Deploy a packaged CDP on Snowflake for reduced data latency, cost and increased governance with Data Collaboration protocol and enrich profiles for personalization with 1st and 3rd party data.

**DESCRIPTION**

1. Data from web sites, mobile apps, POS, etc. are ingested into Packaged CDP.
2. Data from other sources is ingested into Snowflake, either streaming or batch.
3. Marketplace data is added for enrichment.
4. Data is shared from the Packaged CDP to the customer’s Snowflake.
5. Streams & tasks are used to combine and aggregate all data.
6. Data from ETL/ELT process is combined with data from Packaged CDP.
7. The combined data is shared back to the Packaged CDP.
8. Streams & tasks are used to combine and aggregate all data.
9. The combined data is shared back to the Packaged CDP.
10. Dashboards for visualization are created, and shared with users across the organization.

**RELATED CONTENT**

Web: Unlock The Power Of Your Customer Data With Snowflake

**OBJECTIVE**

Web:

Unlock The Power Of Your Customer Data With Snowflake

Packaged CDP activates data to marketing channels.

Views are created that are optimized for analytics, from the combined data.

Dashboards for visualization are created, and shared with users across the organization.