The Total Economic Impact™
Of Arm Treasure Data CDP

Through four customer interviews and data aggregation, Forrester concluded that Arm Treasure Data’s Customer Data Platform (CDP) has the following three-year financial impact.

**SUMMARY OF BENEFITS**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margin from new sales attributable to Arm Treasure Data</td>
<td>$1.3M</td>
</tr>
<tr>
<td>Larger customer sales</td>
<td>$838K</td>
</tr>
<tr>
<td>Improved customer retention</td>
<td>$3.5M</td>
</tr>
<tr>
<td>Campaign operating costs savings</td>
<td></td>
</tr>
</tbody>
</table>

**PV**

- **BENEFITS**
  - $14.2M
- **ROI**
  - 802%
- **NPV**
  - $12.6M

**VOICE OF THE CUSTOMER**

“I would say that Treasure Data is the perfect solution because they are scalable, we can put a huge amount of data there, they are easy to use, and they will help us to add machine learning and artificial intelligence.”

*CDP global implementation lead, food and beverage company*

“Once we were able to combine dealership customer data with digital marketing results, we were able to better optimize our online advertising and increased our conversion rates to more than 5% for this segment.”

*Chief marketing data scientist, automotive company*