



# Treasure Data for Gaming Publishers

Drive your marketing strategy with insights from platforms, games and players – all in one place.

Marketing the next big game takes bold decisions and bold decisions need data. Whether you are budgeting for big launch event or lining up your next set of in-game ads, you need one solution to turn to for a single view of every player and campaign.

Treasure data helps you target the right audiences of players at the right time, every time. Unlike traditional marketing analytics platforms or applications, our enterprise Customer Data Platform (CDP) collects data from every game and studio, and even stores player interactions to uncover player insights never thought possible. The key to our success is the unique way we unify data. We deliver the “single view of every player” that only you can use for better targeting and personalization—no matter the marketing channel.

## Treasure data fuels your marketing strategy

More than a generic marketing platform, we put the player at the center of your strategy for:

- Improved new player acquisition and retention
- Personalized in-game messages for every upsell opportunity
- Player segmentation for precision targeting based on attributes or behaviors
- Analysis of campaigns for actionable publisher, studio, or title channel insights

## We deliver gaming results

But, don't take our word for it. See how our gaming customers are using Treasure Data to propel their games to the top of the best-sellers list.



SQUARE ENIX





**The #1 VR-exclusive game on Steam's Global Top Sellers**

Using Treasure Data, Survios analyzed play patterns, preferences, control schemes and time spent. They improved player onboarding with better player tutorials and achieved higher retention.



**The largest 3D virtual world**

Linden Lab uses Treasure Data to consolidate and activate data to more efficiently acquire and retain players. They've posted some amazing scores—a 17% lower cost of acquisition and a 300% return on investment.

**INDUSTRY LEADING GAME PUBLISHER**

**The 2<sup>nd</sup> largest gaming hardware maker in the world**

The Director of Planning and Analytics uses Treasure Data to analyze games across studios and devices. Not only did he increase the number of campaigns launched per week, game sales rose by 13%.

**TOP GAME PUBLISHER**

**Held the Guinness World Record for highest revenue generated by an entertainment product**

Treasure Data was chosen to unify customer data across studios and regions. By creating a “golden player” record, they've enriched player profiles for greater cross-sell opportunities and applied frequency caps to save \$15 million in their first year.

**Take the next step in developing a winning solution for marketing strategy.**

[Request a demo Today](#)

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**TREASURE  
DATA**

**About Treasure Data**

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.