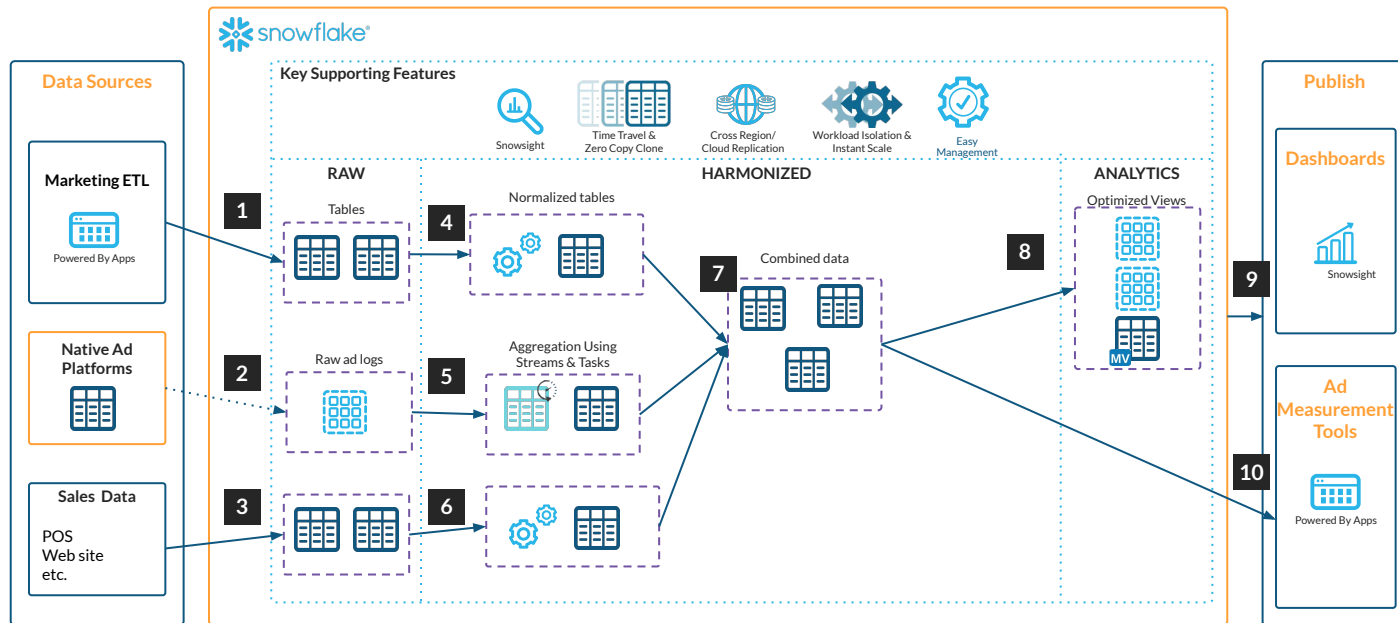


UNIFYING AD DATA IN SNOWFLAKE REFERENCE ARCHITECTURE



OBJECTIVE

No longer should your Advertising data be siloed from the rest of your business data. This reference architecture shows how leading marketers and advertisers can use Snowflake to implement modern marketing by breaking down data silos and building a true single source of truth for their advertising data.

DESCRIPTION

- 1 Data from Marketing ETL tools are loaded into staging tables.
- 2 Data from Native Ad platforms are added via secure data sharing
- 3 Other data, such as sales data, is ingested as normal, either streaming or in batch
- 4 Marketing data is normalized, so that all platforms can be viewed together
- 5 Data from native ad platforms is aggregated, as necessary, and is normalized to match
- 6 Sales data is also processed and normalized, to match the cadence of the advertising data
- 7 Data is combined into the final set of tables
- 8 Views are created, optimized to power user-facing dashboards
- 9 The preferred BI tool is used to read from the views for user facing dashboards
- 10 Tools for ad measurement, such as MMM, can be used from the normalized data, simplifying the process.

RELATED CONTENT

Blog: [Brands: Take control of your advertising data!](#)

