

# PACKAGED CDP ON SNOWFLAKE REFERENCE ARCHITECTURE

## OBJECTIVE

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 Packaged CDP activates data to marketing channels
- 9 Views are created that are optimized for analytics, from the combined data.
- 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](#)  
Webinar: [Delivering Personalization At Scale With Simon Data And Snowflake](#)

