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DAGGkr5G6wI Snowflake Guide

DAGGkr5G6wI Snowflake Guide User Guide

Contents

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Product Information

Specifications

- Product Name: Data Management and Customer Engagement Platform
- Supported Platforms: Snowflake and Braze
- Key Features: Real-time messaging, Single view of the customer, Relevant customer data, Support for speed and scale, Cross-team collaboration

Product Usage Instructions

Understanding the Platform

The data management and customer engagement platform integrates Snowflake and Braze to provide actionable insights and enhance customer engagement.

Utilizing Braze

Braze is a customer engagement platform that facilitates interactive conversations across channels, fostering human connections with consumers.

Leveraging Snowflake

Snowflake's AI Data Cloud enables organizations to unite siloed data, securely share data, and execute diverse analytic workloads, providing a single data experience across multiple clouds.

Using Braze + Snowflake Together

By combining Braze and Snowflake, brands can effectively oversee, analyze, and uncover actionable insights using shared data without the need for duplication or transfer of information.

Snowflake Secure Data Sharing

Snowflake Secure Data Sharing allows brands to securely access Braze data within Snowflake without additional storage space, enabling seamless utilization of Braze data for enhanced insights.

## Frequently Asked Questions

- **Q: What are the key features of the data management and customer engagement platform?**
    - A: The key features include true real-time messaging, a single view of the customer, more relevant customer data, support for speed and scale, and effective cross-team collaboration.
- **Q: How does Snowflake support data mobilization?**
    - A: Snowflake's AI Data Cloud helps organizations unite siloed data, share data securely, and perform diverse analytic workloads across multiple clouds and geographies.
- **Q: Why is Braze important for customer engagement?**
    - A: Braze powers relevant and memorable experiences between consumers and brands through interactive conversations, fostering human connections and delivering value quickly and continuously.

Introduction

Brands depend on customer engagement to strengthen user relationships and hit their business goals—and modern customer engagement depends on data. But while there's more data at marketers' disposal than ever before, data silos, batched processes, and incompatible technologies present a key challenge for many Marketing teams. This glut has made it hard for marketers to access, understand, and act on customer data in real-time, and has also contributed to a growing support burden for technical teams. Addressing this challenge has led brands to look for ways to simplify their marketing technology stacks in order to cutdata management costs and enhance cross-functional team efficiency. Fortunately, modern marketing technologies are increasingly built to support streamlined stacks and more effective customer engagement outcomes through real-time customer data collection, processing, and activation. With the right tools, marketers can achieve zero-copy access to the information and insights held in their data warehouses or cloud data platforms. This, in turn, reduces additional data processing layers and supports brands' efforts to serve up timely, personalized experiences to each member of their audience while reducing the burden on technical stakeholders.

**How effective data management supports actionable insights and customer engagement**
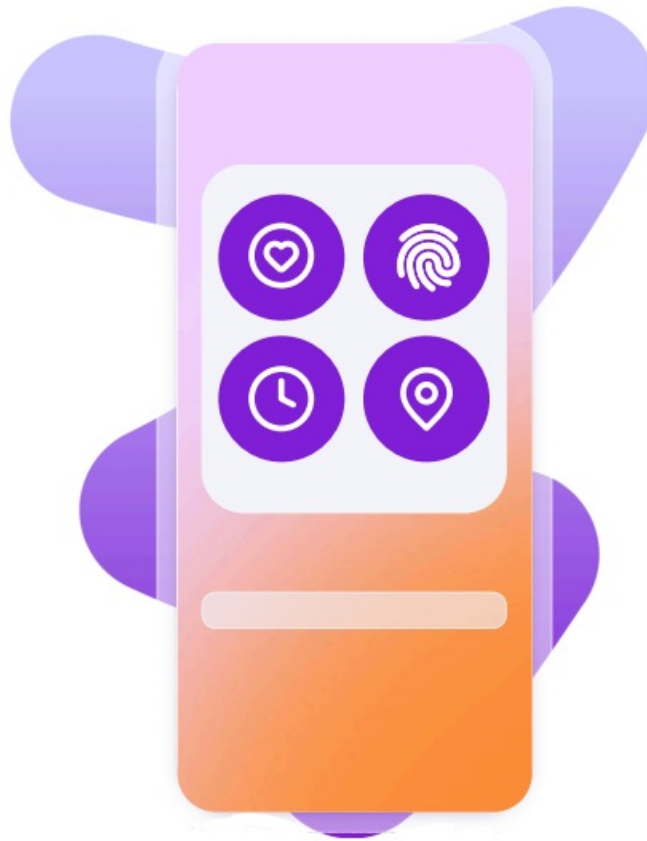
When brands can ensure their data moves at the speed of their business, we call that **data agility**. But in order to achieve it, you need a thoughtful data management strategy. With the right strategy, you can send better messaging in real time, provide a holistic understanding of each customer, and support effective testing and optimization of your customer engagement efforts, plus much more. Read on to learn six things to prioritize when building your marketing technology stack and crafting your data management strategy.

True real-time messaging

As customers move across different devices, platforms, and channels, you need access to real-time data about their engagement and activity to be able to deliver the right message to them at the right time. If the different technologies that make up your **tech stack** aren't built on a foundation of **real-time** **streaming data**, they won't be able to trigger personalized messages, recommendations, or other notifications at times when they're capable of having the maximum impact. Worse,your stack may trigger out-of-date brand experiences (e.g. retargeting ads that follow someone across the web long after they purchased the item in question), leading to frustrated users.

Data Move
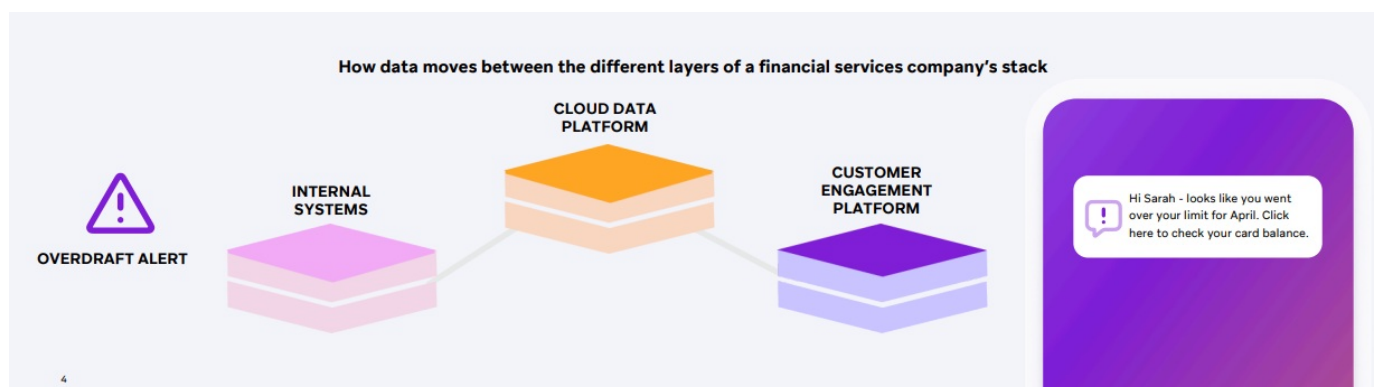
A single view of the customer

To get the full benefit of real-time data, you need a unified, cohesive view of each customer that makes it possible to put the information you have into meaningful context and support thoughtful engagement. With the right tech stack and an effective data management system, it's possible to ensure each component of your stack shares the data it collects with a central point-likely a data warehouse create a singular view of each customer's behavior across platforms. This gives you a deeper insight into their activity and engagement patterns, allowing your brand to develop personalized, high-relevance messaging that enhances their experience and drives stronger business results.

More relevant customer data

Putting data into context also helps you determine which types of information you should collect to better serve customers. Prior to the enactment of the European Union's **General Data Protection Regulation** (GDPR) and subsequent privacy laws, brands generally collected and stored as much data as possible. However, now that legal requirements around the collection and use of data are stricter, it's time to reevaluate the information you're gathering. There's no point in collecting data that can't be used to support personalized experiences, and proper data management will help you determine what you should keep and what you should delete.

**Support for speed and scale**

The importance of speed and scale cannot be overstated as consumers' expectations for on-demand, hyper-personalized communications continue to increase. If you can't deliver personalized experiences in the moment as consumers engage with your brand, you'll always be a step behind. By the same token, if your tech stack can't handle **massive scale,** you run the risk of systemic failure that are delivered long after you press send, sites and apps taken down by overwhelming traffic-making it hard to build and maintain a truly effective marketing program.

Freedom to grow and change

The tools in your tech stack reflect your brand's unique needs and goals. However, as your brand grows and changes, so should your tech stack. Whether that means changing vendors or adding new elements such as data enrichment tools, tech stacks are rarely static. Having the right data management and export capabilities makes it easier to integrate new tools without running the risk of a breakdown in communications.

Effective cross-team collaboration

Simply put, data management doesn't end with technology succeed, you need to communicate just as effectively across teams as the tools communicate within your stack. If you don't have alignment across marketing..product, and other teams on how to manage the information at your disposal, you'll create data silos that team members need to manage manually. This creates more opportunities for errors, fewer opportunities for real-time messaging, and much more work.
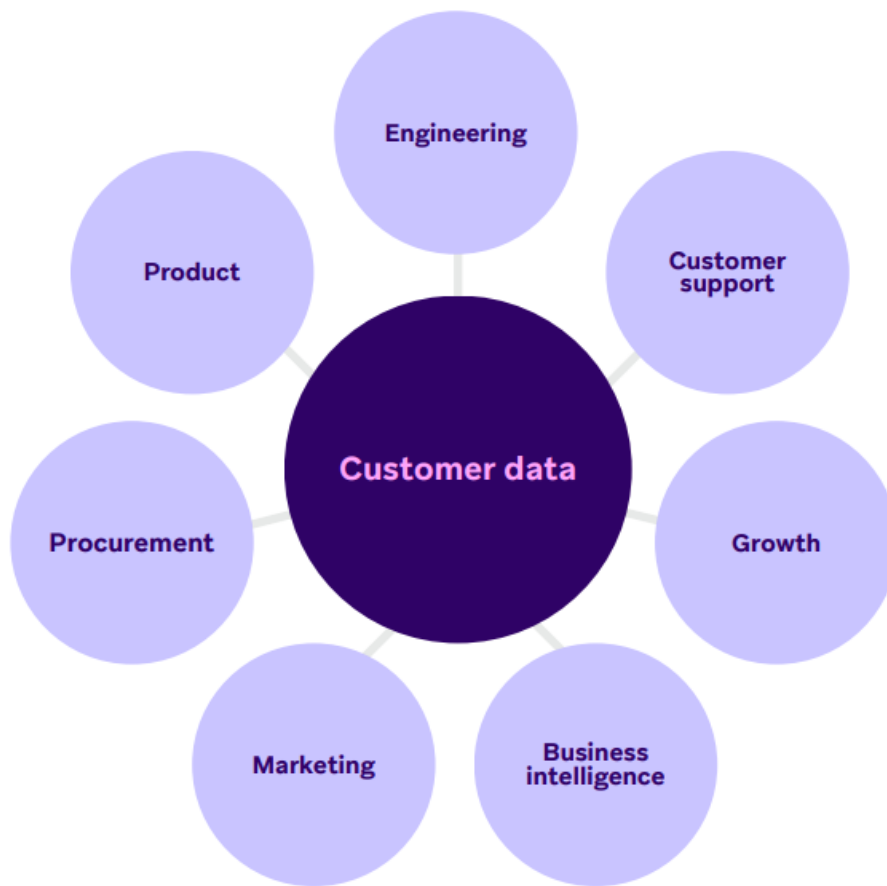
**Effective data management with Snowflake and Braze**

Braze is a comprehensive customer engagement platform that powers relevant and memorable experiences between consumers and the brands they love. Context underpins every Braze interaction, helping brands foster human connection with consumers through interactive conversations across channels that deliver value quickly and continuously.

Snowflake enables every organization to mobilize their data with Snowflake's AI Data Cloud. Customers use the AI Data Cloud to utilize siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies.

By using Braze and Snowflake in concert, brands can effectively oversee, analyze, and uncover actionable insights using the data attheir disposal by prioritizing thoughtful data management as they build, maintain, and optimize their customer engagement stack.
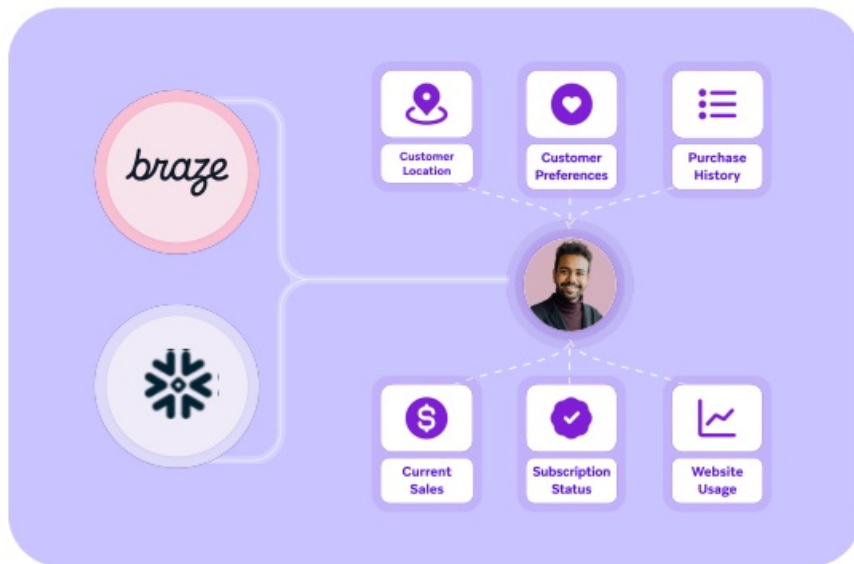
Braze + Snowflake Secure Data Sharing

### The Braze + Snowflake Secure Data Sharing difference

- With Snowflake Secure Data Sharing, brands can securely access data contained within Braze in Snowflake without actually having to copy. or transfer information between the two different platforms-instead, the sharing is handled via Snowflake's unique services layer and metadata store. The upshot is that shared data doesn't take up any additional storage space on Snowflake, making it easy for brands to seamlessly use Braze data within Snowflake via zero-copy data access.
- And because Braze event data "lives" within your data stack, you can instantaneously join multiple, disparate data sets to broaden your view into the metrics that drive your business. At its core, Braze's support for Snowflake Secure Data Sharing is designed to allow brands to leverage Braze and Snowflake in tandem to better understand what's happening with their messaging campaigns and their customer relationship and to take effective action using the Braze platform.

Pipeline

### Traditional Data Pipeline
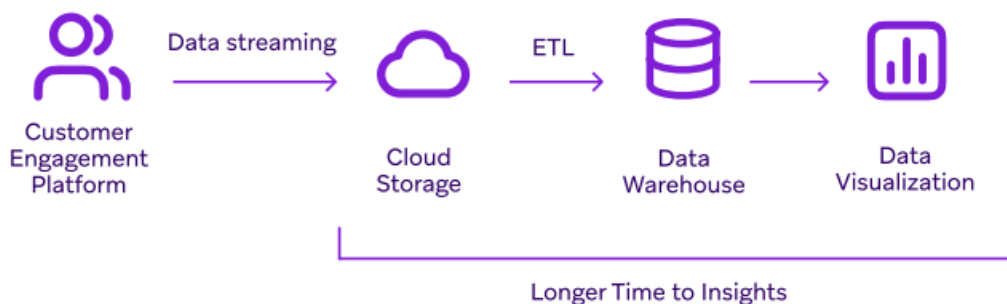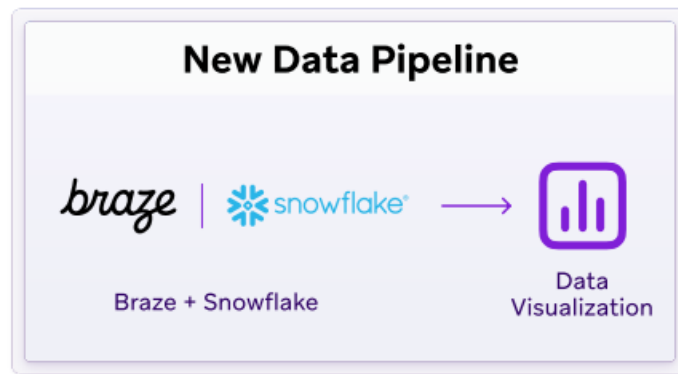
Braze Cloud Data Ingestion

Braze Cloud Data Ingestion allows you to connect your cloud data platform directly to Braze in just a few clicks. Seamlessly sync customer attributes, events, purchases, predictive data, segments, and more, then use them to support better messaging. Because Braze Cloud Data Ingestion syncs real-time and historical updates from Snowflake to Braze user profiles, you can easily activate that data through segmentation and message personalization.

The upshot? You can make your data work harder and boost your organization's ability to leverage it to support compelling customer experiences.
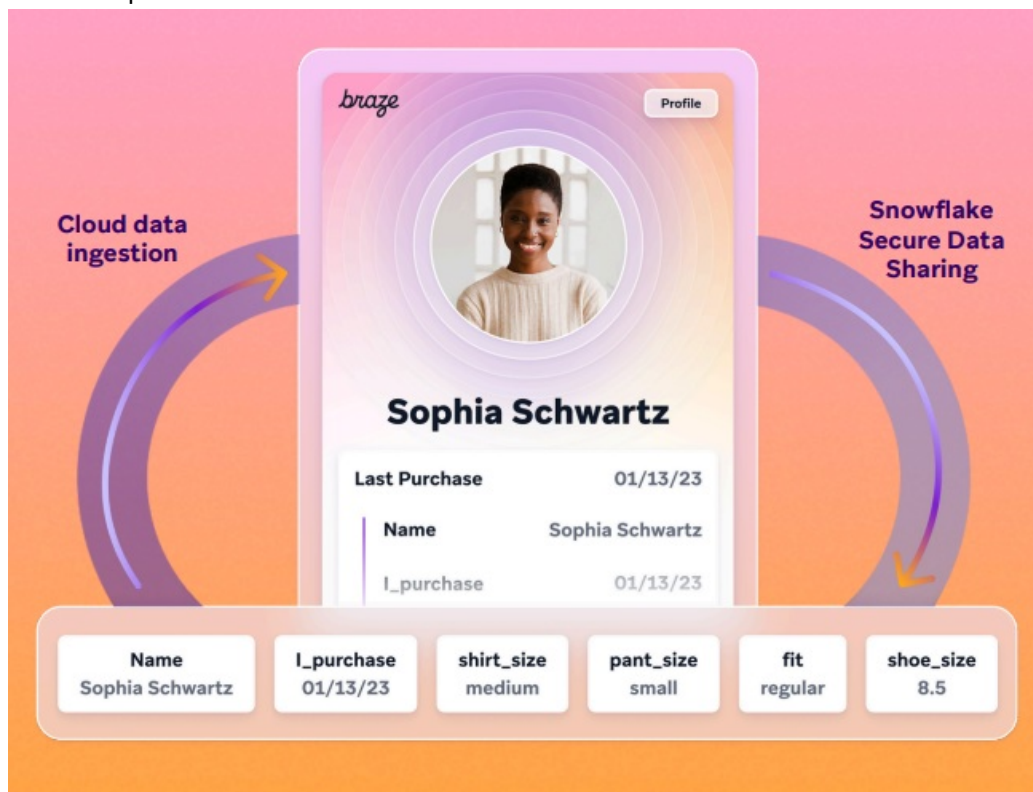
Braze Instant Insights
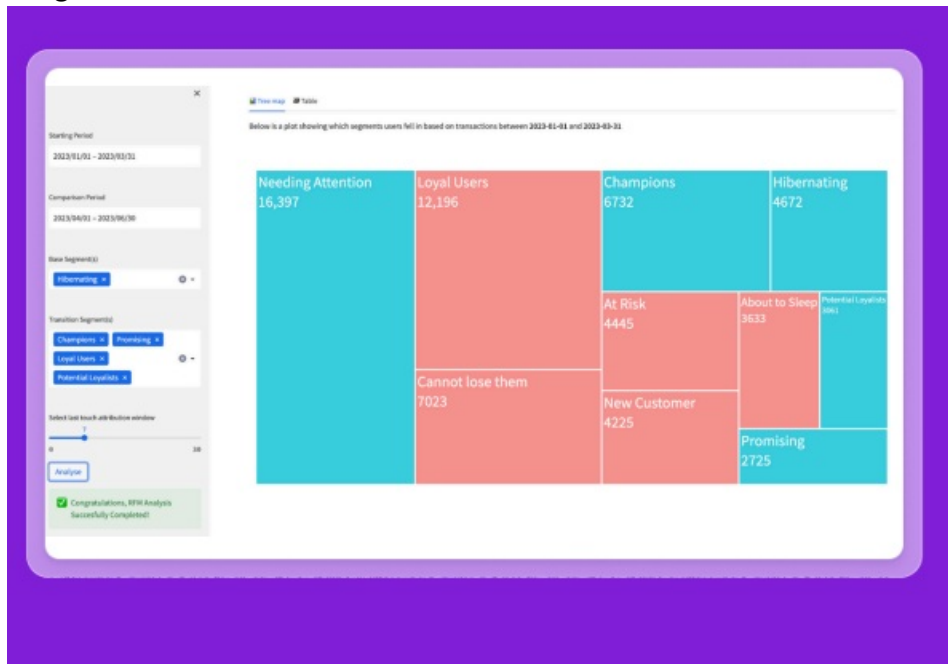
The ability to quickly access real-time data is necessary to power personalized experiences that drive loyalty. To enable brands to create more impactful customer engagement strategies, Braze turned to Snowflake to develop **Braze Instant Insights** (BII), a suite of Snowflake Native Apps that empowers brands to analyze and act on real-time analytics for brilliant customer experiences at scale. Designed to empower marketers and business executives, BII goes beyond conventional campaign analytics, offering brands a comprehensive understanding across events that can help them accurately assess the effectiveness of their marketing campaigns.

**These apps include support for:**

- Programmatic Reporting
- Retention Analysis
- Recency, Frequency, and Monetary (RFM) Analysis
- Last-Touch Attribution

For more information on the current suite of BII apps, check out our **overview article**.

*Note: At the moment, Braze is testing BII as a Beta feature, and as such, Braze reserves the right to modify the feature, as well as to postpone the release or not to make BII generally available for customers at any time and for any reasonwithout further notice.

How Braze showcases customer engagement benchmarks with Snowflake

To optimize their marketing programs, brands need to understand how their messaging campaigns have performed, both against other brands in their industry and across the overall customer engagement landscape. However, while benchmarks have been available for some messaging channels, no comprehensive channel-by-channel source exists. When Braze partnered with Snowflake, we decided to build one. Powered by Snowflake's Data Exchange, **Braze Benchmarks** is an interactive data tool that gives marketers access to customer engagement benchmarks. The tool leverages mobile, web, and email engagement data to calculate monthly, quarterly, and yearly engagement rates by industry. With BrazeBenchmarks, marketers can access metrics from marketing campaigns in Snowflake Data Exchange or on the Braze website to get a comprehensive view across:
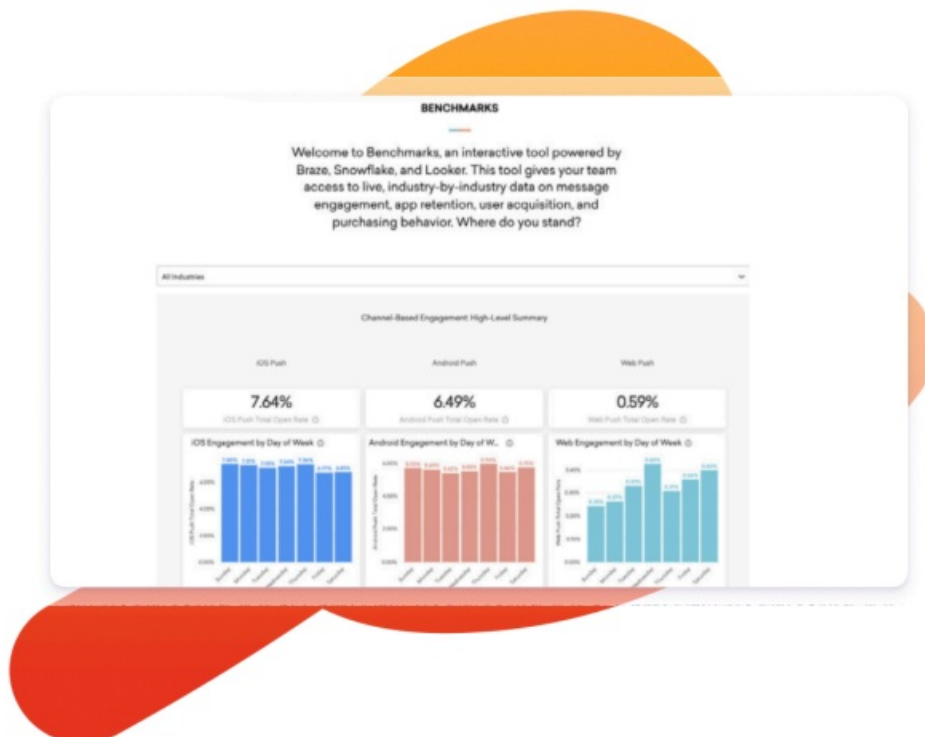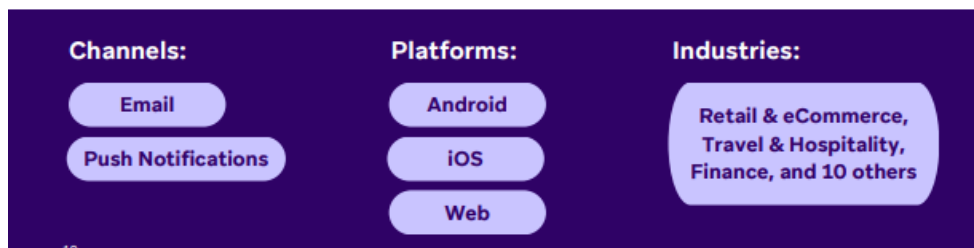
How Virgin Red leverages Braze and Snowflake to drive engagement and acquisition

Virgin's rewards club, Virgin Red, wanted to simplify its tech stack and ensure that its customer engagement platform is an efficient, data-driven engine for cross-channel personalization, engagement, and member acquisition. To make that happen, they needed an all-in-one, marketer-friendly, data-driven platform capable of triggering and sending messages across all relevant channels. Adopting Braze enabled Virgin Red to streamline customer engagement operations, downsizing from three tools to one. Their IP warmup powered by Braze Cloud Data Ingestion drove an open rate of 45%, with 7k+ members clicking to learn more about their referral program, leading to a healthy new member signup rate.
Read full case study.
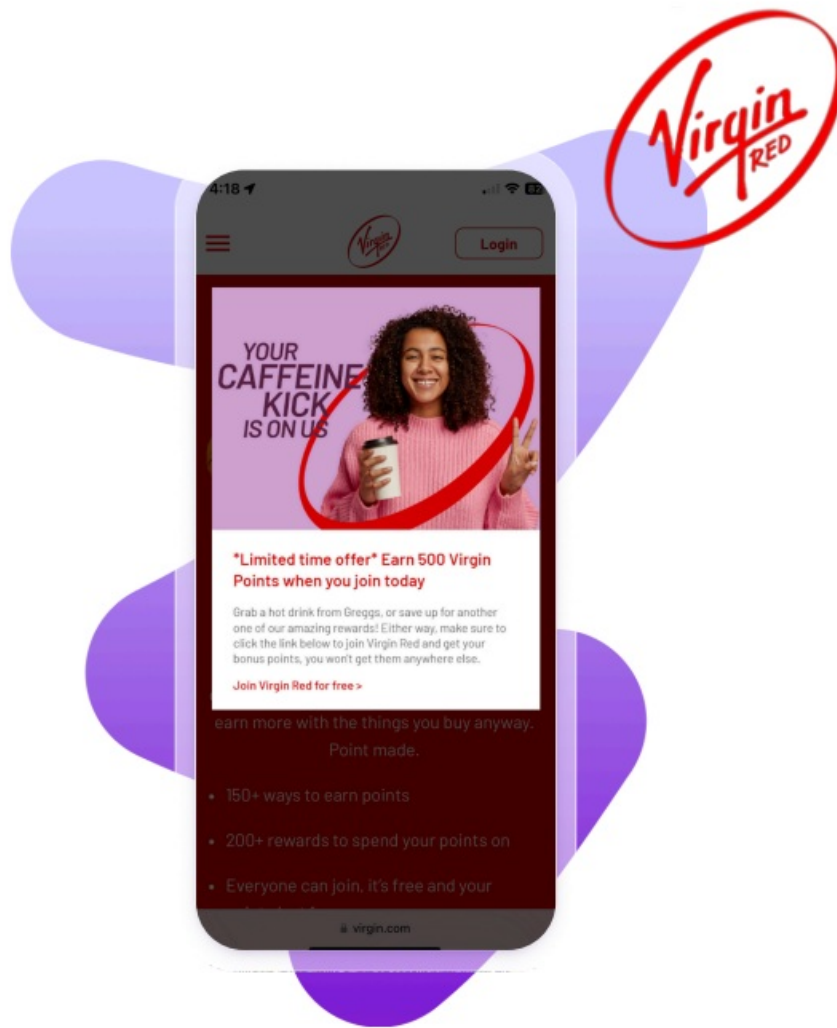
How Payomatic Boosted Mobile App Adoption with Braze + Snowflake

As New York's largest provider of check cashing and financial services, Payomatic wanted to revitalize its digital marketing strategy to more effectively encourage users to carry out high-value actions like enrolling in direct deposit, reloading prepaid cards, and sending money to family and friends. To support that goal, the company decided to use Braze together with Snowflake to centralize customer data in one location. Thanks to this new, cloud-based 360-degree view of their customers, Payomatic could easily launch campaigns that would engage and retain customers. Payomatic used Braze-in tandem with Snowflake-to begin reaching out to customers at the right stage in the customer journey with push notifications, in-app messages, and Content Cards. By leveraging the wealth of data available on customers' behaviors in stores, within the mobile app, and through payment networks, Payomatic successfully launched personalized marketing campaigns that boosted their bottom line.

- [**Read full case study**](#)

50%
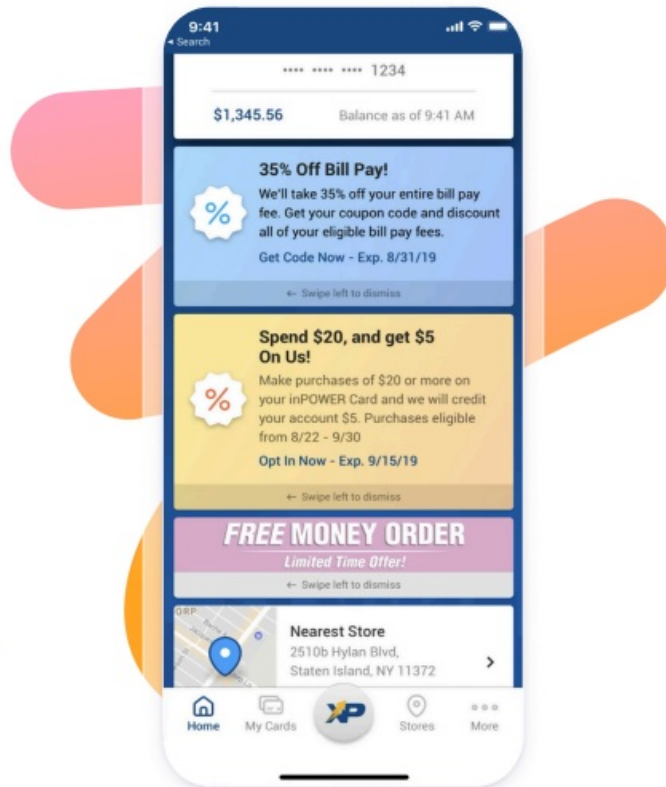Prepaid cardholder
mobile app penetration

32%
Uplift in direct deposit
adoption via the app

11%
Increase in mobile app
engagement

PAYOMATIC

Conclusion

Regardless of industry, brands need in-the-moment access to data to develop relevant, personalized marketing campaigns.

An effective data management strategy makes this possible. Ensuring that you can collect, organize, and share data within your tech stack is essential to truly understand your customers and increase engagement.. Top-notch data management and data agility capabilities give you the freedom and flexibility to iterate. By developing a strategy that enables new tools to communicate with established ones (and vice versa), you can significantly reduce the growing pains of building and maintaining your brand's ideal marketing tech stack for marketers and technical teams alike. Interested in learning more about how Braze and Snowflake can support your customer engagement efforts? Check out the Braze documentation on

Snowflake Secure Data Sharing:

Get in touch to learn more.

Connect

Braze is a leading comprehensive customer engagement platform that powers interactions between consumers and the brands they love. With Braze, global brands can ingest and process customer data in real time, orchestrate and optimize contextually relevant, cross-channel marketing campaigns and continuously evolve their customer engagement strategies. Braze has been recognized as one of Fortune's 2023 Best Workplaces in New York, 2023 UK Best Workplaces for Women by Great Place to Work, and Fortune's 2022 Best US Workplaces in Technology. The company is headquartered in New York and has 10+ offices across North America, Europe, and APAC. Learn more at **braze.com**.

Documents / Resources
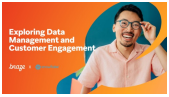
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References

- ⓑ **Braze Customer Engagement Platform**
- **User Manual**