COMPOSTABLE 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.

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