# Campaign Intelligence
## Reference Architecture



**CAMPAIGN INTELLIGENCE**

snowflake

**Key Supporting Features**

- Snowsight
- Time Travel & Zero Copy Clone
- Cross Region/ Cloud Replication
- Workload Isolation & Instant Scale
- Easy Management

**RAW** — Tables

**HARMONIZED**
- Normalized tables
- Aggregation Using Streams & Tasks
- Combined data

**ANALYTICS** — Optimized Views — MV

**Data Sources**
- Marketing ETL — Powered By Apps
- Native Ad Platforms

Raw ad logs

**Publish**
**Dashboards**

**Use-Case Flow**

1. Data from Marketing ETL tools are loaded into staging tables.
2. Data from Native Ad platforms are added via secure data sharing.
3. Marketing data is normalized, so that all platforms can be viewed together.
4. Data from native ad platforms is aggregated, as necessary, and is normalized to match.
5. Data is combined into the final set of tables.
6. Views are created, optimized to power user-facing dashboards.
7. The preferred BI tool is used to read from the views for user facing dashboards.