snowflake®

RETAIL DATA CLOUD PARTNER
SOLUTIONS GUIDE

Deliver Exceptional, Personalized Experiences with the Snowflake Partner Ecosystem

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DELIVER EXCEPTIONAL, PERSONALIZED EXPERIENCES WITH THE SNOWFLAKE PARTNER ECOSYSTEM

The Retail & CPG Data Cloud helps retail, ecommerce, and consumer processed goods (CPG) companies leverage data to deliver more personalized customer experiences, optimize supply chains, and make data-driven merchandising decisions. Industry organizations are taking advantage of Snowflake's platform, as well as our extended partner network, to achieve borderless data access, secure data sharing capabilities, and stringent data security and governance.

With more and more brands developing strong digital channels to serve customers[1], companies in the retail industry need to develop new strategies to attract and retain consumers. According to McKinsey, retail industry companies should use personalization as a way to drive top-line growth: "Personalization has helped several [retail] industry players achieve 20% to 30% increases in customer lifetime value across high-priority customer segments."[2] Personalization involves a deep understanding of consumers and customers' interests, preferences, and previous shopping experiences. And it all starts with data.

Snowflake's Retail & CPG Data Cloud eliminates data silos and creates a single source of truth to understand customer needs, increase relevance, and deliver seamless and consistent customer experiences. The Retail & CPG Data Cloud helps companies easily use internal as well as external data to power marketing and customer analytics. External data from Snowflake Data Marketplace includes real-time consumer insights from third-party sources. Retailers can use insights from these analytics to create and deliver targeted, personalized content to both consumers and customers. In addition, our cloud-agnostic, multi-party clean room allows for customer segmentation, which is foundational to personalization. And because the Data Cloud operates as a single network, compliance with privacy and security obligations becomes easier and more manageable.

Snowflake's partners are an indispensable part of our ability to help retail and CPG companies drive personalization at each stage of the customer journey with the Retail & CPG Data Cloud. Here are a few ways partners are offering unparalleled knowledge and expertise to retail customers looking to increase personalization.

1. bit.ly/3EPOYah
2. mck.co/3CXyBpy

THE DATA-DRIVEN
IMPERATIVE IN RETAIL

COLLABORATING WITH BRANDS TO POWER REAL-TIME PERSONALIZED CUSTOMER EXPERIENCES

How consumers, retailers, and brands interact has changed dramatically. Business success hinges on providing hyper-personalized customer experiences, taking advantage of new digital channels, making smarter merchandising decisions, and delivering with agility.

Data is the crucial resource for all these capabilities and the key is for retailers to seamlessly collaborate around data—both their own and third-party data—to provide insights for their own business and to share with their partners.

Learn how Accenture leverages Snowflake Data Cloud and Snowflake Data Marketplace.

SECURE DATA-SHARING AND DATA CLOUD

Access data sets that enrich retail data with suppliers' first-party data and other third-party data to generate actionable customer insights and new revenue streams for retailers.

SCALE WITHOUT LIMIT

Cloud-based insights-sharing platform to create "virtual warehouses" that can scale large volumes of data for loading and processing, with KPIs and dashboards for internal users and partners.

UNIFIED DATA GOVERNANCE AND DATA CLEAN ROOM

Advanced capabilities for governance and PI-compliant data sharing across the data lifecycle, from data classification and tagging to encryption and dynamic masking.

OPEN TECHNICAL ECOSYSTEM

Standards-based to support integration with multiple third-party solutions for data integration, data governance, data science, and/or BI.

ABOUT ACCENTURE

Accenture is a global professional services company with leading capabilities in digital, cloud, and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer strategy and consulting, interactive, technology, and operations services—all powered by the world's largest network of advanced technology and intelligent operations centers. Visit us at accenture.com.

STREAMLINED VISIBILITY ACROSS YOUR
ECOMMERCE OPERATIONS

UNIFIED ANALYTICS PROVIDES DATA-POWERED INSIGHTS FOR EVERY ASPECT OF YOUR ECOMMERCE BUSINESS—ALL IN ONE CENTRALIZED ANALYTICS SUITE

Cart Unified Analytics solution allows customers to get end-to-end insights of their ecommerce operations, all in one centralized location. Powered by Snowflake, the solution integrates metrics from sales and marketing data, web traffic, advertising spend, fulfillment channels, proprietary first-party data, and third-party sources. The solution uses proven techniques across both interactive reporting and advanced analytics including but not limited to ML-based attribution, demand forecasting, and customer segmentation. Cart Unified Analytics performs all the way through the shopper journey, allowing brand executives to focus on the most important aspects of their business: attracting, converting, fulfilling, supporting, and retargeting their most valuable shoppers.

CART PIXEL

Harmonize your rich website click-stream data with inputs from advertising channels, OMS, or CRM, transforming it into consumable formats. Leverage the power of AI to measure the incrementality of your marketing efforts.

WEB ANALYTICS

Investigate conversion rate optimization opportunities with real-time statistics such as page views and bounce rate. Understand the entire micro-conversion funnel and page pathing.

MARKETING INTELLIGENCE

Warehouse disparate channels and segment critical marketing KPIs by campaign, channel, brand, or time period to capitalize on emerging trends to adjust marketing strategies and maximize impact.

STOREFRONT ANALYTICS

Get key insights into your order history, product penetrations, and customers with data for customer acquisition, customer retention, customer lifetime value, geographical trends, and seasonality.

FULFILLMENT ANALYTICS

Combine demand forecasting with inventory levels across fulfillment centers, monitor delivery times on specific SKUs, and review shipping costs to improve profit margins.

DATA CONNECTORS

Unify the various platforms across your ecommerce value chain into one central location with frictionless onboarding of disparate data sources.

ABOUT CART

Cart.com is the world's first end-to-end ecommerce platform, built to help brands of all sizes grow and thrive online. Our fully integrated suite of software, services, and infrastructure accelerates business growth while allowing our customers to retain control of the brand promise and customer experience that makes them unique. Cart.com's approach gives ecommerce brands the ability to tap into data-driven insights that focus on optimizing product sales.

CATALINA®

IMPROVE MARKETING EFFECTIVENESS AND PERSONALIZATION WITH PURCHASE DATA

INTEGRATE PURCHASE DATA TO EMPOWER MARKETING ANALYTICS, MEDIA PLANNING, OPTIMIZATION, TARGETING, AND MEASUREMENT

Catalina's CPG purchase transaction data powers more effective and ultra-high-scale media activation, audience creation, measurement, and insights in the Snowflake Data Cloud. Catalina purchase transaction data consists of anonymized, household-level purchase data aggregated at the UPC or brand/category level, sourced directly from retailer point-of-sale systems.

CUSTOMER INSIGHTS AND ANALYTICS

Deeply understand household-level buying behavior to enable efficient, effective, and more personalized marketing in a privacy-compliant way.

MEDIA PLANNING AND OPTIMIZATION

Securely combine data assets from multiple sources to bring together purchase and media exposure data to improve campaign planning and performance.

MEDIA TARGETING

Create sophisticated, purpose-built, and purchase-based audiences to suit unique brand strategies, media campaigns, and channels.

ATTRIBUTION MEASUREMENT

Track both ad exposures and product purchasing with industry-leading speed and granularity to confidently assess campaign performance.

The richest purchase data covering 104 million (~80%) U.S. households, 254 million shopper cards, 4 years of historical data, and 15K retailer locations.

(Store IDs suppressed for confidentiality).

ABOUT CATALINA

Catalina is a leader in shopper intelligence and highly targeted in-store, TV, radio, and digital media, helping retailers, CPG brands, and agencies optimize media planning, execution, and measurement to deliver $6.1B in consumer value annually. Catalina's priority is ensuring the privacy and security of the data entrusted to the company and maintaining consumer trust. Learn more at www.catalina.com.

DataRobot

POWERING THE FUTURE
OF INTELLIGENT RETAIL

ANTICIPATE DEMAND SPIKES, PREDICT AND PREVENT SUPPLY CHAIN DISRUPTION, AND DELIVER DEEPLY PERSONAL ENGAGEMENTS WITH AI

The DataRobot AI Cloud is designed specifically for today's retail challenges and opportunities. With the AI Cloud you can extract deep signals from the Snowflake Data Cloud to foresee changing demand patterns before they occur, anticipate and prevent potential supply chain shocks, and retain brand loyalty through hyper-personalized offerings. Retailers globally use DataRobot as their AI backbone to build, deploy, monitor, and manage any AI model—even those built outside of DataRobot—and ensure a single source of AI-truth across every department.

HYPER-PERSONALIZED CUSTOMER ENGAGEMENTS

Combine the Data Cloud and AI to deliver hyper-personalized offerings. Drive growth and retention, predict customer lifetime value, next-best-offer, churn probability, and more at the individual level.

MULTI-LEVEL, MULTI-CHANNEL, SKU-LEVEL FORECASTS

Gain a complete picture of demand across every channel with hyper-granular, AI-driven demand forecasting. Prevent shocks by foreseeing demand spikes with automated monitoring and alerting.

INTELLIGENT OPERATIONS

Build AI-driven optimization models across the entire supply chain, then share these insights with suppliers, fulfillment centers, and distribution teams to prevent and predict disruption.

ACTIONABLE AI FOR ALL

Quickly and easily deploy, monitor, and manage any AI model—even those created outside of DataRobot—into existing applications, business tools, and processes.

TRANSFORMING THE FUTURE OF RETAIL WITH THE AI CLOUD

| Saving **+$300M** annually from demand forecasting | Delivering **1 billion** personalized offers | Increasing targeted marketing revenue by **+$1M** |

ABOUT DATAROBOT

DataRobot AI Cloud is the next generation of AI. DataRobot's AI Cloud vision is to bring together all data types, all users, and all environments to deliver critical business insights for every organization. DataRobot is trusted by global customers across industries, including a third of the Fortune 50, delivering over a trillion predictions for leading companies around the world. Learn more at datarobot.com.

IDENTITY RESOLUTION
FOR PERSONALIZATION

UNLOCK INSIGHTS AND ACTIVATION WITH EXPERIAN IDENTITY RESOLUTION ON THE SNOWFLAKE DATA CLOUD

Experian Identity Resolution is an identity service that operates natively by leveraging Snowflake clean room functionality.

It unlocks new audience insights among distributed data without having to leave the cloud infrastructure in which the data currently resides.

Through improved collaboration and by matching separate identification data sets that could otherwise not be matched, it safely delivers new and unique opportunities to personalize marketing.

REAL-TIME INSIGHTS THROUGH IDENTITY RESOLUTION

Being able to match distributed audiences and expose overlapping trends, such as buying traits and behaviors, drives in-the-moment, accurate, and informed marketing decisions.

ACTIONABLE DATA

By matching disparate data sets that previously couldn't be matched, you can unlock new opportunities to collaborate with partners, customers, and other key stakeholders.

SECURE DATA

Your data is stored and analyzed in your own controlled environment. Experian Identity Resolution provides you with the privacy-enhancing identifiers needed to match your data.

INCREASED MATCH RATES

Experian Identity Resolution uses known consumer reference data and intelligent resolution to achieve higher match rates that unlock new opportunities for personalized marketing.

NO DATA MOVEMENT

Experian is proud to partner with Snowflake to offer an identity matching service to operate entirely within the Snowflake environment.

LEADING IDENTITY RESOLUTION PROVIDER

Experian is a trusted source of quality data and identity services. We're setting new standards in today's world of smarter, more personalized advertising.

ABOUT EXPERIAN

Experian Marketing Services delivers privacy-forward data and insights to help brands meaningfully connect with people. Experian sets new standards in data management, usability, and measurement to thrive in this evolving ecosystem. Discover why marketers, including leading retailers and CPGs across the globe, trust Experian.

Heap

CONSUMER BEHAVIORAL
INSIGHTS FOR ECOMMERCE, RETAIL, AND CPG BRANDS

AUTOMATICALLY CAPTURE ALL BEHAVIORAL EVENTS AND INTERACTIONS ACROSS THE CUSTOMER JOURNEY

Heap's integration to Snowflake allows ecommerce and retail brands to complete a 360-degree customer view by enriching their offline customer data with behavioral event data. Heap enables brands to automatically capture every digital customer interaction and seamlessly stream it to Snowflake for analysis. Leading ecommerce and retail brands use Heap's complete behavioral data set to increase personalization, optimize media spend, and deliver higher customer lifetime value.

DECREASE TIME-TO-INSIGHT

Quickly build predictive models to identify key customer cohorts, predict conversion rates, and drive a higher share of wallet.

ACCELERATE EXPERIMENTATION

A standardized schema and two-hour syncing enable data teams to run more experiments, quickly measure impact, and optimize their digital experiences to accelerate revenue growth.

BUILD BEHAVIORAL MULTI-TOUCH ATTRIBUTION

Build models that capture not just channel traffic, but measure influence from site design, UX, customer-generated content, and any event-based digital touchpoint.

GROW CUSTOMER LIFETIME VALUE

Combine behavioral event data with third-party demographic, purchase intent, and brand affinity data to optimize customer acquisition costs and increase customer lifetime value.

> "With our previous analytics solution, we had a page of 30 caveats—people couldn't trust it. We now can have more confidence in the data. We love Heap!"

Annie Pennino, Analytics Manager, Sur La Table

ABOUT HEAP

Heap is the only digital analytics software that eliminates blind spots and reveals hidden digital insights so teams can quickly take action and build powerful customer experiences that accelerate their business. Over 8,000 companies, including Northwestern Mutual, Redfin, Amway, and E-Trade, use Heap to understand and improve the full customer experience across their websites and digital products.

Numerator

ENRICH YOUR DATA IN A
PRIVACY-FRIENDLY WAY

SUPERCHARGE YOUR CONSUMER DATA WITH ONLINE AND OFFLINE TRANSACTION DETAILS, DEMOGRAPHICS, PSYCHOGRAPHICS, AND MORE

Snowflake and Numerator's Secure Enrich technology allows you to make the most of your data by marrying it to Numerator's rich data set with a privacy-preserving methodology. Quickly see the match rate between our consumer data and yours, and join the data sets.

Numerator's first-party data boasts both scale and depth to uncover previously unidentified insights. The uniform and single-sourced collection of online and offline purchase data, demographics, psychographics, media consumption patterns, and more bring consumers to life so you can up-level your marketing strategies.

PRIVACY-PRESERVING ENRICHMENT

Join data sets via Snowflake's clean room technology to reduce privacy risks while maximizing the value of your data.

FIRST-PARTY CONSUMER DATA

Unlock efficiencies with omnichannel purchase behavior, demographics, psychographics, media consumption, and more—all submitted directly by consumers.

SINGLE-SOURCED ONLINE AND OFFLINE PURCHASE HISTORY

Create better models to predict consumer behavior and measure media effectiveness with robust transaction details such as item categorization, banner details, and more.

DEEP CONSUMER UNDERSTANDING

Build smarter activation strategies with a robust view of the consumer— their demographics, interests, media consumption habits, past purchases, and more.

> With Numerator we were able to go beyond just looking at consumer activity within our stores, to looking at consumers' full purchasing activity and uncovering new growth opportunities.

Senior Director, Customer & Market intelligence | Fortune 100 Retailer

ABOUT NUMERATOR

Numerator is a data and tech company bringing speed and scale to the market research space. Headquartered in Chicago, IL. Numerator has more than 2,400 employees worldwide. The company blends proprietary data with advanced technology to create unique insights for the market research industry that has been slow to change. The majority of Fortune 100 companies are Numerator clients.

ROBLING

DESTROY RETAIL DATA SILOS AND UNLOCK POTENTIAL

DESIGNED FOR RETAILERS

Field proven, configurable, and flexible for each retailer's uniqueness.

COMPREHENSIVE

Spans all relevant analytic subject areas for retailers across omnichannel, merchandising, supply chain, customer, and more.

RAPID IMPLEMENTATION

Packaged retail system connectors, data model, data transformation, and analytic components all standardized for retail best practices.

FULLY MANAGED

We offer a fully managed service on your instance of Snowflake.

PACKAGED RETAIL DATA WAREHOUSE, RAPID IMPLEMENTATION, COMPREHENSIVE AND CONFIGURABLE

Retail is changing so rapidly. There has never been a more urgent time to understand your business and customers.

Robling's state-of-the-art, fully managed platform is built atop the Snowflake Data Cloud, leveraging all its industry-leading capabilities. With pre-built connectors to best-of-breed retail systems, Robling quickly and efficiently integrates retail data into a central analytical data platform. The system enables unified reporting and analytics across all business subject areas, from marketing and merchandising to ecommerce and supply chain.

"
With Snowflake and Robling, we can maintain a lean reporting and technical group, even as we unleash all our critical data and support the connected, omnichannel experiences our customers have come to expect. "

Mike Yerkes, Chief Operating Officer | Hot Topic

ABOUT ROBLING

Robling helps retailers unite data across silos and unlock insights that generate millions in new revenue, increased margins, and enhanced productivity across the enterprise. Customers such as Belk, Hot Topic, and WiggleCRC use Robling to put data and analytics at the fingertips of everyone who needs it.

tcs Optumera™

AI-POWERED, CONNECTED
STRATEGIC INTELLIGENCE PLATFORM

LEVERAGE AI FOR STRATEGIC BUSINESS DECISIONS BY EASILY BUILDING DATA SCIENCE BUSINESS PRODUCTS WITH TCS OPTUMERA™

TCS Optumera™ is an award-winning, AI-powered, connected strategic intelligence platform which leverages AI for strategic business decisions by easily building data science business products. It helps to unlock exponential value with dynamic, real time, pan-enterprise strategies enabled by a holistic value chain perspective and contextual data models; readily deployable business capabilities and UX components; actionable transparent, simulative, and prescriptive insights; and a composable architecture.

Optumera has helped tier-1 retailers drive a 3-5% increase in sales and profitability, 30%-50% reduction in time spent, execute 5x more strategies, and achieve a 20-30% reduction in costs by leveraging AI in its core business processes.

INCREASED SALES AND HIGHER MARGINS

Drive 3-5% increase in sales and margins by localizing product mix, rightsizing space, and pricing competitively.

BETTER ROI

De-risk investments through quick simulation, analysis, and accurate forecasting.

ENHANCED PRICE IMAGE WITHOUT GROSS MARGIN EROSION

Improve price competitiveness and mitigate margin erosion through strategic, responsive, and pre-emptive pricing.

SHORTER TIME-TO-MARKET

Improve business process efficiency by 30-50% and gain the ability to execute over 5x more strategies.

INVENTORY COST SAVINGS

Reduce out-of-stock and overstock across channels, lower inventory-holding costs, and improve product availability.

SNOWFLAKE INTEGRATION

Pre-built connectors with Snowflake enable seamless integration, making it easy to leverage the Snowflake Data Marketplace for data enrichment.

ABOUT TATA CONSULTANCY SERVICES

Tata Consultancy Services is an IT services, consulting, and business solutions organization that has partnered with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive-powered, integrated portfolio of business, technology, and engineering services and solutions.

żabka

DATA-DRIVEN LEADER OF MODERN EUROPEAN CONVENIENCE

HOW ZABKA USES SNOWFLAKE TO CREATE THE BEST CUSTOMER AND FRANCHISEE EXPERIENCE

The Advanced Customer Insight Tool is an online self-service platform providing 24/7 access to sales data of the entire Żabka chain. It gives wide access to up-to-date and real sales data. This is a way to align the level of knowledge between the Żabka chain and suppliers and support them in making optimal business decisions. The result of this solution is joint work on insights leading to increased sales.

AUTONOMOUS STORE INSIGHTS

Data is gathered, processed, and analyzed to create new solutions for customers of the largest independent convenience store chain in Europe.

SIMPLIFY FRANCHISEES' LIVES WITH DATA

AI and algorithms free up time for over 6,500 franchisees by offering them recommendations on tasks, orders, and everyday duties.

ADVANCED CUSTOMER INSIGHT TOOL

Creating an application on Snowflake enables Żabka to share data such as sales numbers, consumer profiles, and customer behavior in different locations with 6,000 CPG vendors.

MORE EFFICIENT TECH STACK

Maintaining one analytical environment allows for scalability and ease of integration and use.

> "Snowflake not only changed the way our technology works behind the scenes at Żabka, but as a business we are now unlocking new opportunities everywhere using data."

Tomasz Blicharski, Vice-President, Managing Director | Zabka Future

ABOUT ZABKA

Żabka Group is an ultimate modern convenience ecosystem with a mission to simplify people's everyday life. Żabka is the largest convenience chain in Europe with almost 8,000 run by franchisees and one of the most recognizable brands in Poland.

snowflake

ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud.

snowflake.com

ABOUT SNOWFLAKE'S PARTNERS

Snowflake's partners have been essential to helping organizations harness the power of the Retail & CPG Data Cloud to increase personalization. To learn more about how we can help your organization unlock the power of data, visit **Snowflake for Retail & CPG**.