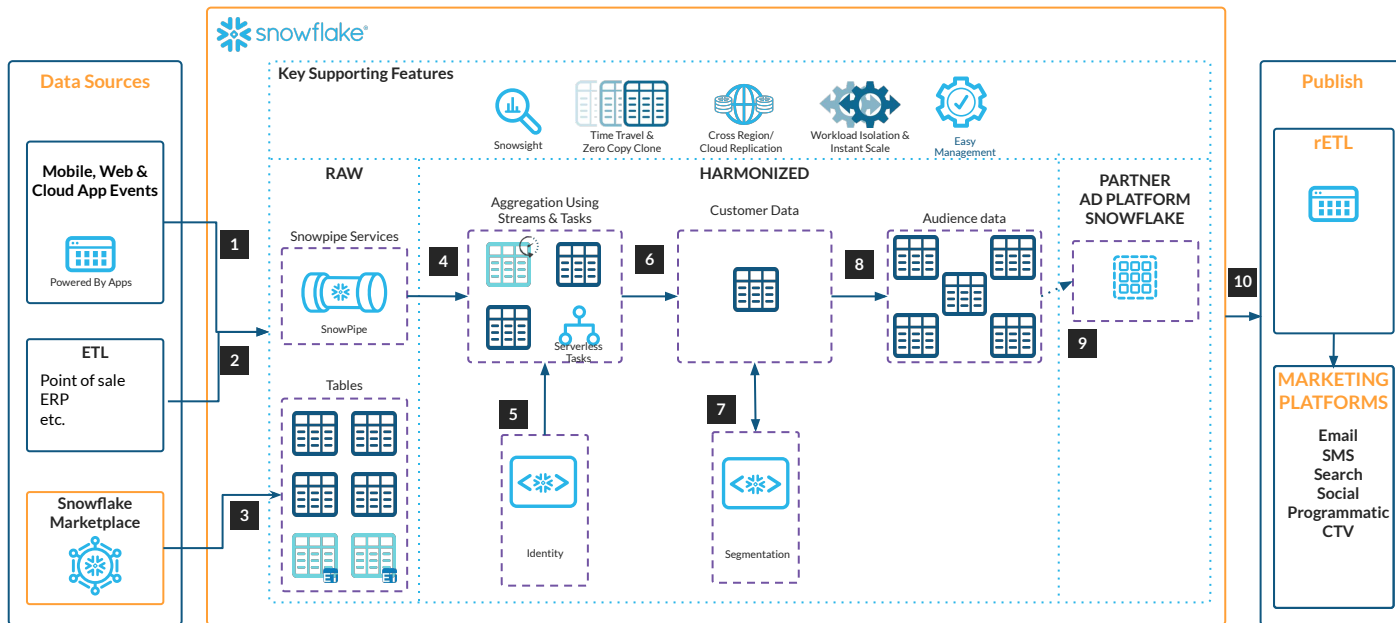


COMPOSABLE CDP ON SNOWFLAKE REFERENCE ARCHITECTURE



OBJECTIVE

Use a composable CDP on top of Snowflake to run your marketing with increased control, flexibility and agility of customer model, data granularity and identity without copying, synching or mapping data.

DESCRIPTION

- 1 Data from web sites and mobile apps are ingested using partner tools, either streaming or in batch
- 2 That data is combined with other data loaded via ETL
- 3 Marketplace data is added to enrich customer profiles
- 4 Streams & tasks are leveraged to aggregate customer data
- 5 Native Identity is leveraged to combine cross-channel profiles
- 6 This data is then combined into a golden customer record
- 7 Segmentation is done on top of this data, breaking customers into groups by similarity
- 8 Audience data is created from this segmented data
- 9 Ad platforms in the Snowflake ecosystem receive a share to activate
- 10 Reverse ETL tools can be leveraged with external ad platforms

RELATED CONTENT

Web: [Unlock The Power Of Your Customer Data With Snowflake](#)

Webinar: [How Messagegears And Snowflake Deliver On The Most Impactful Campaigns For Marketers](#)

