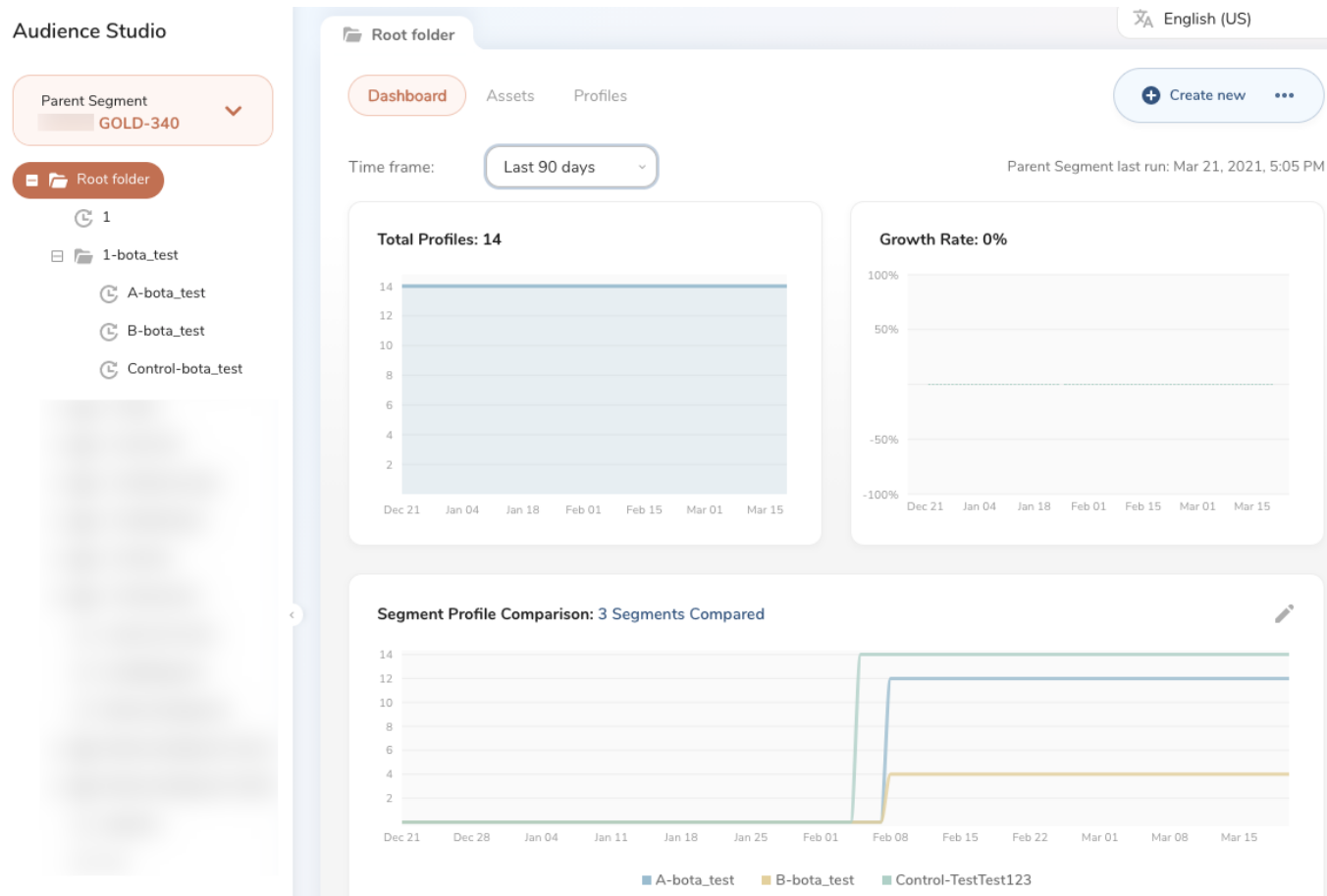


# Audience Studio Overview

Audience Studio is designed to help global marketing teams deal with their organizational complexity and segmentation needs. Treasure Data ingests data from a variety of 1st, 2nd, and 3rd-party sources and enables users to unify data, resolve identities and build enriched, unified customer profiles into a parent segment. Users can analyze the parent segment either as a group or on an individual profile level, and create targeted segments and journeys within that parent segment in the Audience Studio. This enables users to activate highly personalized communications for specific segments or highly effective campaigns that accurately target segments.

Our enhanced, more marketer-friendly UI enables users to achieve all of this more easily and intuitively.



Within Audience Studio, you can:

- Respond to market changes, modifying your parent segments as needed
- Easily create segments that others can quickly comprehend and use
- Precisely segment your parent segments based on attributes, behaviors, and characteristics
- Create journeys that reflect where customers are in the buying cycle.
- View the data at the parent segment level, targeted segment level, or individual profile level
- Identify patterns of behaviors or strands on commonality in your parent segment using our machine learning tool, Predictive Scoring
- Activate on targeted segments and actionable insights by creating personalized marketing campaigns throughout the customer journey

Audience Studio also offers these additional features:

- **Folder-Based Permissions:** You can flexibly organize segments (and corresponding marketing data e.g., journeys, activations, and predictive models) in the form of folder trees and control governance at an individual folder level. Learn more about [folder-based permissions](#).
- **Advanced Segment Editor:** This editor improves the marketer experience by (1) introducing an intuitive and interactive rule builder, (2) supporting the ability to define a more complex, realistic set of segmentation rules with a combination of AND/OR operators, (3) enabling users to group and organize a number of attributes depending on their characteristics and finally supporting timestamps in wider segmentation scenarios. Learn more about [Segment Editor](#).
- **Funnels:** Funnels Dashboards are available for marketers to track the effectiveness of a funnel by easily viewing how customers are moving through the funnel stages. Learn more about [Funnels](#).

- **Localization:** Japanese localization is available for Audience Studio, which will improve user experience through localization of the console for non-native English users.



- **Predictive Scoring:** With enhanced usability, you see two separate tabs for Model Performance & Predictive Scores, and the new user-friendly UI guides you "what to do next" from model creation to scoring. Model Performance also becomes available right after training an ML model. Learn more about [Predictive Scoring](#).
- **A/B Testing:** Easily split customers from a batch segment into multiple groups so that you can run A/B test campaigns and compare the performance of the campaigns. Learn more about [A/B Testing](#).
- **Attribute Groupings:** The attribute grouping feature allows you to create custom attribute groups to organize attributes in the Segment Editor. Marketers can take advantage of this feature to help organize multiple attributes and brands. You can view attribute groups in the Segment editor.

Learn how to quickly set up your segments and organize them for maximum efficiency:

- [Folders Overview](#)
- [Segments Overview](#)
- [Increase Customer Personalization](#)
- [Predictive Scoring Overview](#)
- [Treasure Data Journey Orchestration Overview](#)
- [Funnels Overview](#)
- [Activations Overview](#)
- [Move Objects in the Audience Studio](#)
- [Moving between Audience Studio - Legacy and Audience Studio](#)
- [Migrate from Audience Studio - Legacy to Audience Studio](#)