



TREASURE DATA

How Treasure Data Tripled Deal Coverage and Increased Revenue Impact with Ecosystems

AT A GLANCE



3x

Deal Coverage

3x increase in coverage post implementation



70%

Pipeline Coverage

70% of target pipeline revenue influenced



2/3+

Active Users

Over 2/3 of reps actively using platform within first 18 months



Handoff

Sales to Customer Success handoff for full cycle value realization



Scalability

Ecosystems' solutions allowed scalability and widespread adoption

INTRODUCTION

Treasure Data is an AI-enabled marketing platform that unifies all customer data to help marketing teams deliver personalized customer experiences that drive revenue growth. Because KPIs and use cases vary widely by industry and team, features alone weren't enough—the company needed a standardized, collaborative way to tie capabilities to measurable business outcomes.

In early 2024, Treasure Data partnered with Ecosystems to make value the common language across its go-to-market motion.



We've shifted from feature-function to outcomes. The platform gave us a consistent way to speak our customer's language, and to scale it across the field."

Jason Derene, Head of Value & Revenue Acceleration, Treasure Data



TREASURE DATA

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THE CHALLENGE: GREAT FEATURES, FRAGMENTED VALUE STORY

Treasure Data had no shortage of product innovation. They had numerous use cases across marketing and customer experience (CX). However, that versatility came with complexity.

Feature-first selling limited access to executive buyers, who struggled to connect technical capabilities to measurable outcomes.

Because of this, **ROI often felt abstract**, and differentiation relied heavily on product comparisons rather than customer impact. Despite a qualitative framework that mapped customer goals, challenges, and KPIs, the value narrative wasn't yet consistent and was particularly challenging to scale across the entire team.

Before Ecosystems, the value function was a team of one, operating through **manual, bespoke business cases** built in spreadsheets and PowerPoints. Each engagement required deep, hands-on support, making it impossible to keep pace with a global high-growth organization. As new features and use cases emerged, the process couldn't adapt quickly enough, the data went stale, and the story varied from seller to seller. Treasure Data needed a **unified, dynamic system** that could standardize the message, quantify business impact in real time, and keep every team aligned as the solution evolved.

“Before Eco, it was me helicoptering in with Excel and PowerPoint. We needed a scalable system that the field could use and that **we could keep current as our solution and use cases evolved.**”

Jason Derene, Head of Value & Revenue Acceleration, Treasure Data

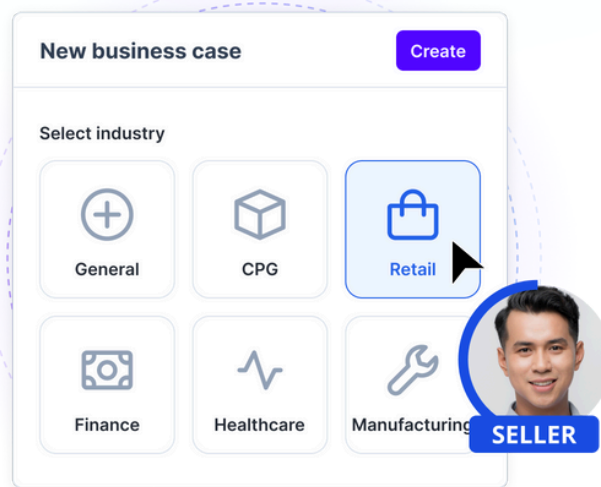
THE SOLUTION: ECOSYSTEMS COLLABORATIVE VALUE ASSESSMENT

With a global, fast-moving GTM engine, Treasure Data needed something far beyond a static toolkit; they needed a scalable way to operationalize value in every deal. That's why the team built their Value Framework inside Ecosystems' Collaborative Value Assessment.

1. Value Framework in Ecosystems' Collaborative Value Assessment

Treasure Data synthesized goals, pains, KPIs, and use-case patterns (horizontal and industry-specific) into **configurable templates inside Ecosystems' Collaborative Value Assessment (CVA)**.

Now, sellers **start fast** with that horizontal scaffolding, then **tailor by industry** (e.g., Retail, CPG, Financial Services) as the conversation matures.



“Ecosystems provided us a really great scaffolding for us to architect our value ecosystem.”



Alexandra Weinstein
Senior Manager of Business Value Strategy
Treasure Data

“The platform lets us set templates by industry and use case, and sellers can quickly spin up and edit business cases based on customer specifics.”

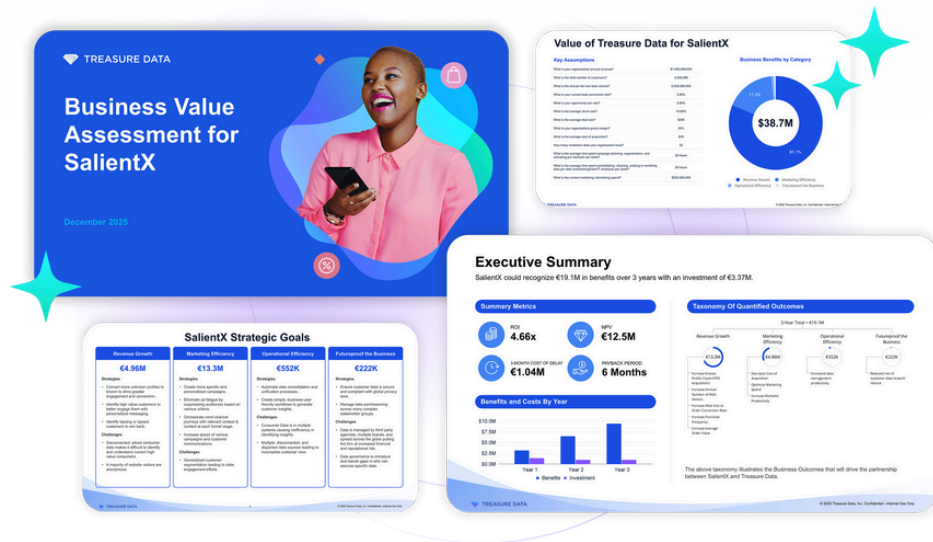


Jason Derene
Head of Value & Revenue Acceleration
Treasure Data

To lower the barrier in first meetings and increase adoption for newer internal users, the team leverages Ecosystems' tools such as the [Express Collaborative Value Assessment](#) and the [Web Value Calculator](#) to start the qualified value conversation live, then deepen into full CVAs as collaboration grows.

2. Standardized and Scalable Branded Outputs

Ecosystems produces customer-ready outputs focused on value that fits cleanly into proposal and demo decks, creating a consistent, on-brand, and repeatable experience. This not only created consistent results, but also **tripled value selling adoption** among Treasure Data's sellers.



By using the **Collaborative Value Assessment (CVA)**, sellers can now quickly build and deliver polished business cases that are executive-ready and tailored to each customer. The uniform presentation ensures that every deal communicates Treasure Data's value story in a clear, measurable, and visually compelling way.

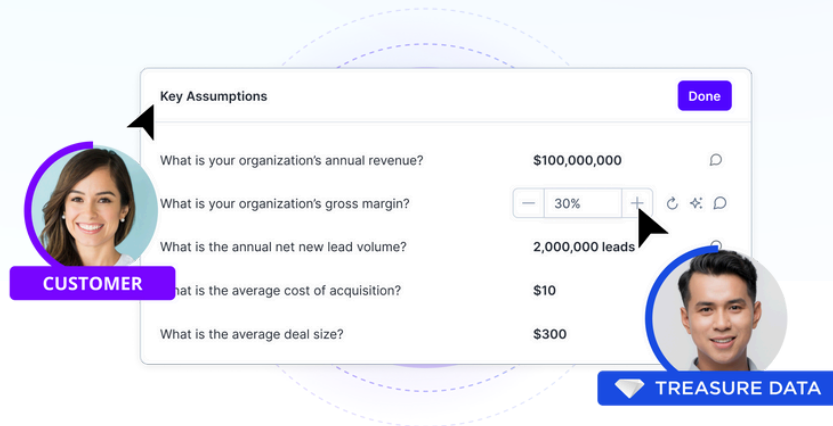
“Ecosystems provided a way for us to talk about value and structure programs for our sellers, our solution engineers, and even our customer success teams, so that we can **develop a common framework for talking about value across the entire customer life cycle.**”

Jason Derene, Head of Value & Revenue Acceleration, Treasure Data

3. Customer Collaboration

When customers co-author, deals progress faster and close stronger.

Treasure Data's experience proves this out. A large automotive manufacturer joined the value program from day one, iterating the business case 10–12 times, adding benefits and use cases, and using it to lead internal buy-in, resulting in a successful implementation and program.



This type of engagement isn't anecdotal. A recent **Ecosystems study of nearly 3,000 B2B SaaS opportunities** found that collaboration is the single strongest predictor of deal success:


2.4x

Internal collaboration increases win likelihood by 2.4x


3.4x

Customer collaboration increases win likelihood by 3.4x

By inviting customers directly into the Ecosystems platform, Treasure Data operationalizes these findings by **transforming collaboration from an informal behavior into a repeatable sales best practice**. Each co-authored case builds shared ownership, accelerates buying consensus, and sets the foundation for value realization post-sale.

“Being very transparent in how we develop business cases has been very effective... and getting them collaborative early is a good indicator of qualification.”



Alexandra Weinstein

Senior Manager of Business Value Strategy
Treasure Data

“Anytime a customer is in the platform with us, that’s a highly qualified, progressed opportunity.”



Jason Derene

Head of Value & Revenue Acceleration
Treasure Data



INTERNAL ADOPTION & CHANGE MANAGEMENT

Scaling a value program is as much about enablement and process as it is about technology. Treasure Data paired the platform with a disciplined rollout strategy:

- **Implemented across GTM Organization:** rolled out the platform enabled value methodology across AEs, SEs, and CSMs.
- **Ongoing enablement:** periodic enablement sessions; **weekly Slack 'Tips & Tricks'**, accompanied by field highlights to showcase strong business cases.
- **1:1 deal coaching:** the value team works **in-cycle** with AEs and customers, creating the fastest path to capability building.
- **Forecast discipline:** business case presence is now a **standard lever** alongside joint execution plans, budget, and next steps.

COMMUNITY & PARTNERSHIP

Ecosystems' **Customer Value Community** has been a critical catalyst for Treasure Data's early success with value selling. The community brings together **4,600+ practitioners across 1,600+ companies**, including some of the most recognized leaders in enterprise technology—**AWS, Google Cloud, Salesforce, Palo Alto Networks, Autodesk, and Qualtrics**—to share proven frameworks, benchmarks, and emerging best practices in customer value management. [Learn more about the Community here.](#)



For a lean value organization, access to this network was transformative. The Treasure Data team was able to **learn directly from peers** who had scaled value practices globally, **adapt proven playbooks**, and **shortcut months of experimentation**. This collective insight from community sessions, benchmark reports, and shared enablement templates helped Treasure Data launch a professional, scalable program in record time.

"The partnership, being able to learn from you, your other customers, and folks in the Community that are leading the charge as it relates to value selling was really pivotal in helping us take that plunge."

Jason Derene, Head of Value & Revenue Acceleration,
Treasure Data

"The Customer Value Community is a group of phenomenal go-to-market leaders who are value-first and driving how AI is going to shape the sales cycle in our future."

Alexandra Weinstein, Senior Manager of Business
Value Strategy, Treasure Data

RESULTS & EARLY IMPACT

In the first 18 months using Ecosystems, Treasure Data achieved:



3x

Deal coverage

Tripling of target-stage deals that now include a business case



70%

Pipeline influence

70% of target pipeline has now been influenced by a business case, specifically with priority on top-value opportunities



2/3+

Active usage

Over 2/3 of reps are actively building cases at any given time (varying with pipeline cycles).



Marketing Synergy

Ecosystems' Web Value Calculator signals prospect intent and strengthens qualification process, priming deeper CVA work.

"I've seen a lot more velocity in the pipeline for all of the deals that we've had associated with business cases."

Alexandra Weinstein, Senior Manager of Business Value Strategy, Treasure Data

WHAT'S NEXT



Engage on value earlier:

Strengthen the discovery module to set up better, more customer-specific cases from the first meeting.



Scale the library:

Expand industry templates and keep pace with rapid product innovation.



Close the loop: Deepen value realization, formalizing handoff to CS, and explore Gainsight integration.



AI assist: Evaluate broader use of AI for account research and library expansion, building on early research usage.