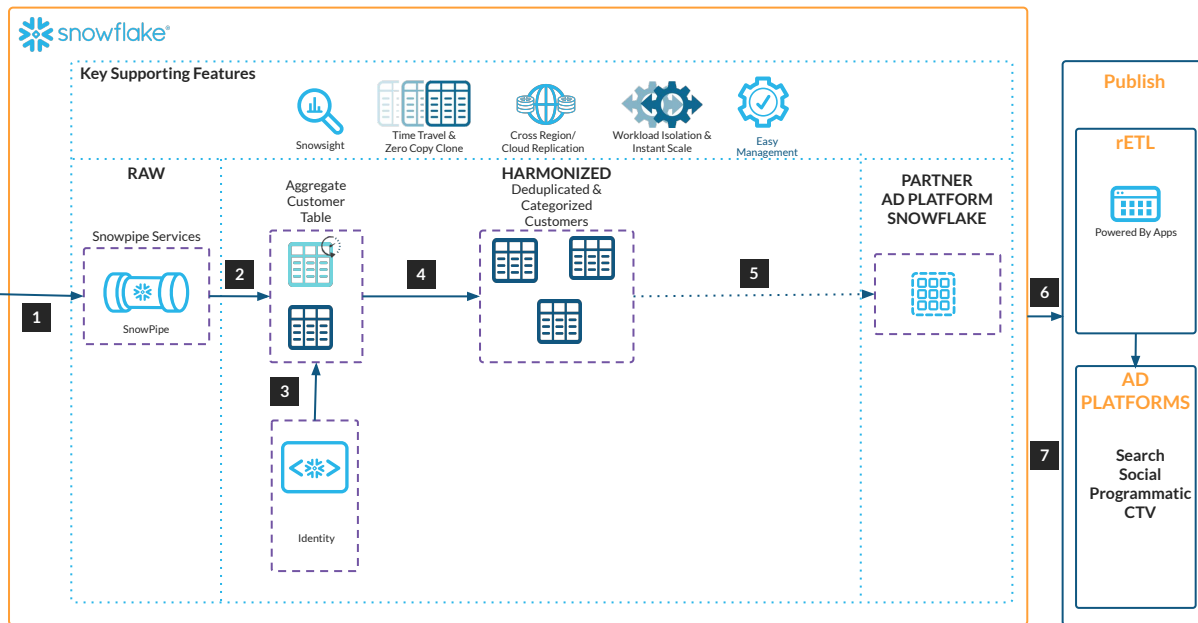


# EXISTING CUSTOMER SUPPRESSION FROM ADS REFERENCE ARCHITECTURE



## OBJECTIVE

Many companies, such as subscription services or those that sell products with slow replenishment cycles, want to suppress existing or recent customers from ads, to avoid spending on those unlikely to convert in the near-term. This architecture shows how the Data Cloud can be used to quickly refresh suppression lists.

## DESCRIPTION

- 1 Stream customer data from website and POS into Snowflake to minimize latency.
- 2 Merge new customer data into customer table(s)
- 3 Resolve identity with Native Application to de-duplicate across channels
- 4 Store deduplicated into table(s), categorized by type or product
- 5 For ad platforms on Snowflake, send to platform with a live data share
- 6 For other ad platforms, use a connected rETL application to sync
- 7 In ad platforms, use audiences as a suppression group

## RELATED CONTENT

Quickstart: [Suppress existing customers from a Youtube campaign with Hightouch and Snowflake](#)