



FROM INSIGHTS TO ACTION

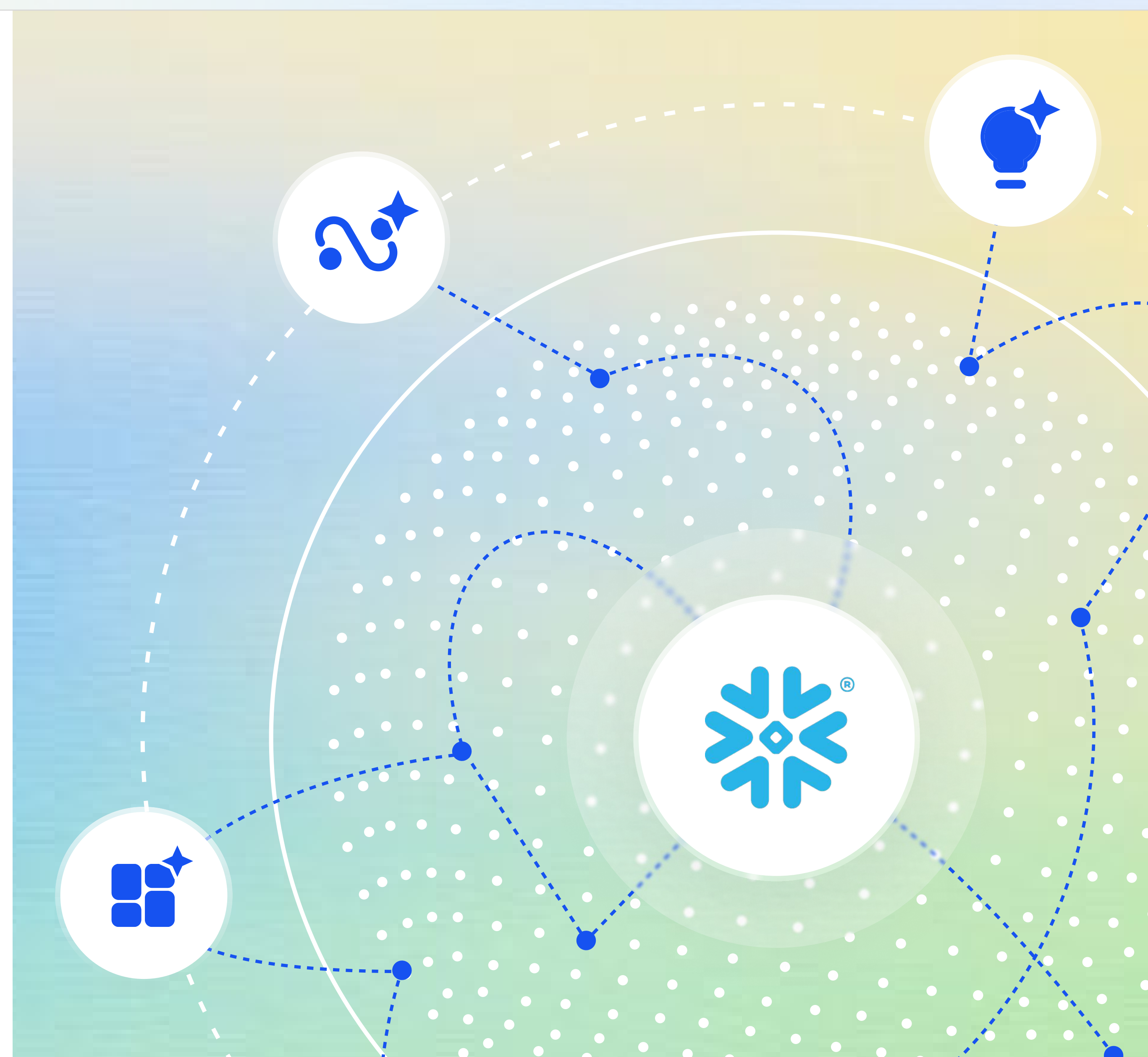
Activating Snowflake Intelligence **with GrowthLoop**

Our AI agents work together to close the loop between analysis and execution

GrowthLoop's agentic AI activates your customers' data intelligence on any marketing channel, making campaigns smarter, faster, and fully personalized.

GrowthLoop AI Studio

- ✦ Augments Snowflake Intelligence with marketing-tailored AI agents
- ✦ Designs omnichannel marketing campaigns built for distinct audiences
- ✦ Continually analyzes campaign results for instant optimizations
- ✦ Rapidly accelerates the full marketing lifecycle



Why GrowthLoop + Snowflake?

Our specialized AI agents partner with marketers to accelerate the entire campaign lifecycle, with a user-friendly interface for seamless analysis and activation. Your customers will increase and optimize their Snowflake consumption by democratizing data access for every team, creating new use cases and more campaigns.

- ✦ **Fast time-to-value:** Organizations are active on GrowthLoop in as little as two weeks
- ✦ **Simplicity:** Anyone can explore data and create audiences using natural language prompts
- ✦ **Speed:** Real-time insights and activations happen directly from Snowflake
- ✦ **Security:** Data never leaves the Snowflake environment, preserving compliance and control
- ✦ **Flexibility:** Power AI assistants with leading LLMs, including GPT-4.1, Claude 4, and Claude 3.5

Who does GrowthLoop help?

- ✦ **VPs of martech** building lean stacks for personalization and self-service audiences
- ✦ **CMOs + executives** accelerating revenue through smarter campaigns
- ✦ **Marketing teams** executing personalized campaigns at scale
- ✦ **VPs of data/engineering** balancing operational efficiency with data security
- ✦ **Data teams** struggling with constant audience pull requests

Ready to learn more?

Contact Kyle Martinowich, VP of Sales
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How to sell into marketing teams

and accelerate ramp with GrowthLoop + Snowflake

Why marketers matter

Marketers have independent budget and decision making power because they drive revenue growth. They also tend to move much faster because they have quarterly revenue goals to hit.

- ✦ For Greenfield Accounts, this gives you a chance to “land” with Marketing workloads without “waking the bear” by convincing the CTO / CIO to displace an incumbent.
- ✦ For Existing Accounts, marketers need to segment, personalize, and measure. This adds data sources (e.g. all engagement data) and helps accelerate the urgency (accelerating ramp times). It also associates Snowflake with revenue generation, which helps justify larger ramped spend.

Why selling into marketers is challenging

- ✦ Marketers’ business goals do not obviously connect to the Data Cloud, so it’s not important to them.
- ✦ Marketers do not “touch” Snowflake because they do not know SQL, so they are effectively locked out of Snowflake even if it’s available at their organization.

The strategy

Identify the key marketer personas and connect the data cloud to their marketing goals and programs via starter questions and use cases.

About GrowthLoop

- ✦ A Snowflake Native App
- ✦ Available on Marketplace
- ✦ US-based customers can purchase with MCD
- ✦ AI Integration with Snowflake Cortex
- ✦ GrowthLoop runs entirely inside Snowflake, reinforcing Snowflake as the system of record
- ✦ “One to Watch” on the Modern Marketing Data Stack

