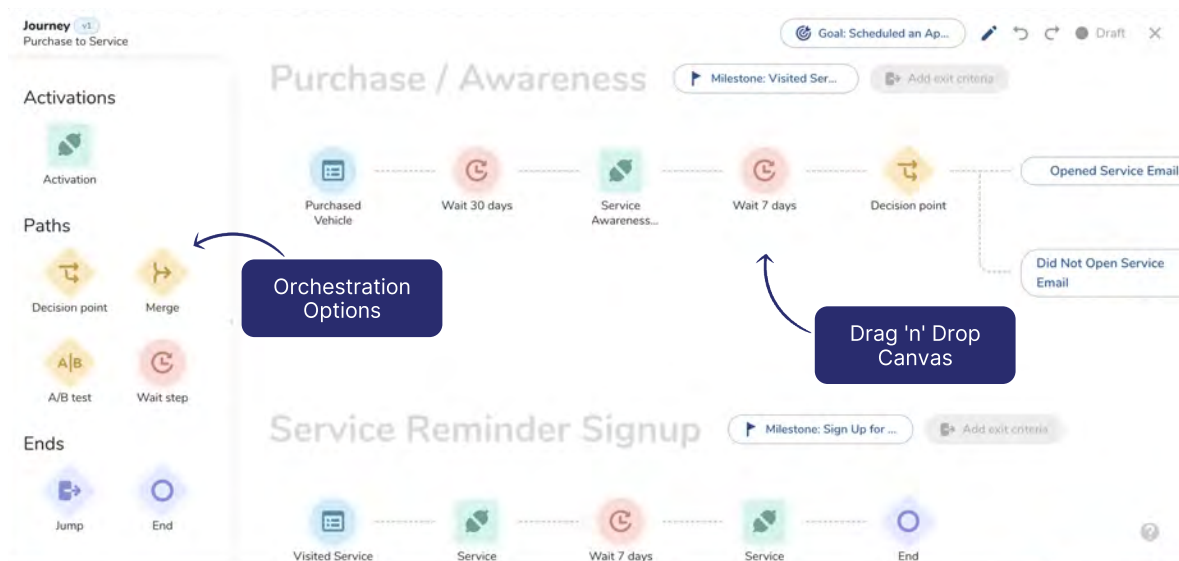


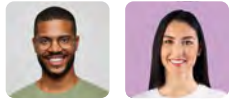
Figure 1: Treasure Data Journey Orchestration canvas

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 customercentric 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.

Dan and Mica are leads from lookalike campaign in a paid media journey

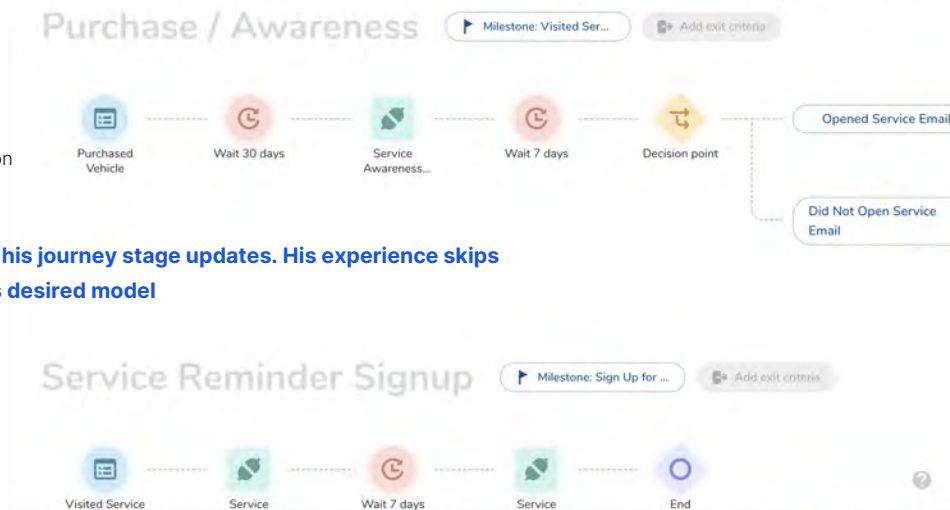


Optimize channel progression by reach and cost based on customer value

But Dan calls a rep, and his journey stage updates. His experience skips to messages around his desired model



Personalization cuts across Service and Marketing



Streamlining Journey Coordination



Ensure 1:1 engagement at every moment of the customer journey.



Infuse relevance into every touchpoint with data-driven insights.



Limit fatigue and



Leap to the right path with journey jump.

"The GUI-based creation and modification of delivery scenarios gives us the flexibility to, for example, target content by customer segmentation and response, and to change delivery timings from weekly to daily. ... It's easier to try out activations from different directions."

Hirokazu Makino
Digital Marketing



400+ customers in 75+ countries



NEXT STEPS



Schedule a demo, join a use case workshop, or test-drive Treasure Data with a no-cost POC. Learn more at treasuredata.com.



TREASURE
DATA