



# Treasure Data Academy Course Catalog



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# Introduction

At Treasure Data Academy, we offer a range of training options designed to meet your unique needs. Our programs are crafted and delivered by our own Treasure Data subject matter experts, ensuring you receive the most current and accurate information from industry leaders. Each training option provides distinct advantages, allowing you to select the best fit for your personal or organizational goals.



# Treasure Data Academy Training Solutions



## On-Demand Training

- **Flexibility**  
Access your training anytime, at your convenience.
- **Self-Paced Learning**  
Progress at your own pace, ensuring a deep understanding of the material.
- **Budget Friendly**  
Train unlimited employees without the need for travel or complex scheduling.



## Certification Programs

- **Professional Recognition**  
Earn certifications recognized by industry leaders, formally acknowledging your expertise in Treasure Data.
- **Increased Employability**  
Bolster your resume, enhancing your credibility and career prospects.
- **Skill Validation**  
Validate your technical skills and marketing expertise specific to Treasure Data.
- **Competitive Advantage**  
Distinguish yourself in your field, demonstrating a commitment to continuous learning and professional excellence.



## Instructor-Led Training

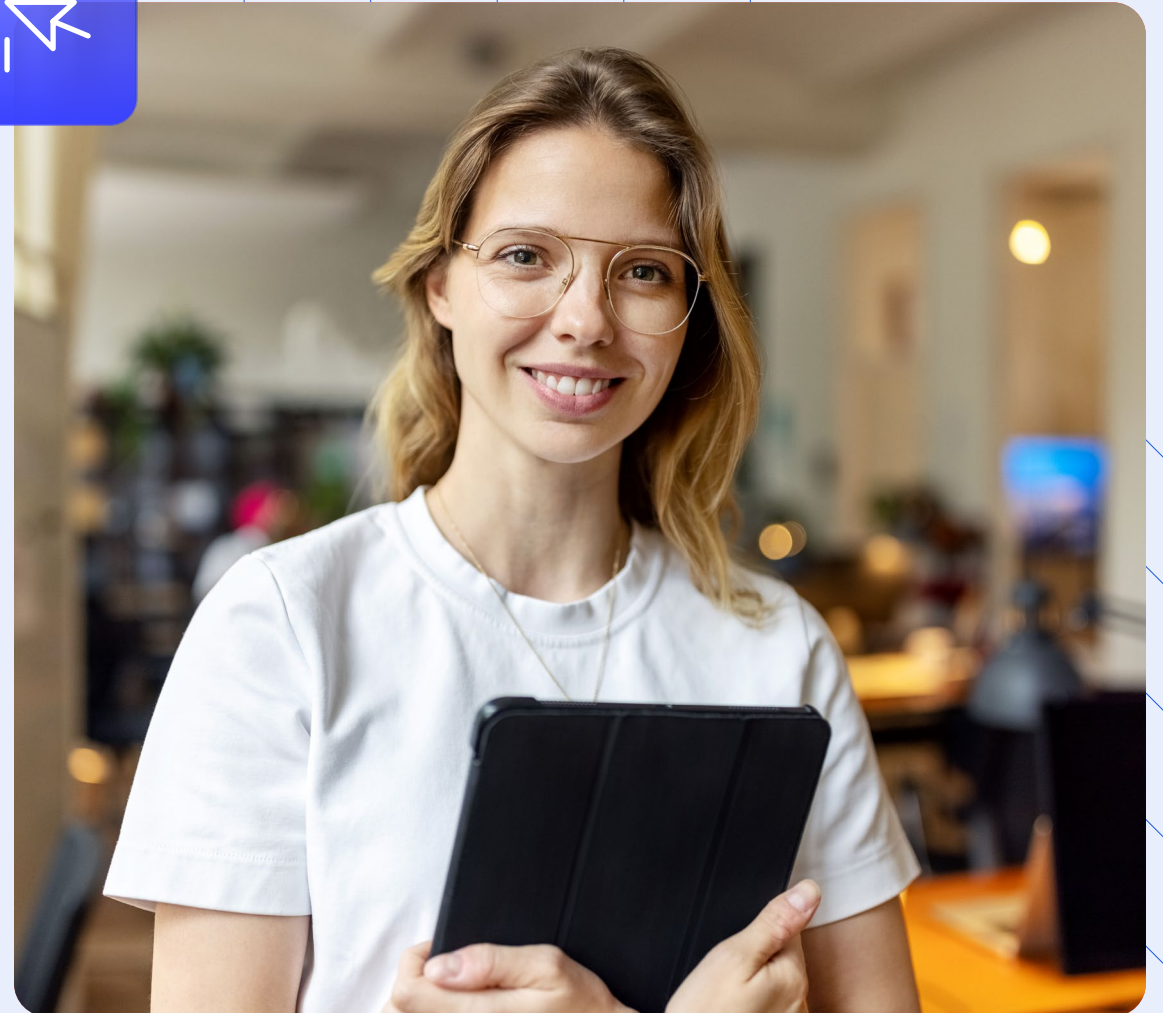
- **Engaged Learning**  
Participate in interactive sessions, ask questions, and receive immediate feedback from experts.
- **Structured Environment**  
Benefit from scheduled, structured training that keeps you on track to complete the course within a set timeframe.
- **Adaptable**  
Pace adjusted to meet the needs of the learners.
- **Hands-On Practice**  
Apply your knowledge in practical exercises and labs, ensuring real-world readiness.
- **Networking Opportunities**  
Connect with peers, fostering valuable professional relationships and knowledge exchange.



Free On-Demand Training

## Getting Started Catalog

Universal CDP concepts and  
Treasure Data product use  
cases.



# Free On-Demand Training

## Getting Started

This learning plan is part of the Getting Started Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles								
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist	
<b>Treasure Data Fundamentals</b>	<ul style="list-style-type: none"> <li>• What is a CDP?</li> <li>• CDP Use Cases</li> <li>• Treasure Data's Value Drivers</li> <li>• Treasure Data Architecture</li> <li>• Goals, challenges, and value of the CDP for teams in Paid Advertising, Email Marketing, Call Centers, Direct Mail, and Content Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Practical customer use cases tailored to each team</li> <li>• Tangible insights into real-world scenarios</li> <li>• Latest product updates</li> <li>• Differentiators</li> <li>• CDP maturity model</li> </ul>	00:45	None	✓	✓	✓	✓	✓	✓	✓	✓
<b>TD CDP Overview</b>	<ul style="list-style-type: none"> <li>• Architecture Overview</li> <li>• Key Features</li> </ul>	<ul style="list-style-type: none"> <li>• Typical Use Cases</li> <li>• Basic Planning</li> </ul>	00:20	None	✓	✓	✓	✓	✓	✓	✓	✓
<b>Interface Tour</b>	<ul style="list-style-type: none"> <li>• Integrations Hub</li> <li>• Data Workbench</li> <li>• Audience Studio</li> <li>• Job Activities</li> </ul>	<ul style="list-style-type: none"> <li>• My Settings</li> <li>• Control Panel</li> <li>• Support and Feedback</li> </ul>	00:22	None	✓	✓	✓	✓	✓	✓	✓	✓



Free On-Demand Training

## Foundation Catalog

Intro courses highlighting key  
Treasure Data functions.



# Free On-Demand Training

## Integrations Hub

This learning plan is part of the Foundation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Integrations	<ul style="list-style-type: none"> <li>Catalog of Connectors</li> <li>External Data Source</li> <li>Create Authentication</li> <li>Create Source</li> <li>Examine Ingested Data</li> </ul>	00:18	CDP for Data Management			✓	✓	✓		✓	✓



# Free On-Demand Training

## Data Workbench

This learning plan is part of the Foundation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Databases and Tables	<ul style="list-style-type: none"> <li>Access Table Records</li> <li>Schema and Details</li> <li>Table Data vs Spreadsheet</li> </ul>	00:14	CDP for Data Management		✓	✓	✓	✓		✓	
Queries Part 1	<ul style="list-style-type: none"> <li>Write a Query</li> <li>Use SELECT, SELECT DISTINCT, ORDER BY KEYWORD, MIN(), MAX(), COUNT(), AVG(), SUM()</li> </ul>	00:19	CDP for Data Management		✓	✓	✓	✓		✓	
Queries Part 2	<ul style="list-style-type: none"> <li>Use WHERE, BETWEEN, LIKE, AND, OR, and NOT</li> </ul>	00:15	CDP for Data Management		✓	✓	✓	✓		✓	
Workflows	<ul style="list-style-type: none"> <li>Overview</li> <li>Create a Database for The Workflow</li> <li>Create a New Workflow</li> <li>Run The Workflow</li> <li>Examine Other Workflows</li> </ul>	00:17	CDP for Data Management		✓	✓	✓	✓		✓	✓
Workflow Operators	<ul style="list-style-type: none"> <li>Workflow Control Operators</li> <li>Treasure Data Operators</li> </ul>	00:30	CDP for Data Management		✓	✓	✓	✓		✓	✓

# Free On-Demand Training

## Audience Studio

This learning plan is part of the Foundation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Master Segments	<ul style="list-style-type: none"> <li>Initiate a New Master Segment</li> <li>Create Attribute and Behavior Sections</li> <li>Save and Run a Segment</li> </ul>	00:15	CDP for Data Management	✓		✓	✓	✓	✓	✓	
Segments	<ul style="list-style-type: none"> <li>Make Trigger Based Segments</li> <li>Customer Journey Segments</li> <li>Types of Segments</li> <li>Foldering in segments</li> <li>Decisioning in segments (And , or etc.)</li> <li>Embedding segments / referring segments</li> </ul>	00:19	CDP for Data Management	✓		✓	✓	✓	✓	✓	
Activations	<ul style="list-style-type: none"> <li>Create a New Activation</li> <li>Activate a Segment</li> <li>Examine Activation Results</li> </ul>	00:08	CDP for Data Management	✓		✓	✓	✓	✓	✓	
Predictive Scoring	<ul style="list-style-type: none"> <li>Create, Save and Train a Predictive Model</li> <li>Run The Master Segment</li> <li>Examine The Results</li> <li>Create a Segment From Your Predictive Model</li> </ul>	00:12	CDP for Data Management	✓		✓	✓	✓	✓	✓	✓

# Free On-Demand Training

## Treasure Insights

This learning plan is part of the Foundation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles								
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist	
Introduction	<ul style="list-style-type: none"> <li>Understand user roles</li> <li>Plan and design effective dashboard</li> <li>Understand the relationship between Data Modeler and Dashboard Designer</li> </ul>	00:19	None	✓	✓					✓		
Visualization	<ul style="list-style-type: none"> <li>Create widgets using simple functions</li> <li>Understand how to filter data</li> <li>Use formulas to measure value and for multipass aggregation</li> </ul>	00:23	None	✓	✓					✓		
Analytics	<ul style="list-style-type: none"> <li>Improve widget display and usability</li> <li>Design dashboards</li> </ul>	00:16	None	✓	✓					✓		✓

# Free On-Demand Training

## Journey Orchestration

This learning plan is part of the Foundation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Journey Orchestration Overview	<ul style="list-style-type: none"> <li>Personalizing for Better Experience and Results</li> <li>Journey Example</li> <li>Capabilities and Summary</li> </ul>	00:25	None	✓		✓	✓	✓	✓	✓	



Subscription On-Demand Training

## Deep Dive Catalog

Advanced courses into our products and features.



# Subscription On-Demand Training

## Data Ingestion

This learning plan is part of the Deep Dive Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Amazon S3 Connector	<ul style="list-style-type: none"> <li>Usage and specifications of Amazon S3 Connector</li> </ul>	00:14	None			✓	✓	✓		✓	
Python Custom Scripting	<ul style="list-style-type: none"> <li>Understand, recommend and execute Python Custom Scripting</li> <li>Pass parameters</li> <li>Handle errors</li> <li>Use external packages</li> </ul>	00:15	None			✓	✓	✓		✓	✓

# Subscription On-Demand Training

## Web Tagging

This learning plan is part of the Deep Dive Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Intro to Web Tracking	<ul style="list-style-type: none"> <li>Web Tracking 101</li> <li>Server-side Cookies</li> <li>Implementing Tags</li> <li>Web tagging using 3rd party tools</li> </ul>	00:08	None			✓	✓	✓	✓	✓	
Cookie Consent	<ul style="list-style-type: none"> <li>Overview</li> <li>Treasure Data Trusted Foundation</li> <li>Cookie Consent</li> </ul>	00:12	None			✓	✓	✓	✓	✓	
Tagging via Adobe Launch	<ul style="list-style-type: none"> <li>Capabilities</li> <li>Cookies</li> <li>TD JS SDK and Adobe Launch Integration</li> </ul>	00:20	None			✓	✓	✓	✓	✓	
Server Side Cookies	<ul style="list-style-type: none"> <li>Overview</li> <li>Steps to Enable</li> </ul>	00:27	None			✓	✓	✓	✓	✓	
Web Tagging via GTM	<ul style="list-style-type: none"> <li>Overview</li> <li>Creating a GTM Container</li> <li>GTM Tags, Triggers, and Variables</li> <li>Creating Tags</li> <li>Creating Triggers</li> <li>Testing and Publishing Tags</li> <li>Excluding Tags</li> </ul>	00:25	None			✓	✓	✓	✓	✓	

# Subscription On-Demand Training

## Specific Solutions

This learning plan is part of the Deep Dive Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Working with Tableau	<ul style="list-style-type: none"> <li>• Typical usage of Connector</li> <li>• Tableau Desktop and Server</li> </ul>	00:13	None	✓	✓	✓	✓	✓	✓	✓	



# Subscription On-Demand Training

## Advanced Topics

This learning plan is part of the Deep Dive Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
<b>User Management &amp; Permissions</b>	<ul style="list-style-type: none"> <li>• Permission control</li> <li>• User management</li> <li>• Database access permission</li> <li>• Policy-based permission</li> </ul>	00:20	CDP for Data Management			✓	✓	✓	✓	✓	
<b>Workflow Advanced</b>	<ul style="list-style-type: none"> <li>• Limitations</li> <li>• Call Workflow</li> <li>• Custom Scripts</li> <li>• Workflow API</li> <li>• Parallel Execution</li> <li>• Version Management</li> <li>• Workflow Deployment</li> </ul>	00:16	CDP for Data Management			✓	✓	✓		✓	✓

# Subscription On-Demand Training

## Treasure Insights: Reporting & Analytics

This learning plan is part of the Deep Dive Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles								
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist	
<b>Treasure Insights Reporting and Analytics for Marketing</b>	<ul style="list-style-type: none"> <li>• Business Insights Dashboards</li> <li>• Unified Customer View (UCV) Dashboards</li> <li>• Customer Journey &amp; Campaign Analytics Dashboards</li> <li>• Churn Analytics Dashboards</li> <li>• Audience Insights Dashboards</li> <li>• Segment Analytics Dashboards</li> </ul>	01:24	None	☑								
<b>Treasure Insights Reporting and Analytics for Engineering</b>	<ul style="list-style-type: none"> <li>• ID Unification Dashboards</li> <li>• Activations Tracker Dashboards</li> <li>• Data-Profiling (EDA) Dashboards</li> </ul>	00:42	None	☑								
<b>Treasure Insights Reporting and Analytics for Analytics</b>	<ul style="list-style-type: none"> <li>• Dashboards for Multi-Touch Attribution (MTA)</li> <li>• Time-Series Analytics &amp; Forecast</li> <li>• Web Analytics Summary and Demo</li> <li>• RFM-Lead Scoring Audience Stats</li> </ul>	01:55	None	☑							☑	

# Subscription On-Demand Training

## Journey Orchestration

This learning plan is part of the Deep Dive Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
Journey Orchestration Marketing Stages and Design	<ul style="list-style-type: none"> <li>Marketing Stages</li> <li>Use Case: Promote a New Product</li> <li>Use Case: Conversion Rates</li> <li>Respecting Customer Privacy</li> </ul>	00:25	None				☑		☑		
Journey Orchestration Key Terms and Resources	<ul style="list-style-type: none"> <li>Overview</li> <li>Goals and Milestones</li> <li>Activations</li> <li>Paths</li> <li>Ends</li> </ul>	00:25	None				☑		☑		
Journey Orchestration Build	<ul style="list-style-type: none"> <li>Important Note about Parent Segments</li> <li>Editing Options</li> <li>Use Marketing Stages to Guide Customer Experience</li> <li>Build a Journey</li> <li>Define Goals and Milestones</li> <li>Define Entry and Exit Criteria</li> <li>Pause and Review</li> <li>Activations and Wait Steps</li> </ul>	00:25	None				☑		☑		
Journey Orchestration Paths and Endings	<ul style="list-style-type: none"> <li>Decision Point</li> <li>Mergers</li> <li>A/B Tests</li> <li>Jumps and Ends</li> </ul>	00:25	None				☑		☑		
Journey Orchestration Highlights	<ul style="list-style-type: none"> <li>Parent Segments</li> <li>Strategize</li> <li>Embrace Change</li> <li>Journey Recap</li> </ul>	00:25	None				☑		☑		

# Subscription On-Demand Training

## Machine Learning

This learning plan is part of the Deep Dive Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
<b>Custom ML Workflow</b>	<ul style="list-style-type: none"> <li>Overview of Machine Learning Modeling</li> <li>Types of ML Models Supported by TD</li> <li>Modeling</li> <li>How to Use ML Model Outputs for CDP Use Cases</li> <li>Walkthrough of CLTV Model Workflow Architecture</li> </ul>	00:25	None			✓			✓	✓	✓
<b>ML for Marketing: Use Cases &amp; Solutions</b>	<ul style="list-style-type: none"> <li>Machine Learning Overview</li> <li>KPIs for Marketing ML</li> <li>ML Solutions</li> <li>Framework for ROI/Outcomes</li> <li>Examples in Practice</li> </ul>	00:35	None			✓			✓	✓	✓



Subscription On-Demand Training

# Implementation Catalog

Treasure Data Implementation process.



# Subscription On-Demand Training

## Part 1

This learning plan is part of the Implementation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles								
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist	
<b>01: Define Business Goals and Use Cases</b>	Get to know the customer for a new Treasure Data implementation. What are their products, who are their customers, and what are their business interests for a CDP?	00:20	TD Implementation	✓	✓	✓	✓	✓	✓	✓	✓	
<b>02: Data Ingestion</b>	Discover Treasure Data built-in connectors, and ingest data from a CSV file, an Amazon S3 bucket, and a Postgres file.	00:40	TD Implementation	✓	✓	✓	✓	✓	✓	✓	✓	
<b>03: Key Design Decisions</b>	Define the implementation requirements for instance geolocation, the logical and physical separation of environments, and PII hiding and obfuscation.	00:30	TD Implementation			✓	✓	✓	✓	✓	✓	

# Subscription On-Demand Training

## Part 2

This learning plan is part of the Implementation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
<b>04: Database Architecture</b>	Overview of Treasure Data database architecture and implementation best practices, and data governance and user permission.	00:45	TD Implementation	✓	✓	✓	✓	✓	✓	✓	
<b>05: Data Orchestration</b>	Data cleansing and deduplication, workflow optimization and tuning, and profile and ID unification.	02:00	TD Implementation			✓	✓	✓		✓	

# Subscription On-Demand Training

## Part 3

This learning plan is part of the Implementation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
06: Segmentation	Overview of the Treasure Data JS-SDK and tagging, design and create a parent segment, segment profiles based on attributes and behaviors, and create new activations.	01:15	TD Implementation	✓	✓	✓	✓	✓	✓	✓	



# Subscription On-Demand Training

## Part 4

This learning plan is part of the Implementation Catalog.

Course	Topics	On-Demand Estimated Time	Instructor-Led Equivalency	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
<b>07: Analytics and Insights</b>	Visualize and report results with BI tools, and perform customer analytics with ML/AI and custom python scripts.	00:20	TD Implementation	✓	✓	✓	✓	✓	✓	✓	✓
<b>08: Accelerator Framework</b>	Overview of the Accelerator Framework, perform data orchestration with the accelerator framework, design new accelerators, and scale and optimize workflows with accelerators.	01:30	TD Implementation			✓	✓	✓		✓	



Subscription On-Demand Training

## **Role-Based Catalog**

Training specific to job roles.



# Subscription On-Demand Training

## Role-Based Learning Paths

Treasure Data role-based learning paths are specially curated courses from across all our catalogs intended to streamline your training. Whether you are gaining expertise in your current role, or exploring a new role, these collections guide you through common tasks performed for a specific job function.

**You will need to have an active TDA Subscription to access the role-based learning paths.**



**Business  
Intelligence Analyst**



**Data  
Analyst**



**Data  
Engineer**



**Engagement  
Manager**



**Functional  
Consultant**



**Marketing  
Specialist**



**Solution  
Architect**



**AI/ML  
Specialist**



# Treasure Data Certifications

On-Demand and Hands-On



# Types of Certification

## Ready to earn your certification?

- We have two types of certification exams: **On-Demand and Hands-On.**
- Treasure Data certifications are good for 2 years.
- Subscription users have unlimited access to our exams for the length of their subscription\*.
- Exams are also available for purchase without a subscription for \$495 a seat.



### Certification On-Demand:

- Knowledge-based multiple choice questions
- Open book
- Time-based
- Unlimited-retakes



### Certification Hands-On:

- Skill-based actions within the Treasure Data platform
- Open book
- Time-based
- Unlimited retakes

\* See Training Pricing page for additional details.



# Treasure Data Certification Exams Details

## Certification On-Demand

## Certification Hands-On

### Treasure Data Expert: CDP for Marketing



(included with subscription or \$495 per seat without subscription)

- **Topics Covered:** Target Audience, Treasure Data Console, Audience Studio and Folders, Parent and Child Segments, Batch Segments, Activate Segments, Real-time Segments, Profiles API Token, Predictive Model, Customer Journey
- **Study Materials:** Included in the exam course
- **Questions:** 25
- **Time:** 60 minutes
- **Passing Score:** 70%

### Treasure Data Expert: CDP for Data Management



(included with subscription or \$495 per seat without subscription)

- **Topics Covered:** Treasure Data CDP and Capabilities, How to Use Treasure Data CDP, Architecture Overview, Process/Data flow, SQL Programming, Workflows, CLI, JSDKs (Tagging) & REST APIs, Policy Based Permissions, IP Whitelisting, Sign-in Settings
- **Study Materials:** Included in the exam course
- **Questions:** 25
- **Time:** 60 minutes
- **Passing Score:** 70%

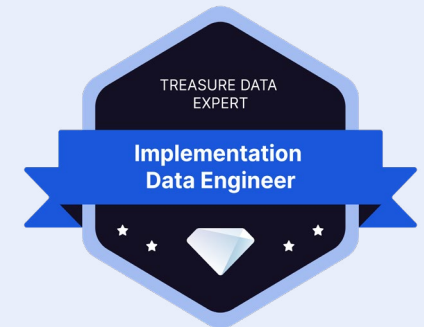
### Treasure Data Expert: AI/ML Specialist



(included with subscription or \$495 per seat without subscription)

- **Topics Covered:** ML for Marketing, Custom ML Workflow, Predictive Scoring, Treasure Insights Reporting and Analytics for Analytics
- **Study Materials:** Complete the AI/ML Specialist role-based learning path
- **Questions:** 25
- **Time:** 60 minutes
- **Passing Score:** 70%

### Treasure Data Expert: Implementation Data Engineer



(included with subscription or \$495 per seat without subscription)

- This exam requires us to set up an environment in Treasure Data before we can enroll you in the course.
- **Topics Covered:** Data Transformation, Unification, Parent Segment
  - **Study Materials:** Complete all the courses in the Implementation Catalog
  - **Questions:** 37
  - **Time:** 5-10 hours
  - **Passing Score:** 70%



# Instructor-Led Training Courses



# Instructor-Led Training Course Details

Course	Topics	On-Demand Equivalency	Instructor-Led Estimated Time	Applicable Roles							
				BI Analyst	Data Analyst	Data Engineer	Engagement Manager	Functional Consultant	Marketing Specialist	Solution Architect	AI/ML Specialist
<b>CDP for Marketing Instructor-Led Training</b>	<ul style="list-style-type: none"> <li>Audience Studio Segmentation and Activation</li> <li>Profiles API Token</li> <li>Predictive Model</li> <li>Customer Journey / Funnel</li> </ul>	CDP for Marketing Certification On-Demand	10.5 hours	☑	☑		☑	☑		☑	
<b>CDP for Data Management Instructor-Led Training</b>	<ul style="list-style-type: none"> <li>Treasure Data CDP capabilities and architecture including process and data flow</li> <li>SQL programming, workflows, CLI, JSDKs, REST, and APIs</li> <li>Policy based permissions, whitelisting, and sign-in settings</li> </ul>	CDP for Data Management Certification On-Demand	10.5 hours	☑	☑	☑	☑	☑		☑	
<b>Implementation Instructor-led Training</b>	<ul style="list-style-type: none"> <li>Getting Started</li> <li>Business Background</li> <li>Preparing for an Implementation</li> <li>Kicking off an Implementation</li> <li>CDP Administration</li> <li>Data Ingestion</li> <li>Data Orchestration</li> <li>Segmentation</li> <li>Analytics &amp; Insights</li> </ul>	Implementation On-Demand	12-16 hours	☑	☑	☑	☑	☑		☑	



# Training Pricing



## Free On-Demand Training

- Free to all TD customers and partners



## Subscription On-Demand Trainings

- \$1,000 per seat
- Annual renewal as needed (no auto-renewal)
- Includes access to all Treasure Data Certification Exams



## Treasure Data Certification

- Good for two years
- \$495 a seat or included with subscription



## Instructor-Led Training

- These rates apply to both in-classroom and virtual training
- The price does not include instructor travel expenses
- These rates apply to both public and private training deliveries
- Normal class size is limited to a maximum of 10 participants

### Hourly

**\$625**

1-10 Seats

**\$1,000**

11-15 Seats

**\$1,250**

16-20 Seats

### Half Day

**\$2,500**

1-10 Seats

**\$4,000**

11-15 Seats

**\$5,000**

16-20 Seats

### Full Day

**\$5,000**

1-10 Seats

**\$8,000**

11-15 Seats

**\$10,000**

16-20 Seats

# Resource Library

You can find the following helpful tools and valuable information in the Resource Library in Treasure Data Academy.



## Effort Estimator Template

Excel



## Implementation Workshop

PDF



## Key Roles and Responsibilities

PDF



## Scoping Worksheet

Excel



## Banking Industry Enablement

PDF



## Insurance Industry Enablement

PDF and Demo Video

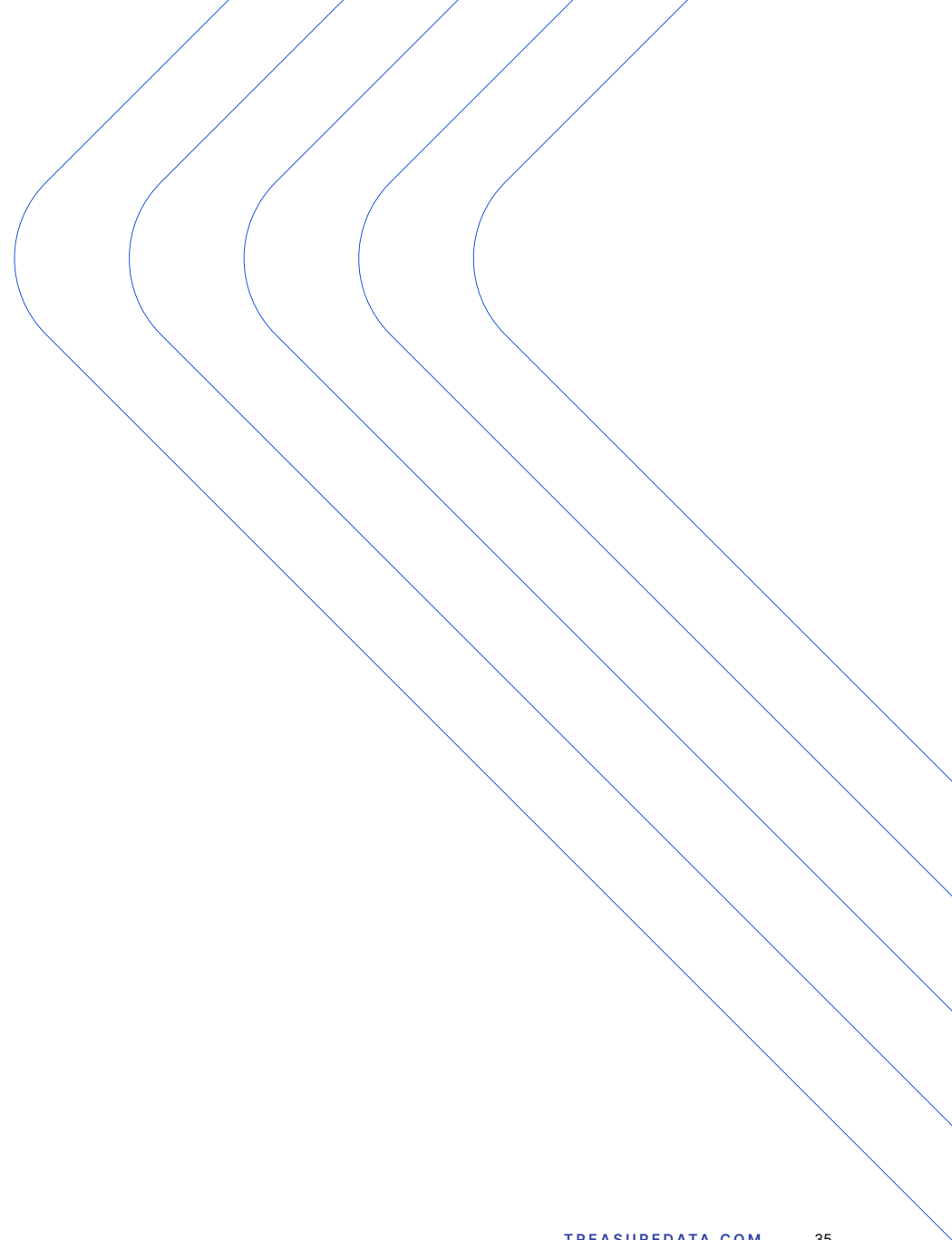


## ID Unification Best Practices

PDF

# Contact Us

For questions about training,  
contact Treasure Data Academy at:  
[academy@treasuredata.com](mailto:academy@treasuredata.com)





Treasure Data empowers the world's largest and most innovative companies to drive connected customer experiences that increase revenue and reduce costs. Built on a big data foundation of trust and scale, Treasure Data is a customer data platform (CDP) pioneer and continues to reinvent the CDP by putting AI and real-time experiences at the center of the customer journey.

Our CDP gives customer-centric teams across Fortune 500 and Global 2000 companies – marketing, sales, service, and more – the power to turn customer data into their greatest treasure. Visit [www.treasuredata.com](http://www.treasuredata.com) to learn more.

Join Treasure Data's global CDP community at CDP World ([cdpworld.com](http://cdpworld.com)), its annual summit for marketing and data leaders.

For more information visit  
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