Finding Insight in Diverse Data

Fast, efficient and unified data allows media and ad firms to quickly and effectively respond in a rapidly changing marketplace

Like no other industry, media and advertising companies are struggling with an explosion of new data from an enormous range of sources. This variety of data is hard to integrate and manage, making it difficult to deliver the detailed and accurate Insights that external and internal customers expect. What's more, the large volume of data slows down business intelligence and hampers timely reporting.

Snowflake can help drive your business forward with a unified, efficient data store, as well as an analytics platform and data warehouse for all of your diverse corporate data. You can store relational data, like web traffic and ad conversions, but also the semi-structured mobile and application data that is becoming more common. Store, query, combine, transform and analyze the two types of data side by side, using ANSI-standard SQL. Effortlessly scale compute capacity for any workload, and support concurrent queries—even while ingesting all new data in parallel—with a completely independent virtual data warehouse.

Unify data in one system

Snowflake allows you to natively store and use relational data along with your semi-structured data. Query, transform and analyze the data together with SQL, without the need for a separate NoSQL database.

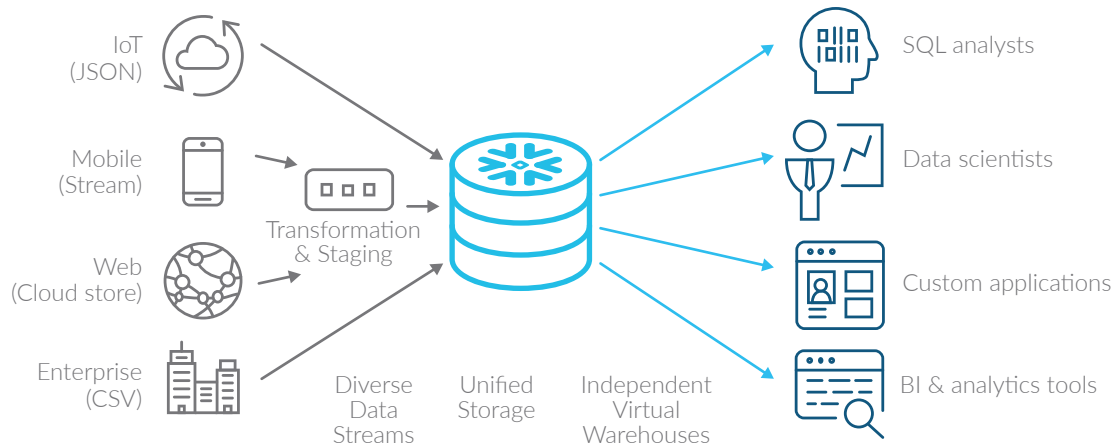### Achieve zero management administration

Every moment you spend managing your data warehouse is a moment that can't be spent analyzing or sharing your data. With Snowflake, tuning, vacuuming and optimization are a thing of the past.

Scale virtually without limits

Support your ETL, analytics, and reporting use cases side-by-side with as many independent virtual warehouses as you need. Scale them up and down on the fly to match demand, and only pay for what you use.

Example data flow and analytics architecture

IoT (JSON)
Mobile (Stream)
Web (Cloud store)
Enterprise (CSV)

Transformation & Staging

Diverse Data Streams
Unified Storage
Independent Virtual Warehouses

SQL analysts
Data scientists
Custom applications
BI & analytics tools

ACCORDANT MEDIA CASE STUDY

Accordant Media delivers 100x the analytics

Accordant Media is an independent media-buying and optimization company that makes the tasks of audience targeting and biddable display media more effective for advertising agencies and brand marketers. As you can imagine, they have an enormous amount of data related to audience-based targeting, retargeting, contextual targeting, and dynamic creative tactics.

Accordant Media's previous data platform was a Hadoop implementation in the cloud. Although they appreciated the flexibility that the cloud afforded them, the use of Hadoop required a labor-intensive approach from the Accordant Media technical infrastructure team.

After implementing Snowflake, Accordant saw:

» 80% reduction in time spent on the creation of each data environment

» 3-5x improvement in both analytics response timeframes and iterations of analytics workloads

» 7x improvement in target audience audit report performance

» Significantly less burden on infrastructure staff

To learn more, read the Accordant Media case study and more at: **www.snowflake.net/our-customers**

SUMMARY

Snowflake can help any media or advertising organization achieve more with their data. Combine disparate data sources into one cohesive, integrated platform, and independently support as many use cases as necessary with virtual data warehouses. Try Snowflake On-Demand today to get started.

www.snowflake.net #YourDataNoLimits