

# CENSUS: COMPOSABLE CDP ON SNOWFLAKE SOLUTION ARCHITECTURE

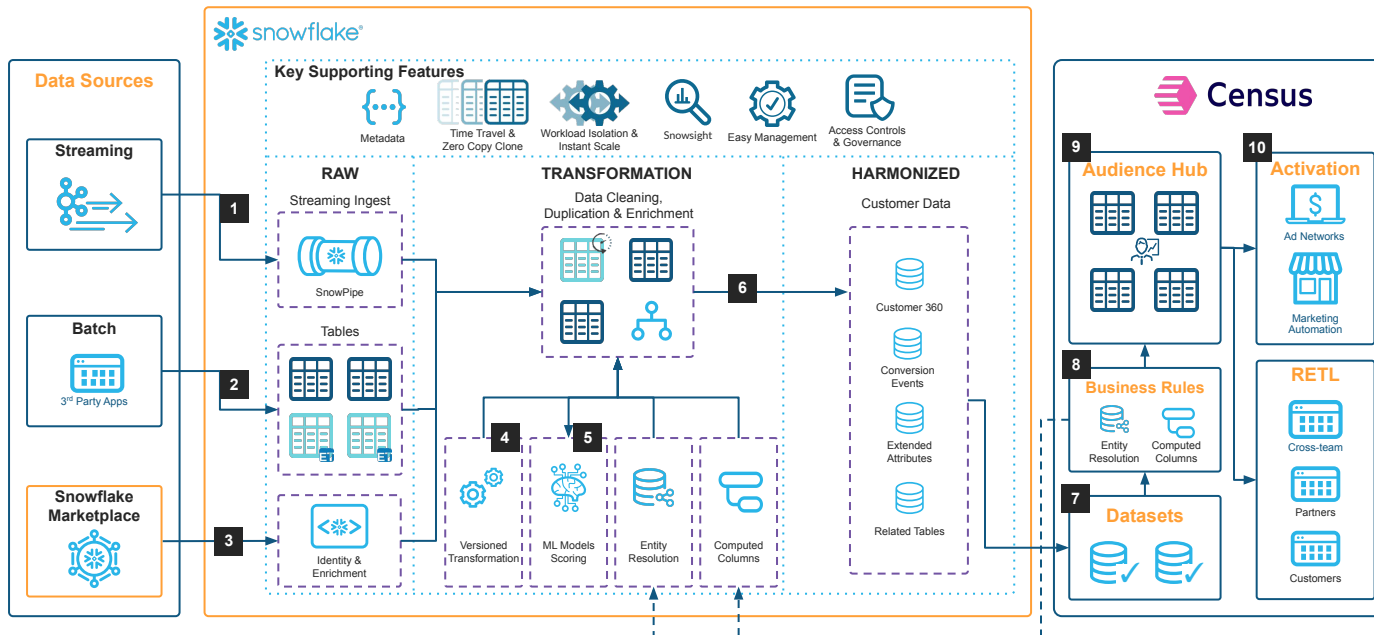


## Objective

This reference architecture shows how enterprises can transform, govern, and activate trusted data in order to unite all business teams around Snowflake as the source of truth.

## Use Case Flow

- Behavioral data from web and apps are ingested using partner tools, either streaming or in batch.
- That data is combined with other data loaded via custom-built or partner ETL.
- Marketplace data is added to enable identity resolution and enrich customer profiles.
- Versioned transformation logic defined by data team is used to combine data sources.
- Data science and machine learning can be used to generate proprietary signals and scores.
- This data is then combined into a harmonized customer data record, and related data.
- Data team grants access to this data which appear in Census as approved datasets.
- Business teams are able to contribute to cleaning and business logic, which is then returned to Snowflake and available to other consumers.
- Marketing team uses Audience Hub to define dynamic audiences for targeting.
- Audiences and conversion events are activated to ad and marketing destinations. Reverse ETL can be used to extend to other departments, partners, and customers.



## Related Content

Snowflake: [Audience Hub](#)  
 Census: [Universal Data Platform](#)