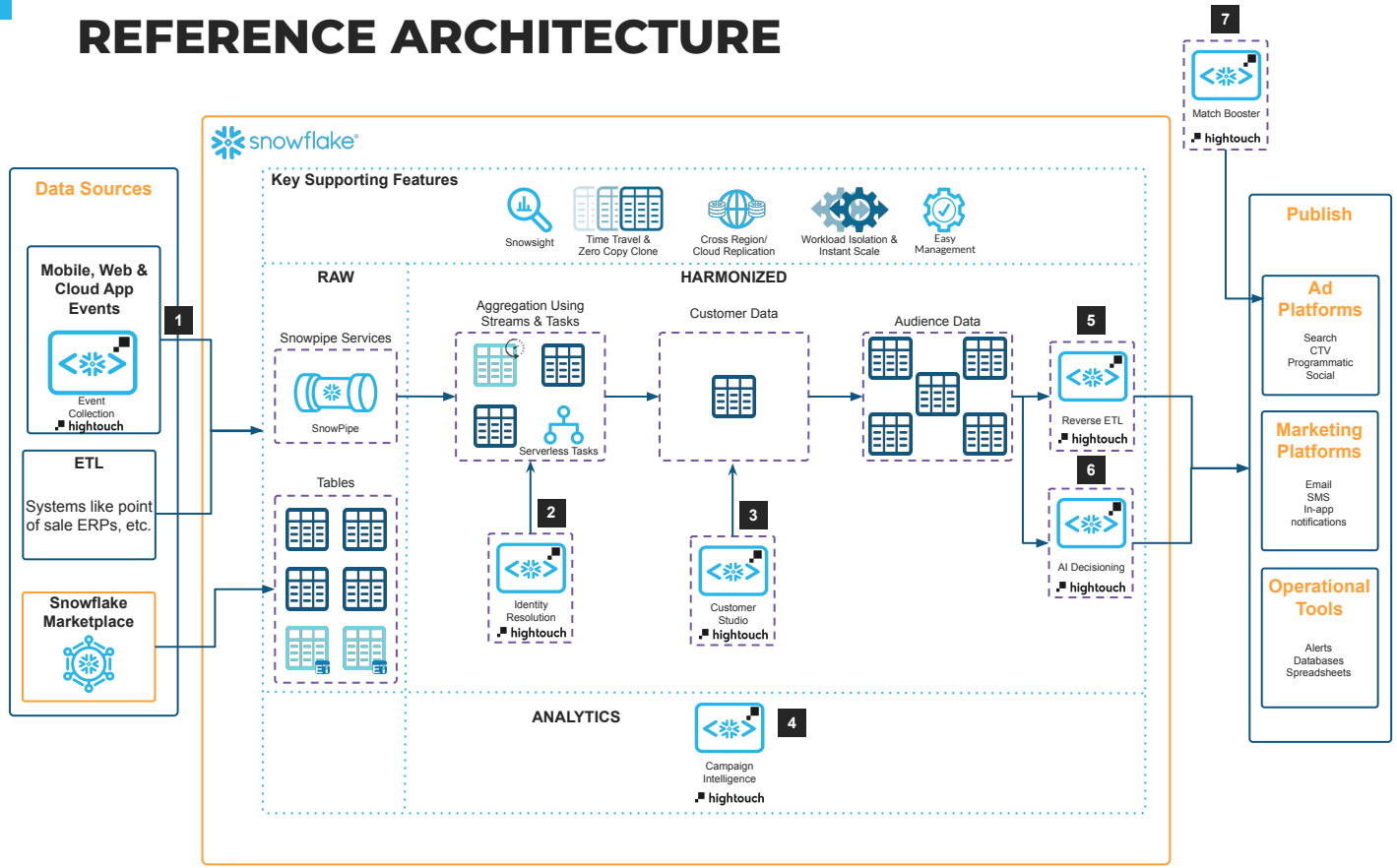
HIGHTOUCH COMPOSABLE CDP ON SNOWFLAKE

REFERENCE ARCHITECTURE



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hightouch

Objective

Use Hightouch's Composable CDP to enable your marketing teams to independently improve campaign conversion, deliver personalized customer experiences, and accelerate their efforts, all from Snowflake.Hightouch lets you collect behavioral events, unify them into Customer 360 profiles, analyze performance, orchestrate audiences across downstream tools, and automate campaigns with AI Decisioning

Use Case Flow

1. Hightouch Events collects behavioral data from websites, mobile apps, and event streams into Snowflake
2. Identity Resolution unifies user data into Customer 360 profiles
3. Customer Studio gives marketers self-serve tooling to build audiences and orchestrate journeys from their customer data
4. Campaign Intelligence gives marketers insights into their customer data to inform future campaigns.
5. Reverse ETL activates audience and journey data to downstream tools for advertising, marketing, and operations
6. AI Decisioning continuously experiments to personalize content, channels, and messages for each customer
7. Match Booster enriches first-party data syncs to advertising platforms with third-party identity data to improve match rates

Related Content

Quickstart: Marketing Orchestration and Campaign Intelligence with Hightouch and Snowflake