THE MARTECH SUMMIT | LONDON

PLENARY

AI & Customer Data

Beyond the Single Customer View: How RS Group is Activating B2B Data and Building AI Readiness with Treasure AI



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Platforms and Product Operations
RS Group



BEYOND THE SINGLE CUSTOMER VIEW

ACTIVATING B2B DATA AND BUILDING AI READINESS WITH TREASURE.AI



RS | Treasure AI

WHO ARE RS?

Across the industrial design, manufacturing and maintenance worlds, we're the digital destination for product and service solutions to help our customers with the maintenance, repair and operation of their businesses.

c. 1m
global customers

c. 8,500
employees

>2,500
Suppliers

60%
Revenue through digital channels



>875,000
stocked products

6
global/regional distribution centres

Operations in
33
countries

139
countries exported to

OUR VISION

To be first choice for all our Stakeholders.



FRAGMENTED DATA

INEFFICENT TIME TO INSIGHT

CONFUSED CUSTOMER MESSAGING

SINGLE CHANNEL MARKETING

INCONSISTENT WORKING PRACTICES

LACK OF ACTIVATION CAPABILITY

ECOMMERCE FRICTION


RS
X
Treasure AI

The Agentic Experience Platform, built on the leading enterprise CDP

2+ billion

profiles managed, nearly half of the world's internet-connected population

400+

customers deployed in 75+ countries

Since 2011

serving the world's largest enterprises

BUILT FOR COMPLEXITY



Named a Leader in the Gartner® 2024 Magic Quadrant™ for Customer Data Platforms



Named a Strong Performer in Customer Data Platforms for B2B, Forrester™ 2025



Named a Leader in Customer Data Platforms for B2C, Forrester™ 2024



Named a Leader in IDC MarketScape for Worldwide CDPs Focused on B2C Users 2024–2025

QUICK TIME-TO-VALUE

8–12 weeks

Open & flexible: integrates into existing infrastructure, with 180+ pre-built integrations

Schemaless: saves IT upfront time

Use-case driven: quick time to value

UNMATCHED SCALE

2 million

rows ingested per second

5 quadrillion

rows processed per month

40 billion

profiles activated per month

100 PB

data stored

SAFEGUARDING YOUR BRAND

Global design, 24x7x365 support

Visit the Trust Center →

The Agentic Experience Platform: Closing the Customer Intelligence Loop at enterprise scale

2+ Billion Profiles
Half of the world's connected population

400+ Customers
Across 75+ countries

3+ Trillion Behaviors
Over No. of Amazon Shipments in a Decade

RETAIL

SONY · Yum! · Stanley Black & Decker · Levi's · Panasonic · Fanatics · NORDSTROM · TangerOutlets · Academy Sports+Outdoors · COTY SINCE 1904 · Michaels · Shane Co.

CPG

Nestlé · BELCORP · Constellation Brands · AbInBev · SUNTORY · MARS · HELLO FRESH · grupo boticário · ROYAL CANIN · DIAGEO

AUTOMOTIVE

LOTTE rental · STELLANTIS · YAMAHA · SUBARU · HYUNDAI · HONDA · VOLVO

FINANCIAL SERVICES

SMBC · NATIONAL DEBT RELIEF · Extraco Banks. · Fairstone · AGIA AFFINITY A DOXA COMPANY · CREDIT SAISON

LIFE SCIENCES

Johnson & Johnson · Boehringer Ingelheim · FALCK · Service Corporation International

MEDIA & ENTERTAINMENT

The Pokémon Company International · Six Flags Entertainment Corporation · T2 · Nintendo · CAPCOM · CARION · Cirque du Soleil · itv · UNIVERSAL MUSIC GROUP · CONDÉ NAST · THOMSON REUTERS

OTHER

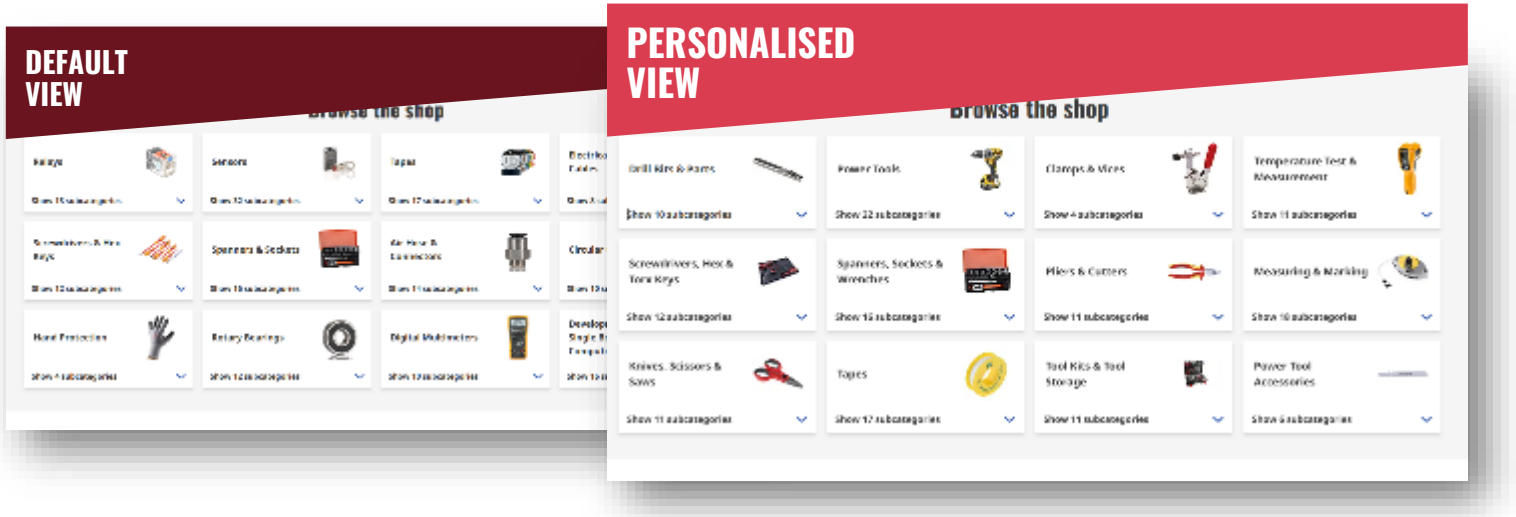
Hilton · CNH INDUSTRIAL · Royal Caribbean International · RS · informa · Danfoss · clarivoy · Eurowings · Lufthansa · tyler technologies · amazon | project kuiper · MathWorks

WE'RE ALREADY SEEING RESULTS

Personalised Navigation

Personalised site navigation based on browsing & purchasing behaviour.

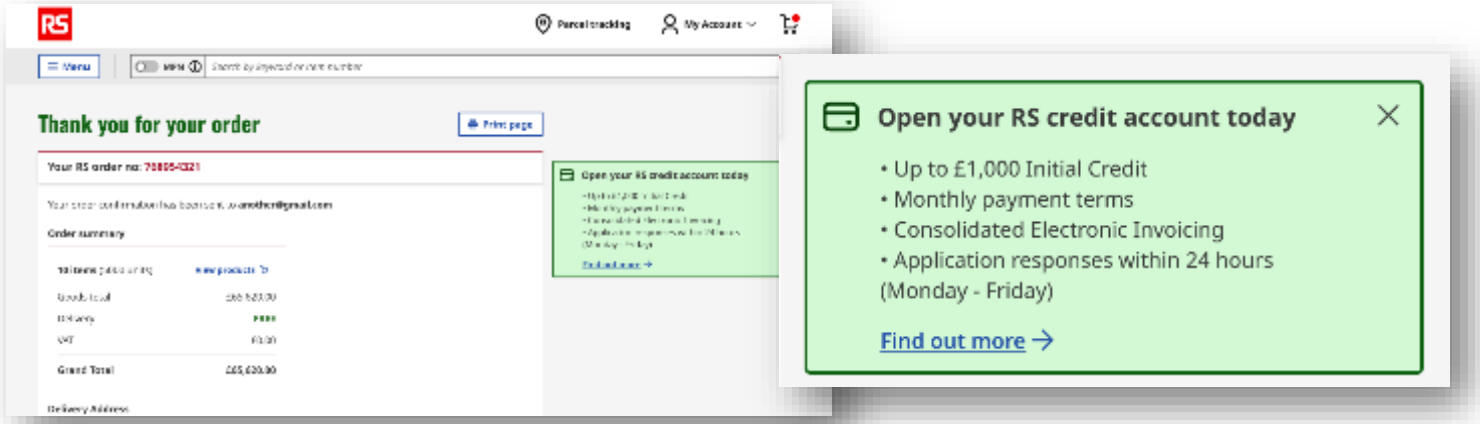
>3% Conversion increase



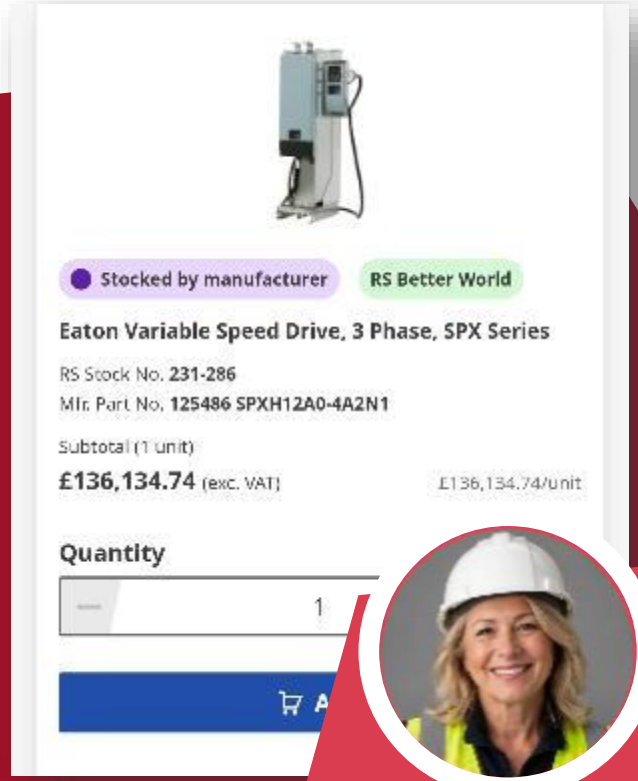
B2B Relationship Development

Targeting the right customers with lifecycle development opportunities.

~ £1m Projected Revenue



Managed Customers: Real-Time High Value Page Views POC



Engineer

Treasure AI

salesforce





IDENTIFYING THE INVISIBLE INFLUENCER

USING ML/AI TO DRIVE DEEPER CUSTOMER RELATIONSHIPS.



IT TAKES A TEAM TO GET THE JOB DONE



Engineer

Identify



Manger

Approve



Procurement

Purchase



Engineer

Receive

- **One single ‘customer’**
- **Multiple profiles**
- **Many invisible handoffs**

FINDING THE INVISIBLE INFLUENCER



Engineer

Our Engineer finds the parts they need. They have the technical expertise and the person we want to influence.

Their job is to Email the right parts to procurement. In this scenario their conversion rate is 0%, and they have no reason to log in.



The handoff between these two profiles is the key. Too frequently this is analogue.

Treasure AI

Procurement purchase what's approved. They have a high conversion rate, but RS have little ability to influence purchasing behaviour.



Procurement

Treasure AI

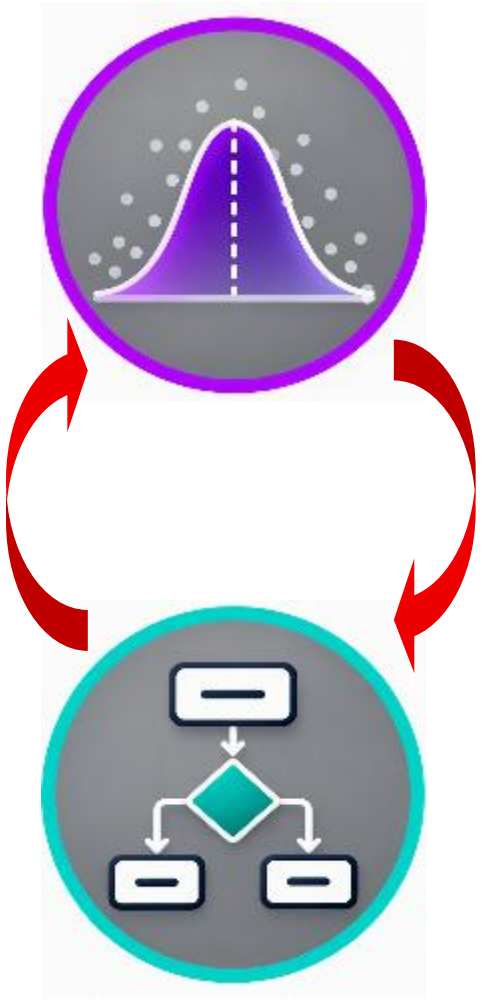
Making you Super
at all things Human

Moving at the speed of now

Let's build something amazing

Please visit us at: treasure.ai

USING TREASURE.AI TO PLAY MATCHMAKER



Probabilistic Matching

Using Treasure AI studio, we're building AI/ML probabilistic pattern matching to profile 'handoff engineer' profiles. We score the probability that a profile is one of these invisible influencers.

Personalisation allows us to promote digital handoff features – i.e. promoting our share basket functionality.

Deterministic Matching

Deterministic matching occurs when we see a trackable, digital link between a 'handoff engineer' and a known profile. Once this is done, we know which invisible profiles affect which known users.

We can use successful deterministic matching to train the model and improve.

THE RESULT: INFLUENCING THE INFLUENCER

Faster, more intuitive experiences for this persona



Engineer

Better First Party Data Value Exchange

Improved ROAS

Improved Corporate Development

Treasure AI

Internal

WE ARE ONE BRAND, LOCALLY DELIVERED, GLOBALLY CONNECTED

THANKS