snowflake®

SECRETS OF
MARKETING SUCCESS

How leaders like Slack, Allergan and Air Canada unify data to boost marketing ROI, personalize experiences and delight customers

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MARKETING'S
NEW TERRAIN

Surging data. Proliferating media channels. Tightening privacy regulations. Intensifying consumer expectations. The upending potential of AI.

In a noisy world of saturated marketplaces and sensory overload, marketers' jobs have become harder than ever. They're juggling myriad priorities, navigating everything from AI disruption to privacy shifts like third-party cookie deprecation and consumer demand for more transparency in how their data is used.

To keep up with rapidly changing needs, marketers are continuing to invest in data-driven marketing to maximize ROI, personalize experiences across channels and ultimately delight customers. But delivering on that vision can lead to a web of disparate tools and solutions, making organizations' martech ecosystems more fragmented and complex. This creates new difficulties ranging from data management issues and untapped analytics to security and governance concerns.

Despite the increasing number of tools and solutions, many marketers still consider data their most underused and undervalued asset. And collecting, integrating, managing and accessing data remains a top challenge for customer engagement.

But forward-thinking marketers are rising to the challenge, laying a solid data foundation that powers both a modern customer data platform (CDP) for customer 360, planning and activation, as well as a marketing intelligence platform for campaign intelligence, measurement and optimization. In doing so, they're accelerating insights, tailoring experiences, optimizing marketing spend and meeting compliance standards.

And they're building this data foundation with the Snowflake Marketing Data Cloud.

MODERN CDP

Customer 360: Develop a comprehensive 360-degree understanding of each customer.

Planning and Activation: Enable highly personalized, data-driven customer engagement across all channels.

MARKETING INTELLIGENCE PLATFORM

Campaign Intelligence: Understand the relative channel performance of campaigns.

Measurement: Create a holistic understanding of marketing effectiveness.

MAPPING THE ROUTES TO SUCCESS

Organizations of all sizes and industries are turning to Snowflake's secure, governed platform to make their marketing goals a reality, whether it's building an analytics platform to better understand customers (Tapestry), increasing return on ad spend (Lucid), improving consent management (Slack) or boosting conversion while cutting its martech spend in half (OpenTable). And these businesses are achieving amazing outcomes in the process — from Constellation doubling its client base, to Allergan generating $1 billion in direct-to-consumer sales.

With the Marketing Data Cloud and its robust ecosystem of partners, innovative companies across regions are eliminating silos and seamlessly executing the full breadth of their marketing lifecycle — from intelligent planning and activation to granular measurement and optimization — on a single platform.

Air Canada, for example, established a 360-degree view of its customers to better understand its marketing efforts and optimize campaigns. Spark New Zealand uses AI to triple the volume of personalized marketing experiences and improve campaign performance by 17%. And Intelycare is shaving weeks off engineering time while saving $1 million annually in marketing spend.

As the organizations in these pages illustrate, marketing is a unique blend of art and science. While the evolving landscape will continue to spur new obstacles and opportunities, building a strong data foundation with Snowflake can set your organization up for success.

Allergan generates
$1 billion
in direct-to-consumer sales

IntelyCare saves
$1 million annually
in marketing spend

FOLLLOWING
THE LEADERS

Premier brands and agencies across industries power their marketing on Snowflake.

See how organizations of all sizes and industries are using the Marketing Data Cloud to achieve their goals — from unlocking new users to increasing return on ad spend.

AIR CANADA:
TURBOCHARGING TARGETED MARKETING TO ELEVATE CAMPAIGNS

This leading retailer relies on Snowflake for seamless data sharing and rich customer insights that improve strategic decision-making.

AIR CANADA

INDUSTRY   Travel and Transportation

Air Canada is Canada's largest commercial airline, providing scheduled air transport to 37 million customers across 185 destinations worldwide in 2022 alone.

CHALLENGE

After it acquired Aeroplan, Air Canada found itself managing different data sets — including flight bookings and revenue, point transactions, member profiles and marketing campaign response data — across multiple on-premises and cloud-based environments. This meant that the Customer & Loyalty Analytics team had to locate, copy and aggregate data at the customer level to run post-campaign analysis, which took weeks after campaign completion to have access to insights.

RESULTS

The company migrated from Teradata and other cloud-based and on-premises data platforms to Snowflake, which is now its primary data platform. The ease of accessing data in Snowflake helped streamline analytics processes. All data ingestion as well as pre- and post-marketing campaign analysis is now done in Snowflake, with Dataiku as the data science tool. The Customer & Loyalty Analytics team can now curate audiences based on a data-backed, 360-degree view of the customer, assessing campaign performance at an individual level. This helps increase relevance, maximize conversion and shift nonresponsive targets to reduce opt-out rates.

IMPACT

- **Faster campaign analysis**, from 2 weeks to 3.5 hours to run a campaign analysis

- **1 fixed hour** of data scientist time per week, down from 20 hours per campaign

- **More effective compliance** with GDPR and other privacy regulations, thanks to data masking rules that protect customer data

- **80% less time** required for data scientists to do data prep with advanced analytics processes automated by Dataiku and Snowflake

ALLERGAN GENERATES $1 BILLION IN DIRECT-TO-CONSUMER SALES

With Snowflake and Twilio Segment, Allergan built a data platform to deliver the right message directly to consumers.

Allergan Aesthetics
an AbbVie company

INDUSTRY Healthcare, Retail

Allergan Aesthetics is a global pharmaceutical company that manufactures BOTOX Cosmetic, along with a collection of other beauty products like JUVÉDERM and LATISSE, used by over 4 million people every year.

CHALLENGE

Historically, Allergan had a B2B2C business model, selling its products to healthcare providers who then resold them to end consumers. As a result, Allergan focused its marketing on doctors reselling its products versus end consumers. Facing more competition, Allergan needed to build better direct relationships with customers to continue growing. But customer data was disconnected across its portfolio of brands and digital products, and the team couldn't tie users together across digital experiences. The legacy architecture was unable to track actions taken by customers, which were critical to delivering more direct, personalized experiences.

RESULTS

Now, Allergan uses Twilio Segment and Snowflake to create a single view of the customer. Using Segment-enriched data in Snowflake, Allergan's product engineering team built out machine learning models to predict relevant offers, products and content for each customer. These predictions help Allergan's applications and websites deliver personalized content and increase engagement. Allergan now engages directly with customers in more meaningful, timely ways. By focusing on the customer and personalizing communications throughout Allē, its loyalty program, Allergan generated over $400 million in new revenue in 2021.

IMPACT

- **41%** lower cost per acquisition with machine learning models
- **10%** lower JUVÉDERM "completed a purchase" cost per acquisition
- **3M+** actively engaged Allē loyalty users

Read the full story

" With Segment collecting this data and seamlessly ingesting it into Snowflake, our analysts and BI teams are able to generate dashboards and insights quickly. This has reduced our time to market and sped up our decision-making."

—VISHWANATH TANNEERU
Lead Data Architect, Allergan Aesthetics

BODI SUPPORTS CUSTOMER HEALTH AND BOOSTS ENGAGEMENT WITH A CUSTOMER 360

With Snowflake and Alteryx, this online platform better understands and serves customers — all while slashing costs by a third.

BOD*i*®

INDUSTRY Health and Fitness, Technology

BODi helps people create sustainable healthy habits and live fulfilling lives. More than 2 million subscribers use BODi's online platform that offers on-demand workouts, mindset classes and nutritional programs and supplements.

CHALLENGE

BODi ingests and analyzes large amounts of subscriber and order data to support its customer retention and engagement initiatives. But its previous data architecture consisted of multiple data processing and storage technologies across on-prem and the cloud. BODi couldn't connect data sources at scale, and siloed data prevented it from achieving a 360-degree view of the customer, inhibited marketing and distributor insights, and made it difficult to correlate behaviors that impact health goals.

RESULTS

BODi chose Snowflake as the "core layer" of its reimagined data architecture, providing a single source of truth for customer, distributor and financial data sets. Snowflake centralizes data for around 80 customer attributes, providing a customer 360 across multiple touchpoints that helps the team better understand the full customer journey and prioritize high-value customer actions.

BODi's self-service analytics environment, powered by Snowflake and Alteryx, efficiently delivers meaningful insights to users across the organization. Now, marketers develop more effective creative campaigns that result in more engaged distributors focused on sales. On the customer side, ML models use data stored in Snowflake to assess customer loyalty, predict their future activity levels and estimate their propensity to purchase. BODi's customer scoring system provides marketers with a single data point for recommending relevant content and developing campaigns that resonate.

IMPACT

- **25%** increase in subscribers
- **20%** boost in subscriber engagement
- **33%** data infrastructure cost savings
- **~80** customer attributes centralized in Snowflake for a customer 360
- **240x** improvement in query performance

Read the full story

" For the first time, we were able to understand the customer's full interaction with the brand at scale and focus on the highest value customer actions."

—ARMEN ROSTAMIAN
Vice President of Marketing Intelligence & Analytics, BODi

CONSTELLATION DOUBLES
CLIENTS WITH NEAR REAL-TIME CAMPAIGN INSIGHTS

With Snowflake and Rivery, Constellation delivers insights to clients faster, leading to more clients, fewer costs and better experiences.

INDUSTRY   Technology

Constellation's marketing compliance SaaS technology helps top brands build, launch and manage hyper-targeted, compliant campaigns at scale.

CHALLENGE

Constellation built its client-facing reporting system to enable self-service access to timely campaign insights. But the company's previous data platform couldn't scale fast enough to deliver the near real-time insights clients needed to rapidly optimize campaign creative and acquisition costs. Resource contention eroded the client experience, while data pipeline issues led to multi-day delays for insights.

RESULTS

Rearchitecting with Snowflake and Rivery has reduced data-related costs by one-third and improved load times for visualizations and reports. Now, Constellation's near real-time reporting engine helps brands understand campaign performance and continuously optimize toward acquisition goals. Many of Constellation's clients now spend around 20% less to acquire the same amount of clients. Combining a variety of sales and marketing data in Snowflake enables richer insights, advanced audience segmentation capabilities and enhanced experiences for Constellation's customers. This increased customer satisfaction has yielded more word-of-mouth referrals and contributed to Constellation doubling its client base year over year.

2x
YoY growth in client base

20%
average reduction in acquisition costs by clients

33%
fewer data-related costs

> "We're building a custom end-to-end data stack, and we need platforms that are extensible and flexible. From a Rivery and Snowflake standpoint, we have that covered."

—NAUMAN HAFIZ
Chief Technology Officer, Constellation

Read the full story

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INTELYCARE SAVES $1M IN MARKETING SPEND AND HOURS IN ENGINEERING TIME

With Snowflake, Fivetran and Hightouch, IntelyCare prevented COVID-19 transmission while improving performance for its app, the lifeblood of its business.

IntelyCare™

INDUSTRY   Healthcare, Technology

IntelyCare is a leading AI-based nurse staffing platform that automatically schedules and matches nursing professionals with open assignments at over 2,000 nursing homes, helping these institutions fill critical open shifts and easily manage full- and part-time staff.

CHALLENGE

The first 5 to 10 shifts for a new IntelyCare customer are extremely important. Since the availability and market demand of IntelyCare nurses are constantly changing, prices and shifts need to update in real time within the app. Especially during COVID, data accuracy was paramount. But IntelyCare's decentralized data stack built on top of various MySQL databases struggled with analytics performance and scale. A single query could create production-level incidents or bring down IntelyCare's reporting tool altogether.

RESULTS

Now, IntelyCare has consolidated its disparate data into Snowflake's single, scalable platform. The company is no longer at risk of damaging application databases, and the analytics team can run large queries without butting heads against the engineering team. Fivetran's fully managed connectors help IntelyCare quickly ingest data from tricky data sets with third-party API constraints, saving months of engineering time. Since detailed customer data is now readily available in Snowflake, IntelyCare can generate optimal prices and shifts based on changing market dynamics in near real time. With Hightouch, IntelyCare activates this data in downstream business tools and builds personalized experiences for app users, helping increase controlled experiments by 700% and encourage more nurses to complete shifts.

> " We faced a real risk of propagating COVID to the most vulnerable people if our data was not trustworthy. Hightouch, Snowflake and Fivetran are absolutely vital to our core data operations."
>
> **—BEN TENGELSEN**
> VP of Data Science, IntelyCare

IMPACT

- **Over $1M saved** annually in marketing spend
- **$520K** estimated annual cost savings, thanks to Snowflake's near-zero maintenance
- **70%** increase in new-nurse retention rate
- **25%** decrease in canceled shifts from new nurses
- **Reduced engineering time** from weeks to days
- **Prevented COVID-19 transmission** among nurses and patients

Read the full story

LUCID INCREASES RETURN ON AD SPEND WITH A MODERN DATA STACK

With Snowflake, dbt and Hightouch, Lucid better accesses, analyzes, transforms and shares data to save time and garner new users.

Lucid

INDUSTRY   Technology

With millions of users across 180 countries, Lucid is a visual collaboration suite that combines virtual whiteboarding, intelligent diagramming and cloud visualization to help hybrid teams of all sizes innovate faster.

CHALLENGE

With a relatively limited data stack built around AWS Redshift, Lucid lacked a 360-degree customer view and couldn't personalize customer engagements across channels. It was impossible to optimize ad spend and performance or create customized marketing campaigns for different audiences. Transforming the raw data in Redshift was a challenge, and sending data to various business tools and ad platforms was even more difficult.

RESULTS

By centralizing its data in Snowflake's robust platform, Lucid now has a single source of truth for all its customer data. Snowflake's native separation of storage and compute gives Lucid unparalleled flexibility, making it easy to scale up or down as needed. Once the data is in Snowflake, Lucid uses dbt to transform it and build custom data models for a variety of use cases, such as custom audience segments for ad platforms and marketing campaigns. With Hightouch, Lucid then easily sends data to tools like Marketo and ads platforms without the need for manual CSV files. Instead of taking 12–16 hours to launch and test a custom API job, a single integration in Hightouch can be set up in five minutes and the most complex data models can be set up in two to three hours, saving an average of 12.5 hours.

> "With Snowflake we don't have to leverage a data lake. We can use the same processes across all of our different data flows. Snowflake can act as the giant bucket where we dump our raw data."
>
> **—WESTON ROWLEY**
> Director, Strategy and Analytics, Lucid

IMPACT

- **52%** increase in return on ad spend in Google

- **37%** increase in new users with Snowflake and Hightouch

- **12.5 hours**, on average, of engineering time saved per integration

- **Minutes** for data transformations vs. hours previously

Read the full story

ONDECK BOOSTS PROFILE VIEWS BY 70% AND ACCELERATES PRODUCT INNOVATION

With Snowflake, Hightouch and Mixpanel, OnDeck uses data to enrich community profiles and empower internal teams to make better decisions.

ondeck

INDUSTRY   Financial Services, Technology

Designed to help founders increase their odds of building successful venture-backed companies, OnDeck is a curated community platform that offers a wide variety of resources through online community, in-person experiences and robust profiles to match founders with investors, early hires and potential customers.

CHALLENGE

OnDeck's business model relies on providing founder-to-founder support so members can more easily network and provide value to one another. Customer profiles are the building block for this experience. But these profiles often weren't updated frequently enough to stay engaging, which meant they weren't attracting as much traffic and engagement as they could to introduce founders or encourage peer-to-peer support. While OnDeck had rich data about founders and community members, this data was heavily siloed and difficult to use. The company also struggled to get the right data to internal teams so they could make decisions and drive product innovation.

RESULTS

Since adopting Snowflake, all of OnDeck's data is available in a single, easily accessible source of truth. The data team can effortlessly scale workloads without worrying about query performance or underlying maintenance issues, allowing them to spend more time transforming and modeling data to power both analytics and activation. The engineering team uses Hightouch to automate data flows out of Snowflake to downstream destinations like Mixpanel, where the team analyzes and understands behavioral data. This modern tech stack has fueled innovation for OnDeck's product team — from releasing several new features to better serve profiles, to building a community search feature that automatically aggregates, surfaces and summarizes Slack threads to answer critical member questions.

> "
> By analyzing Snowflake data through Mixpanel via Hightouch, OnDeck can surface actionable insights from every customer interaction. With that critical feedback, we can build experiences and product features that we know our users want."
>
> **—STEVEN SCHMATZ**
> Head of Engineering, OnDeck

Read the full story

70%	Weeks	New feature category
increase in community platform profile views	of engineering time saved	rolled out by building a data-driven process

OPENTABLE TAILORS CAMPAIGNS
FOR UP TO 70% CONVERSION WITH HALF THE SPEND

A composable CDP with Snowflake and MessageGears has helped OpenTable automate processes, enhance personalization and launch campaigns faster.

OpenTable®

INDUSTRY   Technology

Powering hospitality at more than 55,000 restaurants, bars, wineries and other venues globally, OpenTable connects more than 1.5 billion people with restaurants every year, driving reservations, experiences, payments, guest insights and operations.

CHALLENGE

OpenTable sends hundreds of millions of emails and push notifications monthly. But getting data to its SaaS email service provider (ESP) was slow and clunky. The company had to first process data then transfer it to its customer data platform (CDP), which took hours to ingest the data. The CDP then had to calculate fields for the marketing team to use to match their ESP's format. Once the data was ready, it would be deployed to the ESP, another process that took up to half a day. These lags limited testing and optimization, while constant data duplication and distribution cost both time and money.

RESULTS

By swapping its legacy on-premises and cloud applications for a composable CDP model with Snowflake, OpenTable integrates and analyzes data sets that were once impossible to obtain. Plugging directly into OpenTable's Snowflake environment, MessageGears directly reads, without copying, all the customer data it has collected — an improvement that has halved marketing spend by eliminating the need to copy and ship data to remote vendors. Now, when OpenTable's ETL or data cleanup process finishes, the team has immediate access to data in their campaign environment. OpenTable's marketer-friendly interface helps the team build custom audiences and journeys using live data as it flows into their database, eliminating time-intensive nightly syncs and accelerating campaign launch.

IMPACT

- **50%** lower martech spend
- **Up to 70%** conversion rate from more targeted campaigns
- **20%** of all marketing campaigns automated
- **80%** faster time to production, deploying marketing campaigns days sooner

Read the full story

" My team can go in and build their campaigns, audience segmentation, and everything they're doing within the MessageGears and Snowflake environment, and then launch it without any delay. This saves us tons of time."

—JOHN TSOU
VP of Marketing, OpenTable

SLACK ELEVATES THE CUSTOMER EXPERIENCE BY CENTRALIZING MARKETING DATA

Slack turned to Snowflake to implement a modern marketing data stack, powering data governance, consent management, multi-touch attribution and beyond.

INDUSTRY   Technology

On a mission to make work simpler, more pleasant and more productive, Slack helps millions of users across more than 150 countries collaborate with team members, access information and connect other tools and services.

CHALLENGE

Marketers at Slack rely on large amounts of data to build custom audiences, manage subscriber consent preferences and measure campaign performance. But managing a multitude of data sources, data structures, file formats and APIs from 45+ vendors was operationally burdensome for Slack's data engineering team. Siloed data made it difficult to achieve a comprehensive view of the customer journey. Creating custom audiences required support from technical staff, which led to delays for marketers — and ultimately hindered the customer experience.

RESULTS

Centralizing Slack's disparate marketing data in Snowflake reduced time-consuming data wrangling and enabled marketers to run campaigns with less assistance from advertising agencies. Slack bolsters its marketing security, privacy and compliance efforts with Snowflake's role-based access controls. By combining user, event and campaign data in Snowflake, Slack has a better understanding of customer journeys across email, web, mobile and direct sales. This reliable customer journey data helps marketers gauge the effectiveness of their campaigns and connect interactions to purchase. Slack also relies on Snowflake to support other critical use cases like data governance, personalized marketing, conversion optimization and consent management so Slack can send the right communication to the right people.

Simpler consent management
with a single source of truth for user attributes and consent

Heightened data governance
and scalable data models, thanks to a semi-automated metadata framework powered by Snowflake and Matillion

Higher conversion rates
by using conversion data to optimize existing campaigns and identify new audiences likely to convert

> "
> **Now we have a single source of truth for user attributes and consent."**
>
> **—JOOHEE YOO**
> Senior Manager Software Engineering (Data), Slack

Read the full story

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SPARK NZ USES AI TO HYPER-PERSONALIZE EXPERIENCES

Spark's AI-based decision engine, built on Snowflake, tailors experiences to improve conversion, campaign performance and efficiency.

Spark nz

INDUSTRY Telecommunications

New Zealand's largest telecommunications and digital services provider, Spark New Zealand is considered a pioneer in New Zealand, developing an AI-powered, decision-based engine and expanding the number of households captured by its machine learning models to 1.4 million today.

CHALLENGE

Fueled by its purpose to help all of New Zealand win big in a digital world, Spark is renowned internationally for its culture of innovation, leadership and customer experience. In recent years, Spark has built data capabilities to deliver more relevant, personalized experiences to its customers.

RESULTS

As an early adopter of Snowflake in the region, Spark built B.R.A.I.N (Build Robust AI for Next Best Action), an AI-powered, decision-generating engine that provides insights across the Spark customer base to determine the "next best action" for each customer. Powered by a cloud data architecture based on Snowflake, B.R.A.I.N has changed the personalization game for Spark. It supports optimized customer lifecycle management and provides the foundation the business needs to offer marketing as a service. Customers receive marketing messages tailored to their individual circumstances and needs at times when they are most likely to respond.

BETWEEN 2020 AND 2023, SPARK ACHIEVED:

17%
rise in conversions YoY

17%
improvement in marketing efficiency, the reduction in manual effort needed to deliver campaigns

70%
of campaigns are powered by intelligent automation, up from 10%

> "
> None of the innovation or business benefits that we've achieved would have been possible without the right infrastructure to start with. Having partners like Snowflake that you can rely on to keep you ahead of the curve is why we really value the relationship."
>
> **—MATT BAIN**
> Data and Marketing Director, Spark New Zealand

Watch the video

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TAPESTRY BUILDS A CUSTOMER ANALYTICS PLATFORM ON SNOWFLAKE

This retailer relies on Snowflake for seamless data sharing and rich customer insights that improve strategic decision-making.

tapestry

INDUSTRY   Retail

Tapestry is a leading New York-based house of modern luxury accessories and lifestyle brands consisting of Coach, Kate Spade and Stuart Weitzman.

CHALLENGE

Tapestry continues to generate exponentially more data, processing 4 billion rows and running 100+ major data processes each day. Its Data Science and Engineering team wanted to use this data to optimize the supply chain, product design and propensity of customers to buy its products. But the company's legacy Hadoop-based data platform was hard to scale and consumed a lot of time and resources to maintain.

RESULTS

Tapestry turned to Snowflake for a modern enterprise data platform that could match the speed and scale it needed. With Apollo, its customer analytics platform built on Snowflake, Tapestry better understands customers to inform pivotal marketing decisions like when to push and pull back on promotions. During a retail customer event, Coach, for example, identified top products for strategic markdowns, tracking how business increased due to exclusions on select products. Another team at Coach found they could uncover who was a new multi-channel customer and what drove them to make their first purchase in a retail channel.

2x
more data sources ingested — while saving significant costs

Richer promotion and customer insights
thanks to a self-service customer analytics platform

> "
> Managing infrastructure is not strategic to us. Building strategic data products for our brands that help them grow is what Snowflake enables us to focus on."
>
> **—MUHAMMAD CHAUDHRY**
> Head of Data Engineering, Tapestry

Read the full story

YOUR ROUTE TO
MARKETING SUCCESS

The success stories in these pages are just the beginning.

Visit the **Marketing Data Cloud** on Snowflake.com to learn more about how Snowflake can help your organization optimize ROI, preserve privacy and elevate your customer experiences.

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 artificial intelligence (AI) / machine learning (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 691 of the 2023 Forbes Global 2000 (G2K) as of January 31, 2024, use the Snowflake Data Cloud to power their businesses.

Learn more at **snowflake.com**