



4 WAYS BRAND ADVERTISERS AND AD AGENCIES CAN INCREASE ROI AND INSIGHTS WITH THE MEDIA DATA CLOUD

How the Media Data Cloud, data clean rooms and data monetization are powering competitive advantages in advertising



BRAND ADVERTISERS
AND AD AGENCIES
SUCCESS GUIDE

TABLE OF CONTENTS

- 3** The Changing World of Digital Advertising
- 4** Advertisers, It's Time to Become Truly Data-Driven
- 5** Use Cases
 - 5** 1. Leverage data from planning to measurement
 - 6** 2. Optimize advertising effectiveness
 - 7** 3. Drive privacy-enhanced advertising
 - 8** 4. Build your own tech stack to power collaboration and efficiencies
- 9** Unlock the Power of Data in Advertising
- 10** About Snowflake



THE CHANGING WORLD OF DIGITAL ADVERTISING

Brand advertisers and advertising agencies are rapidly adapting to the ever-changing digital media landscape. Growing privacy and industry regulations such as the California Customer Privacy Act (CCPA) and the EU Digital Services Act and the deprecation of common identifiers, for example **third-party cookies**, are forcing them to modify processes and their tech stack. Consumers are taking steps to remove advertising and tracking from their online experiences, and viewing habits differ greatly among consumers based on their demographic and psychographic profiles.

In light of these trends, advertisers must reimagine how and where they present their content. Presenting personalized content on the consumer's terms is essential, but to fully deliver, advertisers must develop a deep understanding of consumer behaviors. However, the data that illuminates these insights is often spread across siloed platforms and services that are difficult to connect, making it challenging to create 360-degree customer views. Advertisers need data capabilities to be able to provide consumers with an experience in line with their preferences, while maintaining customer data in a secure and governed environment in compliance with regulatory requirements.

This is the moment for advertisers to maximize data value to enable greater insights, propel decision-making, more successfully target audiences and develop innovative data strategies. But to do so, they must be able to access, analyze and collaborate on data effectively, efficiently and securely. This is why advertising leaders are moving more of their data to the cloud to gain modern data capabilities. In doing so, they are better understanding consumers and increasing their return on ad spend.



ADVERTISERS, IT'S TIME TO BECOME TRULY DATA-DRIVEN

At Snowflake, we're leading the way in helping advertisers mobilize data to captivate and excite audiences. With the **Snowflake Media Data Cloud**, advertisers can drive powerful business benefits to get ahead of the competition, including:

- Deeper market segmentation and better target audiences
- Ability to create full 360-degree views of customer journeys (known as **customer 360**) to deliver more personalized content faster
- Improved ad effectiveness and return on ad spend (ROAS)

The Media Data Cloud enables advertisers to easily collaborate on and leverage data while supporting customer compliance with regulatory requirements such as the European Union's General Data Protection Regulation (GDPR) and CCPA. Snowflake recognizes that safeguarding consumer privacy is paramount for our marketing and advertising customers.

This ebook explores four innovative and exciting ways our brand advertising and ad agency customers are securely unlocking the value of data to attract and retain audiences with Snowflake, a global platform that powers the Data Cloud. For each we'll walk through the industry challenge, the key ways Snowflake can help address it and a customer success story that brings the benefits of the Media Data Cloud to life.



1. LEVERAGE DATA FROM PLANNING TO MEASUREMENT

THE CHALLENGE

Today's agencies are under pressure to deliver more granular insights through data to their clients. To meet those expectations, agencies must leverage data from various sources to optimize all steps in the marketing campaign, from planning through to measurement. Often that data is siloed, and spread across multiple different platforms, tools and organizations that execute individual parts of an advertising campaign. That data needs to be aggregated, centralized and mobilized seamlessly so it can be analyzed to improve personalization, enhance campaigns and attribute outcomes to campaign activities.

SNOWFLAKE'S SOLUTION

Over the past few years, many large advertising companies have been acquiring, partnering with or launching data companies to increase their data and technology capabilities. These capabilities are crucial for customer-centered marketing. The Media Data Cloud enables agencies to access, unify, analyze and share data securely—between internal business units, partners and clients—in several ways. Data mesh has become an increasingly popular approach to data management, and media advertising companies are choosing Snowflake as a platform for their data mesh to decentralize data management. Implementing a data mesh can improve business agility and scalability, and avoid the organizational bottlenecks often connected with centralized and monolithic approaches.

CUSTOMER SPOTLIGHT



HEADQUARTERS New York, NY
INDUSTRY Advertising Services

WPP, the world's largest advertising and media consulting company, owns a vast amount of data that is spread over its large network of operating companies. To tackle the challenge of managing and leveraging that data, WPP formed a new global data products and technology company, called Choreograph, in 2021. Its mission is to create an end-to-end data enablement system that can leverage the data across WPP's brands to power deeper customer connections that fuel growth. Choreograph is meeting that challenge by using Snowflake to create a data mesh that is bringing exciting new data sharing capabilities to WPP's operating companies and their customers alike. The Media Data Cloud enabled Choreograph to create governed "customer zones" where clients and agencies can collaborate and partner at a deeper level.

[Learn More](#)



2. OPTIMIZE ADVERTISING EFFECTIVENESS

THE CHALLENGE

Companies continue to struggle with optimizing their ad spend budget. In the U.S. alone, marketers estimated that **23% of the \$88 billion** spent annually on automated digital ad buying or programmatic advertising could be better spent, according to a recent Association of National Advertisers report. To succeed in this market, companies must prove the value of their investments and attain data-driven insights on where to spend for optimal ROAS. Achieving this level of strategic decision-making and ROI requires more transparency—specifically knowing where the ad ran and whom it targeted.

SNOWFLAKE'S SOLUTION

The Media Data Cloud can help companies glean deeper insights about advertising effectiveness. By providing a cloud-agnostic solution that sits at the heart of the business ecosystem, it acts as a single source of truth so advertisers can be confident in the accuracy of data used for analysis. Through **Snowpark**, advanced analytics such as AI and machine learning can be applied to the data to drive smarter decisions. Insights gleaned can be shared seamlessly and securely throughout the organization. Advertisers can also access third-party data from **Snowflake Marketplace** to help optimize their campaigns. All this is provided with the ability to apply governance, privacy and security measures to the data itself.

CUSTOMER SPOTLIGHT



PEPSICO

HEADQUARTERS Purchase, NY
INDUSTRY Food and Beverage Services

With the Media Data Cloud, PepsiCo rolled out a machine learning modeling-based tool that evaluates and measures the effectiveness of PepsiCo's marketing and advertising campaigns. The tool, called the ROI Engine, enables PepsiCo to make smarter marketing decisions and boost its return on investment. The ROI Engine helps PepsiCo marketers answer questions about the performance of different media campaigns, and makes recommendations on where to place marketing spend. Thanks to Snowflake's secure data sharing, teams can quickly share this information with other teams in the organization. PepsiCo also started using Snowflake Marketplace to acquire and share third-party data.

[Learn More](#)



3. DRIVE PRIVACY-PRESERVED ADVERTISING

THE CHALLENGE

Advertisers and marketers are facing new privacy regulations, more significant identity restrictions and impending cookie expirations, forcing them to rethink personalization and attribution. While these changes will likely be disruptive across the advertising ecosystem, new privacy-enabled opportunities will emerge for companies to track users across platforms while respecting their privacy preferences. Data, and how it is integrated and leveraged across the business, will continue to be a differentiating factor for success. A recent **survey** finds that 72% of CMOs say “it will be difficult to handle the impending “cookiepocalypse,” while 61% say it will be a good thing for the business.

SNOWFLAKE’S SOLUTION

The Media Data Cloud lets advertisers share data to improve segmentation, campaign planning, activation and measurement while meeting privacy standards in a post-cookie world. Snowflake enables advertisers to build their own bespoke customer 360, which facilitates personalized customer experiences along with privacy compliance. The Media Data Cloud has unique secure multiparty computation capabilities, including data clean rooms, for solving identity resolution, attribution and measurement in a cookieless world. Since many customers’ first-party data already lives in the Snowflake Data Cloud, it can easily and securely be connected with other data sources using secure data sharing capabilities.

CUSTOMER SPOTLIGHT

84.51°

HEADQUARTERS Cincinnati, Ohio
INDUSTRY Business Consulting and Services

84.51° is a media and retail data science insights media company owned by Kroger. Its data represents nearly half of the households across America, which equates to billions of transactions yearly. The company has to process this data and securely share it with Kroger and its retail clients, who then join their data together to create actionable business insights. With the Snowflake Media Data Cloud, 84.51° operates data clean rooms that enable the secure connection of distributed data across multiple platforms and parties. Customers then use this data to create better, more personalized customer experiences. The Media Data Cloud enables 84.51° to easily and securely share data and data science with its clients and partners so they can build winning strategies for Kroger, its brands and the end consumer.

[Learn More](#)



4. BUILD YOUR OWN TECH STACK TO POWER COLLABORATION AND EFFICIENCIES

THE CHALLENGE

Building and managing their own data technology stack can help brands and their agencies, delivering improved personalization and audience segmentation for campaigns, identifying consumers across channels and devices while complying with privacy laws and measuring campaign effectiveness. But often brands and agencies have multiple solutions and tools spread across the organization, making it difficult to easily share and collaborate on data, track application costs and send information to all stakeholders. The result is often time delays, higher tech costs and a lack of data for effective decision-making.

SNOWFLAKE'S SOLUTION

The Media Data Cloud enables companies to use data-driven tools and insights to power advertising growth. By building 360-degree views of customers on Snowflake, advertisers and their agencies can create hyper-relevant campaigns and deliver the right message, to the right person, at the right time. Advanced analytics helps them conduct accurate market segmentation to better understand consumers. Identity resolution connects disparate data sources so advertisers can identify customers through different touchpoints while complying with privacy regulations. And conducting campaign measurement and customized reporting on a persistent identifier set improves ad effectiveness without relying on third-party cookies. Plus, advertisers can build a data clean room using the Media Data Cloud to allow themselves and their partners to run analyses and joins on sensitive data without exposing the underlying datasets.

CUSTOMER SPOTLIGHT



HEADQUARTERS New York, NY
INDUSTRY Advertising Services

GroupM is a leading global media investment company that contains two of the top five global media agencies and is responsible for more than \$60 billion in annual media spend. GroupM's previous tech environment was made up of multiple solutions that created unnecessary complexity. Snowflake helped GroupM streamline its ecosystem into one tech stack with best-in-class tools at each layer. Snowflake addresses a number of key requirements. It takes care of data warehouse operations through its flexibility and scalability, powering web apps, campaign optimization and client reporting—all while being able to track costs on an application-by-application basis. Plus, through GroupM's new data collaboration capabilities from Snowflake, teams can easily disseminate information across the business, and even to clients who are becoming increasingly hungry for data. Now, GroupM can give clients secure access to data through data clean rooms and data collaboration, enabling them to control their media in new ways.

[Learn More](#)



UNLOCK THE POWER OF DATA IN ADVERTISING

Advertisers are searching for new ways to adapt to the conditions of a fast-changing and highly regulated media landscape. With the Snowflake Media Data Cloud, organizations now have the depth of insight, analytical power and collaborative tools needed to turn the challenge of a rapidly changing ecosystem into a true business opportunity. With the advantage of Snowflake's powerful core platform capabilities, brand advertisers and advertising agencies platforms can focus on delighting audiences and maximizing ROI while maintaining strict levels of data security and governance, and enabling compliance with evolving privacy requirements.

To learn how your advertising company can unlock the power of data, visit [Snowflake Media Data Cloud](#).





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, power data applications, and execute diverse AI/ML and 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 647 of the 2023 Forbes Global 2000 (G2K) as of October 31, 2023, use Snowflake Data Cloud to power their businesses.

Learn more at [snowflake.com](https://www.snowflake.com)



© 2024 Snowflake Inc. All rights reserved. Snowflake, the Snowflake logo, and all other Snowflake product, feature and service names mentioned herein are registered trademarks or trademarks of Snowflake Inc. in the United States and other countries. All other brand names or logos mentioned or used herein are for identification purposes only and may be the trademarks of their respective holder(s). Snowflake may not be associated with, or be sponsored or endorsed by, any such holder(s).