



The Little Book of Big Success with Snowflake

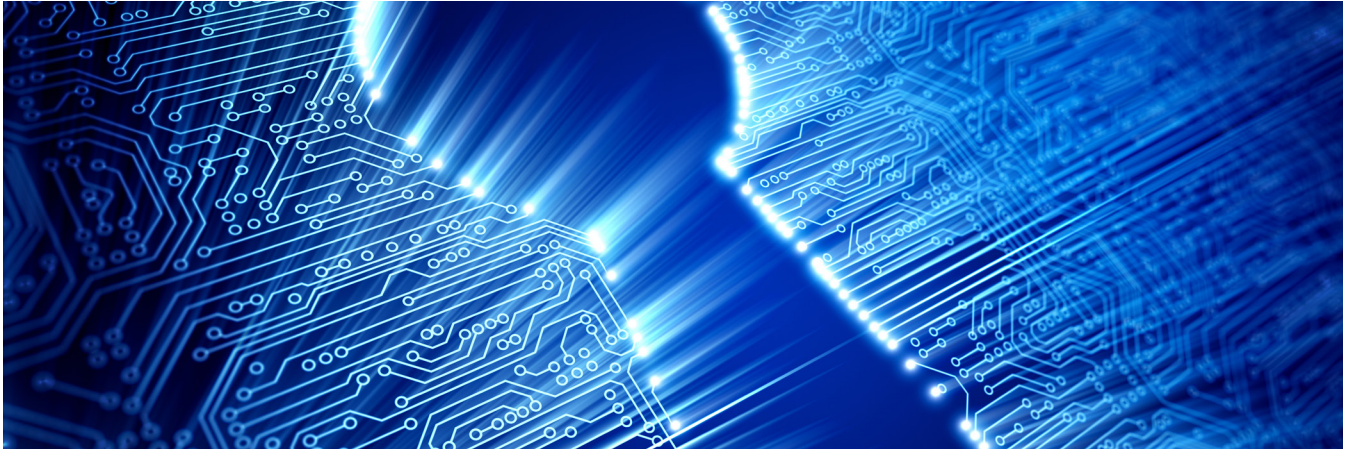
ADVERTISING, MEDIA, AND ENTERTAINMENT

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PAVING THE WAY FOR DATA-DRIVEN ADVERTISING, MEDIA, AND ENTERTAINMENT

Data is paving the way for new approaches to advertising, media, and entertainment. As viewers' media consumption habits evolve, advertising, media, and entertainment companies must stay one step ahead of their customers to deliver personalized content and experiences. But gaining insights into audience preferences while complying with consumer privacy regulations is just one of the hurdles companies must overcome to provide engaging and customized experiences. That's why leading broadcasting companies, advertising agencies, subscription video providers, gaming companies, and others choose Snowflake Cloud Data Platform as a flexible platform to solve their data challenges and empower their organizations to become truly data-driven.



UNLOCKING DATA TO GAIN CUSTOMER INSIGHTS

COMBINE YOUR CONSUMER AND ADVERTISING DATA

Break free of silos and create a single source of truth by storing, integrating, and querying all your data—structured and semi-structured—in a single location.

ACCELERATE TIME TO INSIGHT

Make informed and timely decisions with unlimited analytical scale and reliable, on-demand performance.

SECURELY SHARE CONSUMER DATA

Manage and securely share customer data with internal and external data users while complying with consumer privacy regulations.

GET THE MOST VALUE FROM ALL YOUR DATA

Snowflake enables advertising, media, and entertainment organizations to get the most value from all their data. By ingesting structured and semi-structured data from any data source, Snowflake solves the issue of siloed data and serves as a centralized data repository for all your data. Snowflake's elastic architecture automatically scales up and down, so all workloads have dedicated, appropriate compute resources to ensure better performance and shorten query times. And because Snowflake is ANSI SQL compliant, it works with any data loading or analytical product, providing insightful analytics and timely decision-making.

ALL YOUR DATA QUICKLY ACCESSIBLE TO ALL YOUR USERS

EXAMPLE DATA SOURCES



EXAMPLE BI/ANALYTICS



HOW ADVERTISING, MEDIA, AND ENTERTAINMENT COMPANIES ARE USING SNOWFLAKE

Adtech, advertising, and marketing

- Analyze and enrich customer data to increase campaign effectiveness.
- Drive media optimization and define media mix.

Online gaming, sports leagues, and teams

- Enhance game play experience and personalize in-game offers.
- Analyze player statistics to drive in-game strategy and player acquisition.
- Maximize revenue from event attendance and merchandise sales.

Digital and traditional media and entertainment

- Enhance content development, acquisition, and monetization.
- Improve content personalization and optimize recommendation engines.
- Drive content, subscription, channel, pricing, and marketing strategies.
- Evaluate campaign effectiveness and improve customer sentiment analysis.
- Optimize programming and scheduling.

CUSTOMER STORIES

- Zeeto
- TI Media
- Sharethrough
- Seriously Gaming
- Greenhouse



OPTIMIZING DIGITAL ADVERTISING VIA ANALYTICS

Zeeto's real-time bidding platform surveys website visitors to help customers bid on highly targeted advertising. Using Snowflake, Zeeto gains deeper insight into the impact of online advertising.

GOAL

Expand data monetization channels with less infrastructure.

PAIN POINT BEFORE SNOWFLAKE

Zeeto had to purge critical business performance data because customer demand was outpacing the capacity of its rigid infrastructure.

SCENARIO BEFORE SNOWFLAKE

- Zeeto's engineering team took up to five days to conceive, design, and deliver a report to the management team.
- Business users were unable to acquire data and insights with Zeeto's legacy platform.

RESULTS WITH SNOWFLAKE

- Zeeto now produces a report in a matter of hours from idea to completion.
- The CEO can access system updated reports every 15 minutes across all publishers and advertisers.
- Account managers use data to coach advertisers on their bidding strategies and click-through rates.
- Users in every department benefit from improved analytics.

“

Being able to iterate and produce results in hours instead of days, and days instead of weeks, has been transformational.”

MATT FERGUSON
Chief Technology Officer,
Zeeto



TI Media

MAKING DATA-DRIVEN DECISIONS TO IMPROVE THE CUSTOMER EXPERIENCE

TI Media provides engaging experiences and print and digital content for U.K. audiences. Snowflake enables it to make data-driven decisions about what content to produce and how to align its content with its advertising.

GOAL

Find an analytics solution that enables the company's users to benefit from all its advertising data, customer data, and Google Analytics data.

PAIN POINT BEFORE SNOWFLAKE

Data silos prevented users from achieving a holistic view of all the data across the organization.

SCENARIO BEFORE SNOWFLAKE

- TI Media's legacy, on-premises analytics infrastructure couldn't provide data at the scale and speed that was needed.
- Users had to wait days or even weeks for the data they needed.

RESULTS WITH SNOWFLAKE

- Snowflake's flexibility and usability enabled TI Media to break down its data silos.
- Users can access data on demand when they need it, instead of in days or weeks.
- The company securely shares data across its third-party businesses while complying with the EU's GDPR.



You can scale up and back again without incurring more and more charges, which unlocked the ability to work with any amount of data and do any amount of processing in a cost controlled way.”

YEMI OKUNADE

Data Intelligence Manager,
TI Media



sharethrough

USING DATA SHARING TO SERVE MARKETERS WITH A DATA-DRIVEN AD PLATFORM

Sharethrough is a large independent native advertising platform, helping publishers monetize their content and marketers improve ad performance through the power of analytics. Using Snowflake, it provides end users a consistent, unified view of semi-structured data.

GOAL

Provide self-service access to data and analytics across the organization.

PAIN POINT BEFORE SNOWFLAKE

End users had to go through the data team whenever they needed data-driven insight.

SCENARIO BEFORE SNOWFLAKE

- Sharethrough's previous analytics systems were difficult for the engineers to manage.
- It used to take hours to perform data analytics tasks and required complex ad server code.

RESULTS WITH SNOWFLAKE

- Sharethrough's engineering teams perform in minutes data analytics tasks that used to take hours.
- Snowflake natively ingests and transforms large quantities of complex, semi-structured JSON data in various formats from several dozen partners.
- A single source of truth supports collaboration among multiple, independent teams.
- Sharethrough has become a more data-driven organization.



The ability to spin up multiple virtual data warehouses is a huge advantage. I can have one ingesting data, another for ETL, and a third for analytics users, each completely isolated from the others, and I can tune each one separately.”

DAVID ABERCROMBIE
Senior Staff Engineer,
Sharethrough



Seriously

OPTIMIZING THE DIGITAL GAMING EXPERIENCE WITH DATA

Seriously Gaming is an entertainment company that creates best-in-class mobile games. It uses Snowflake to analyze and optimize its games' performance and user activities.

GOAL

Find an analytics solution that would impose no restrictions on the volume of data or on query performance.

PAIN POINT BEFORE SNOWFLAKE

Queries took too long to run, so Seriously Gaming didn't have the data it needed to make informed decisions.

SCENARIO BEFORE SNOWFLAKE

- The previous data warehouse could not handle concurrency and large volumes of data.
- Dashboards took too long to update and could not be updated frequently.

RESULTS WITH SNOWFLAKE

- Seriously Gaming handles 10 times more data than it did before, all while saving money.
- The whole data science team can now query data without concurrency issues.
- The team can run more-complicated analyses than it could run before.
- The company can create up-to-date dashboards and other custom solutions for customers.



Snowflake delivers everything I want. It's extremely easy to manage and easy to scale, and it's cost-effective."

ROBERT PARVIAINEN
VP of Data Science,
Seriously Gaming



ACCELERATING COLLABORATIVE DIGITAL ADVERTISING WITH MODERN DATA SHARING

Greenhouse is a marketing agency that leverages data to help clients understand their customers' journeys and make effective digital advertising decisions. Using Snowflake, it collects and analyzes billions of interactions from client websites, apps, and advertising campaigns.

GOAL

Elevate collaboration by sharing raw data sets with clients.

PAIN POINT BEFORE SNOWFLAKE

Sharing raw data sets was a costly and tedious process.

SCENARIO BEFORE SNOWFLAKE

- Greenhouse’s self-service client reporting system offered basic insights but was not built for complex analysis of big data.
- Changes to EU privacy laws accelerated the need for a solution that provided maximum flexibility for data collection and allowed customers to access their own data.

RESULTS WITH SNOWFLAKE

- Snowflake makes data sharing a five-minute task and expedites clients’ ability to discover value from data without relying on Greenhouse’s staff.
- On-demand querying of raw interaction data enables Greenhouse’s clients to anticipate behavioral trends, track KPIs, and achieve maximum return on advertising.
- Continuous data protection, end-to-end encryption, and SOC 2 Type 2 certification maintain GDPR compliance.
- Snowflake’s scalability and per-second pricing deliver significant cost savings compared to an “always-on” solution.

“

Snowflake transforms our client relationships into data intelligence partnerships by making it easier to share data, collaborate, and build things together.”

RUBEN MAK

Head of Data Science,
Greenhouse

THE FUTURE OF ADVERTISING, MEDIA, AND ENTERTAINMENT IS DATA-DRIVEN

To understand customer behavior and preferences, advertising, media, and entertainment companies must unlock data-driven insights. Snowflake Cloud Data Platform enables companies to scale their use of data and benefit from advanced analytics while complying with consumer privacy regulations and reducing costs. Through data-driven decision-making, advertising, media, and entertainment companies can deliver personalized content and experiences, retain customers, grow their business, and build a data-driven future.



ABOUT SNOWFLAKE

Snowflake Cloud Data Platform shatters the barriers that prevent organizations from unleashing the true value from their data. Thousands of customers deploy Snowflake to advance their businesses beyond what was once possible by deriving all the insights from all their data by all their business users. Snowflake equips organizations with a single, integrated platform that offers the only data warehouse built for any cloud; instant, secure, and governed access to their entire network of data; and a core architecture to enable many other types of data workloads, including a single platform for developing modern data applications. Snowflake: Data without limits. Find out more at [snowflake.com](https://www.snowflake.com).

