Understand, predict and automate your customers with **Snowplow** and **Snowflake**

Current Challenge

As businesses have evolved their data stack to orbit around the Data Cloud, many businesses have recognised the limitations of using packaged analytics and customer data platforms (CDP's) when creating a central source of truth to deeply understand customer behavior and to power AI and ML data applications.

For the modern data team to be successful they need granular, rich behavioral data to understand customer behavior and power wider BI, and AI data applications.

Solution: Create BI and AI-ready behavioral data with Snowplow & Snowflake

When Snowplow's ability to **generate, enhance and model** best-in-class behavioral data is combined with Snowflake's data cloud capabilities, businesses, data science teams, and analytics, power users have a platform on which to develop a deep understanding of their users through advanced analytics or creating AI/ML data applications.
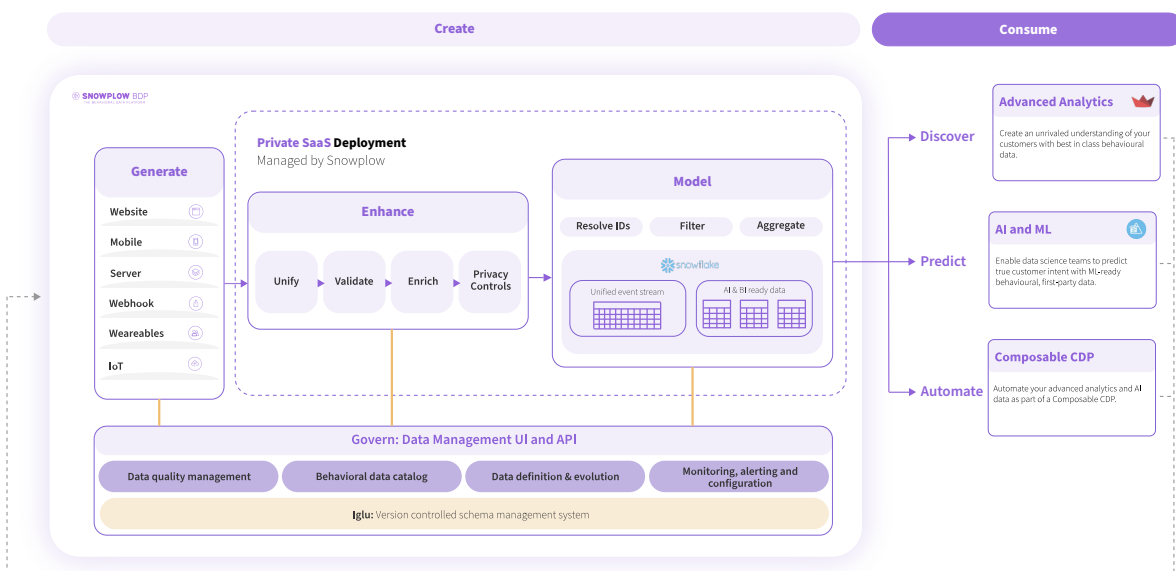
Snowplow Behavioral Data Platform and Snowflake allow any business to generate rich, pre-validated behavioral data, securely and at scale across all platforms and channels and stream directly into your Snowflake account.
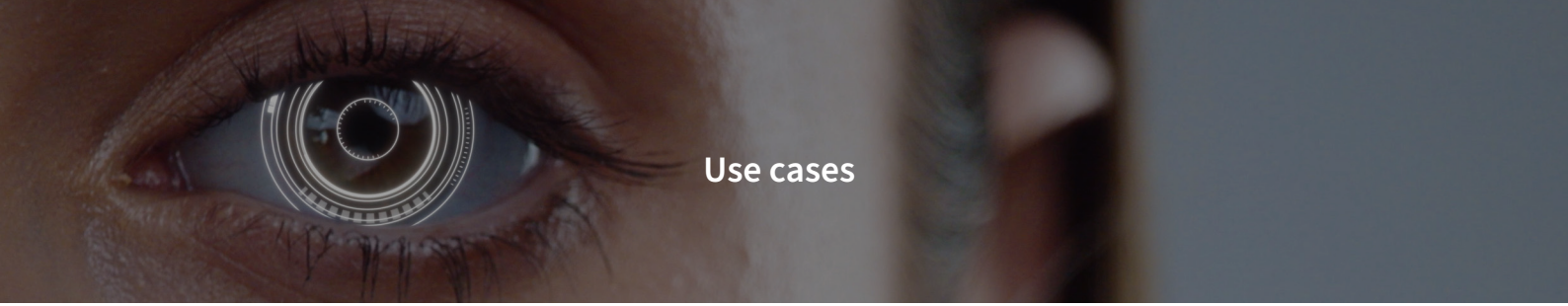
Data is incrementally modelled with Snowplow's out-of-box dbt packages to a page/screen, session and user levels, creating BI and AI-ready data for any data application. As a result, businesses can instead focus on developing insight and advanced data applications rather than data wrangling.

A modern data team must also be able to evolve to meet changing analytics and AI requirements. With Snowplow's Universal Data Grammar and version-controlled schema management, the modern data team can evolve their behavioral data to support future analytics, AI data applications, and automate their insight.

Snowplow and Snowflake

Use cases

Place the Data Cloud at the **heart** of your analytics efforts

Create an understanding of your customers with behavioral data directly in your Snowflake account. Snowplow's first party behavioural data and seamless identity resolution provides the most comprehensive view of your customers journey.
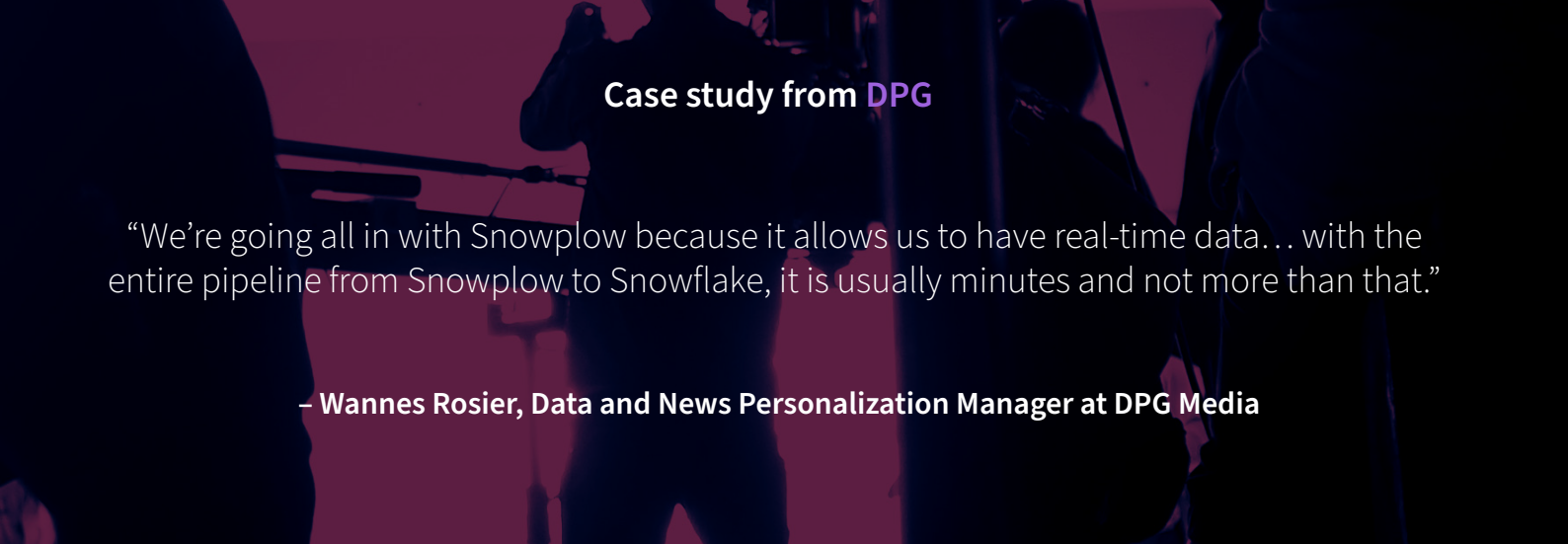
Generate and consume ML-ready behavioral data

Behavioral data is the strongest signal of intent yet the biggest missed opportunity. Build highly accurate propensity models or customer centric ML-apps with rich and pre-validated AI-ready behavioural data.

Automate data from a **single source** of truth

With Snowplow and Snowflake creating a single source of truth about your customers, action your data via Reverse ETL to drive business value from your new found insight into your customers.

Case study from **DPG**

"We're going all in with Snowplow because it allows us to have real-time data… with the entire pipeline from Snowplow to Snowflake, it is usually minutes and not more than that."

– Wannes Rosier, Data and News Personalization Manager at DPG Media

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