

CUSTOMER SEGMENTATION PLATFORM BUILT FOR SNOWFLAKE

Flywheel's Customer Segmentation Platform empowers you to launch intelligent audiences from your customer data within Snowflake to drive revenue growth and customer lifetime value—no SQL required.

CONNECTED APP ARCHITECTURE

Flywheel's Connected App architecture means it connects directly to your existing Snowflake tables and views. There is no need to "sync" any data to Flywheel; you simply connect the existing tables, no dev or ETL work needed. This means faster time to value, leveraging your single source of truth, and the scalability and security of Snowflake.

LAUNCH CROSS-CHANNEL AUDIENCES

Audiences created in the Flywheel audience builder can be synced to any of your marketing and sales platforms—from TikTok to Salesforce—to create effective cross-channel campaigns. Launch intelligent upsell, cross-sell, and churn winback campaigns from Snowflake.

MEASURE IMPACT ON ANY METRIC

Launch dynamic audience experiments instantly, and measure the impact on the key metrics that drive your business: from sales volume and digital conversions to loan applications and many others. Prove the value of your programs.

Teams using Flywheel have launched on average over 120 audiences within their first 3 months, identifying 14 key segments and generating over \$800,000 in revenue lift.



**LEVERAGE THE SINGLE SOURCE OF TRUTH IN
YOUR SNOWFLAKE FOR MARKETING**



**MEASURE AND ANALYZE PERFORMANCE ON KEY
METRICS FROM YOUR SNOWFLAKE**



**LAUNCH POWERFUL AND INTEGRATED CROSS-
CHANNEL CAMPAIGNS**



**PROTECT YOUR BRAND WITH DATA
GOVERNANCE, CONTROLS, AND
STANDARDIZATION**

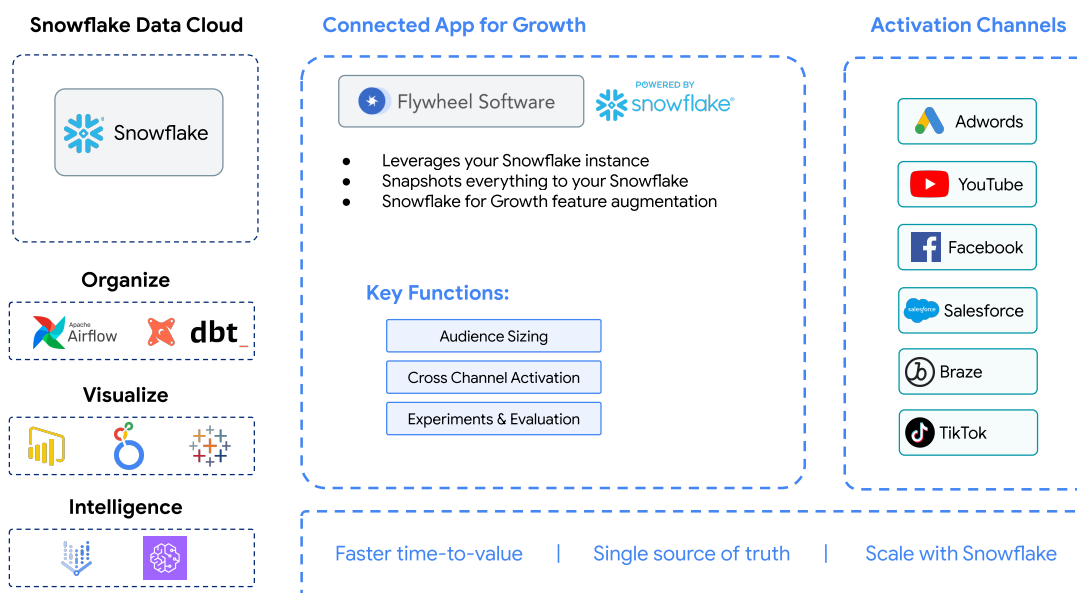


**KEEP ALL OF YOUR DATA IN SNOWFLAKE,
WHERE IT BELONGS**



Snowflake Connected App Architecture

Activate your customer data to any marketing, sales, customer service channel.



DRIVING GROWTH FROM SNOWFLAKE

Telecommunications companies such as ISPs, mobile networks, OTT media companies, and more are able to acquire subscribers more effectively and increase customer lifetime value with Flywheel:

- Acquire more of your “best” customers: Create audiences of your best customers for lookalike audiences on paid social, or send targeted email campaigns encouraging users to complete their onboarding using product-led growth strategies.
- Upsell your customers more effectively: Find and test the key features that predict when a customer may be interested in upgrading to greater speeds, more content, more devices, or simply a new line or user account to increase overall customer lifetime value.
- Faster cross-sell opportunities: Proactively discover and test opportunities to convert customers from a single subscription or service category into others through email and direct mail.
- Win back lost customers: Launch campaigns to churned customers that have moved back to service-eligible areas through geo-targeted social media ads, or more efficiently spend on retargeting campaigns by narrowing audiences to the customers most likely to resubscribe or purchases.

ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake’s Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 543 of the 2022 Forbes Global 2000 (G2K) as of October 31, 2022, use Snowflake Data Cloud to power their businesses. Learn more at snowflake.com.

ABOUT FLYWHEEL

Flywheel’s Customer Segmentation Platform is the fastest way to activate your customer data from Snowflake directly to your marketing platforms for cross-channel targeting. Empower your marketing team to leverage 100% of your customer data to marketing tools and platforms in minutes—all within Snowflake.