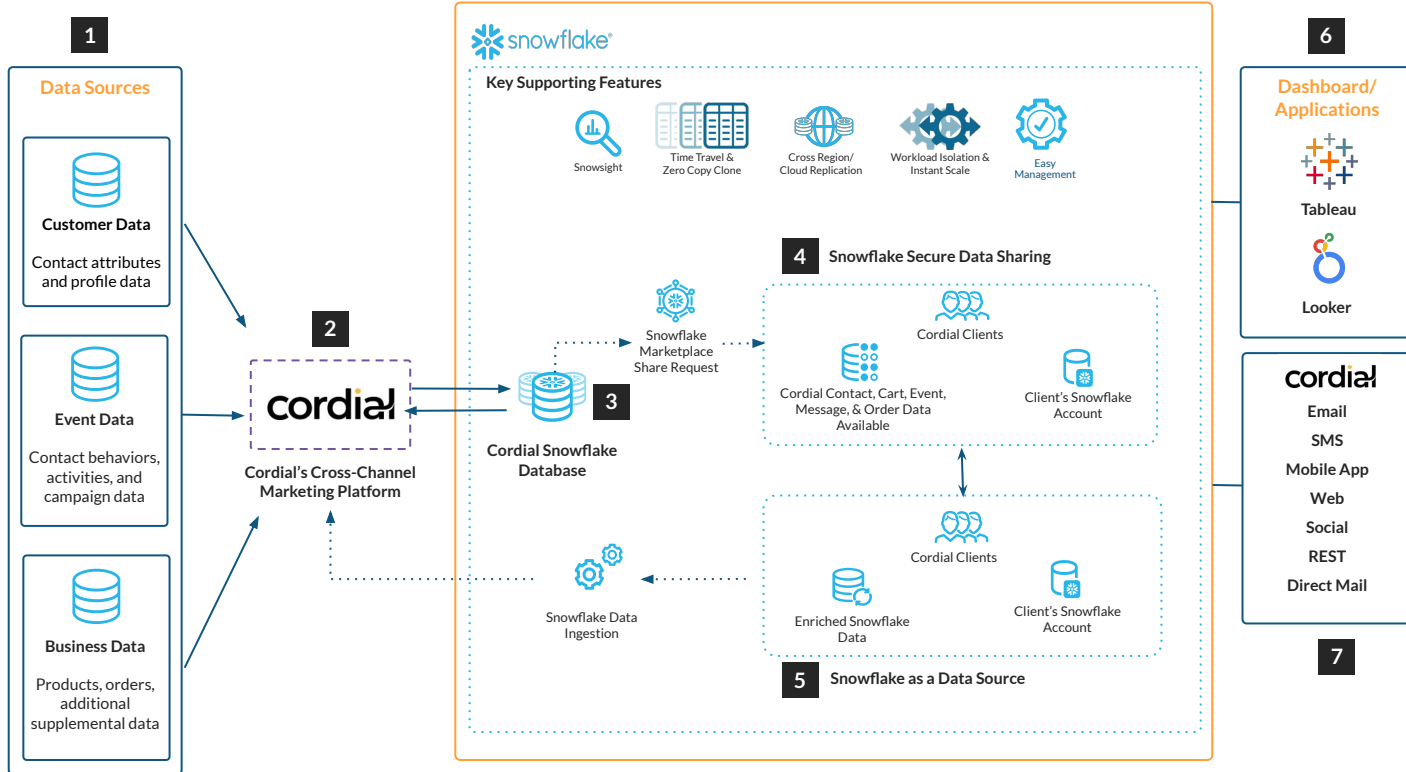


CORDIAL AND SNOWFLAKE DATA FLOW REFERENCE ARCHITECTURE



OBJECTIVE

Cordial's native bidirectional integration with the Snowflake Data Cloud allows clients to securely access and analyze first-party customer data instantly. Through Secure Data Sharing, clients can gain instant access to valuable first-party customer data generated from Cordial in their Snowflake account as well as automatically detect and load new contact data from Snowflake into Cordial to enrich the profile data on their customers on a recurring basis.

DESCRIPTION

- 1 Data sources flow in and out of Cordial via the app, RESTful API, or JavaScript Listeners.
- 2 Customer engagement, product, order, campaign, and business data are captured in Cordial for personalizing messages.
- 3 Cordial client's first party customer data, attributes, cart items, behavioral events, campaign data, orders, etc. are stored in Cordial's Snowflake database.
- 4 Data from Cordial's Snowflake database is instantly accessible in a client's Snowflake account through Snowflake's Secure Data Sharing.
- 5 Client's can automatically detect and load new or updated contact data from Snowflake into Cordial with custom intervals to enrich the profile data on their customers.
- 6 Preferred data visualization applications are then used to help analyze data in Snowflake.
- 7 First-party customer data is activated by Cordial to end users through cross-channel messaging.

RELATED CONTENT

Partner Page: [Snowflake x Cordial](#)

Snowflake Marketplace: [Cordial's Marketplace Listing](#)