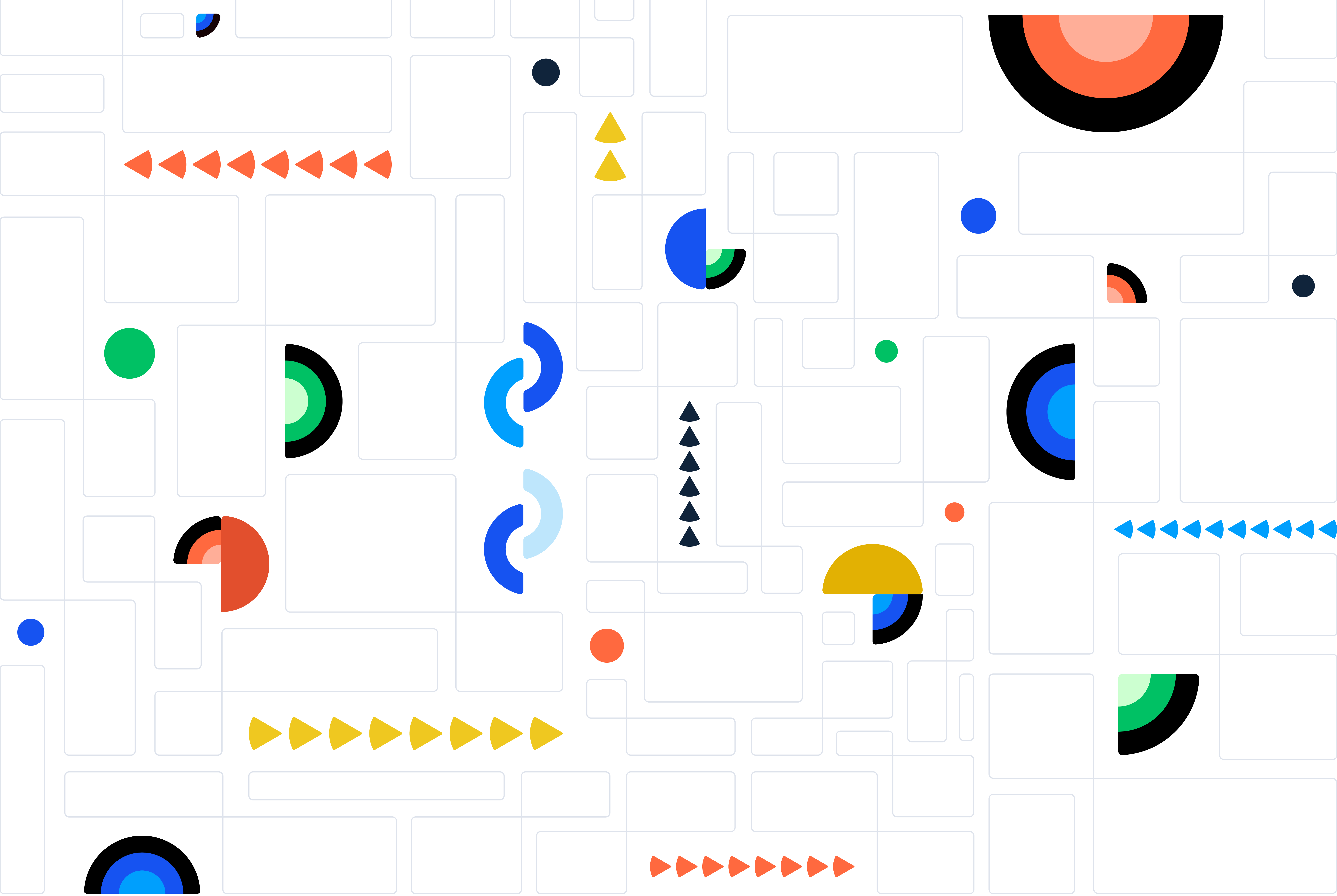




Activating the Data Cloud

Composable CDP on Snowflake



GrowthLoop



snowflake®

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Introduction

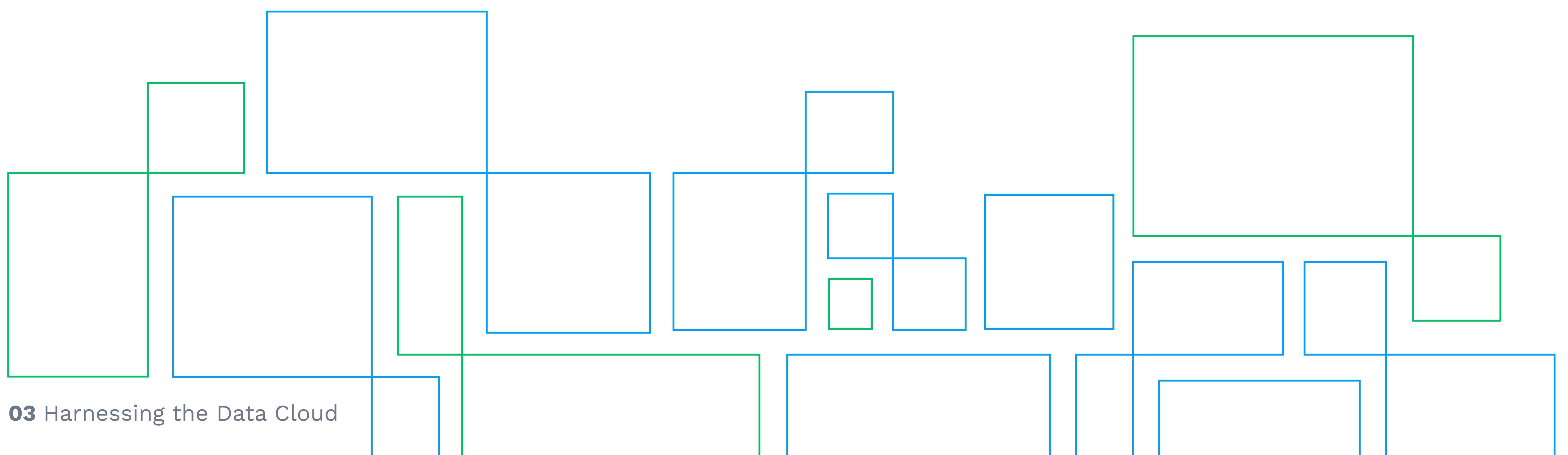
In today's business landscape, data is king. But for marketing teams, leveraging customer data using traditional solutions is trickier and costlier than it should be.

Traditionally, marketing teams have centered their tech stack around customer platforms like the marketing cloud or customer data platform (CDP). While these solutions can be powerful tools to reach customers, they suffer from technical growing pains and a lack of flexibility that make it difficult for marketing teams to fully leverage their capabilities. Moreover, in the past few years the emergence of the data cloud has unlocked new possibilities for data-driven marketing -- and created additional challenges for existing customer platform infrastructures.

The **composable CDP** is a flexible, powerful solution that solves the problems of traditional customer platforms by partnering directly with the Data Cloud.

A composable CDP is built with modular components, allowing marketers to leverage all the company's data and integrate various specialized tools based on their specific needs.

In this whitepaper, we will delve into the advantages and inherent challenges of traditional marketing clouds and CDPs. We'll then explain the concept of the composable CDP, and how partnering directly with the Data Cloud can unlock the potential of the marketing team to experiment and iterate, with fewer technical frustrations. Finally, we'll introduce you to GrowthLoop's composable CDP powered by Snowflake, and explain how your marketing team can harness GrowthLoop + Snowflake synergy to drive innovation and growth.



The evolution of marketing clouds and CDPs

Traditionally, marketing teams have centered their tech stack around one of two technologies: the traditional marketing cloud and the customer data platform (CDP).

What is a marketing cloud?

In the early days of digital marketing, the marketing cloud emerged as an all-in-one solution encompassing data warehousing, business intelligence, segmentation, journey orchestration, and delivery layers. Marketing clouds played a vital role in consolidating marketing technologies and processes, and the technology has seen significant growth. Citing insights from [Market Statsville Group \(MSG\) research](#), it's clear that the realm of marketing cloud platforms is poised for remarkable expansion in the years to come. In accordance with MSG's forecasts, the global market is anticipated to undergo substantial growth, surging from its 2022 valuation of USD 12.2 billion to an impressive projected worth of USD 25.9 billion by the year 2033.

However, as companies build up their first-party data infrastructure, teams that rely solely on marketing clouds are encountering significant challenges stemming from the rigidity of marketing cloud platforms, as well as incomplete data utilization and effectiveness. In a survey conducted by [Gartner](#), which encompassed the insights of nearly 400 marketing executives during the months of November and December in 2022:

76%

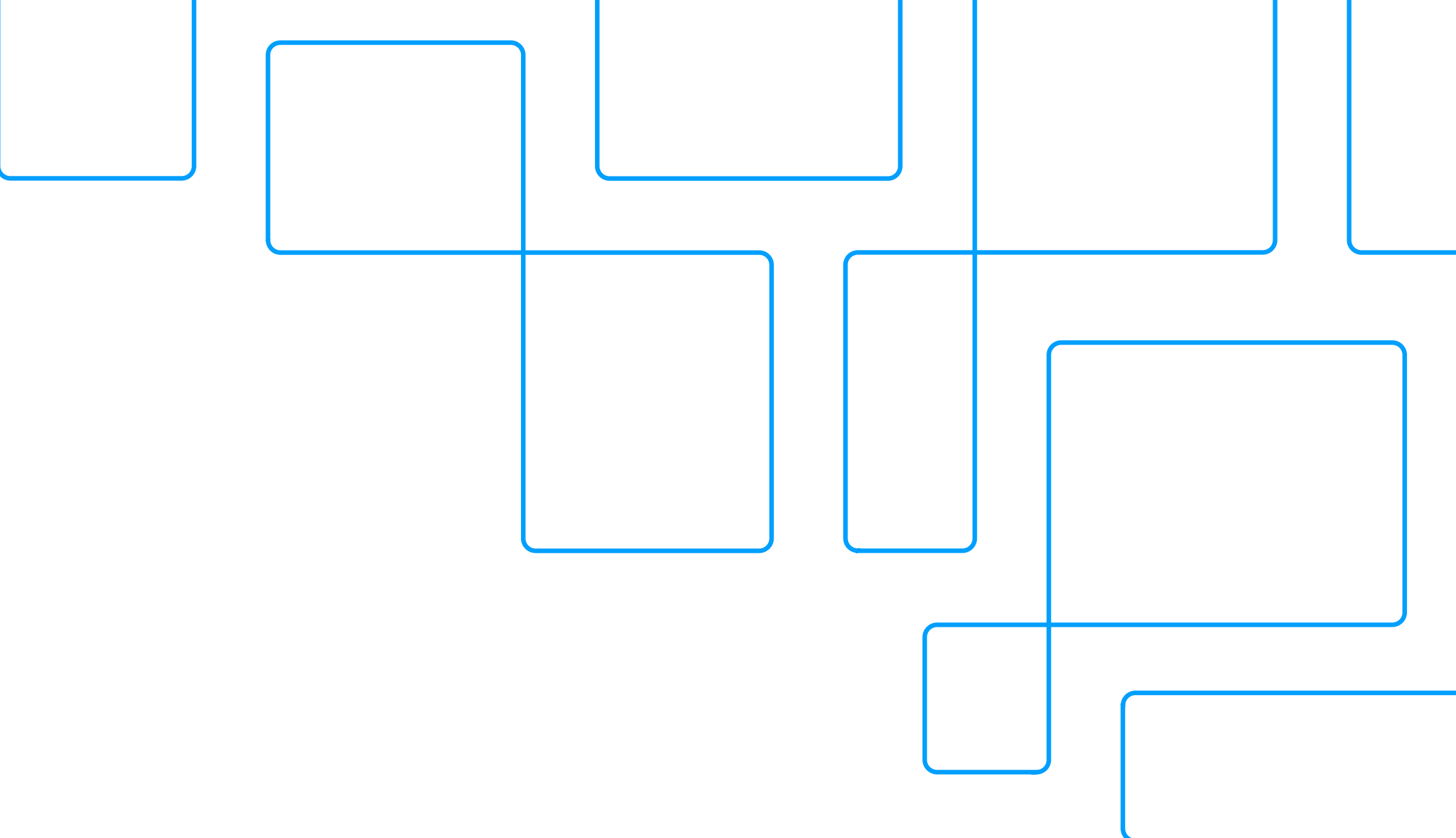
of participants acknowledged the impact of third-party cookie deprecation.

They concurred that this shift is compelling them to intensify their emphasis on enhancing first-party data gathering initiatives. The aspirations for positive outcomes are ambitious, with a notable

82%

of those surveyed indicating their organization's firm commitment to leveraging first-party data

as a pivotal strategy for promptly delivering value to their customer base.



What is a CDP?

Customer data platforms, or CDPs, have gained prominence as a specialized solution for managing customer data across various touchpoints and channels. These platforms unify customer data from online data sources, providing a single customer view to enhance marketing personalization and customer experiences. Marketing teams can access this

profile to activate campaigns to a variety of end destinations.

However, despite their increased flexibility, CDPs present unique challenges that marketers need to consider, especially when it comes to integrating offline data sources, data team access, and scaling up to the company's needs.

Limitations of traditional marketing clouds and CDPs

Traditional marketing clouds and CDPs face challenges due to the **rigidity of their platform design** and the **difficulty of integrating disparate data sources**. Below are 6 key challenges for marketing teams to consider when incorporating a traditional marketing cloud or CDP at the center of the tech stack:

1 Implementation complexity and compatibility issues.

Marketing clouds and CDPs require a months-long, resource-intensive implementation process involving the integration of various existing systems and technologies. Beyond creating delays and increased costs, compatibility issues between technologies can lead to data inconsistencies and difficulties in leveraging data from various sources, especially due to schema mapping.

2 Overreliance on the engineering team.

Even after integration, the marketing team must still rely on the data and engineering teams to sync new first-party data from the Data Cloud and pull customer lists. As data sources and volume grow, the marketing team devotes increasing time and resources to troubleshooting the customer platform rather than experimentation and iteration.

Limitations of traditional marketing clouds and CDPs, contd.

3 Scalability limitations.

Due to rigidity in their platforms, traditional marketing clouds often struggle to scale effectively, resulting in performance bottlenecks and constraints on marketing initiatives. This is a particular problem for businesses experiencing rapid growth or dealing with large volumes of customer data.

4 Data silos and fragmentation.

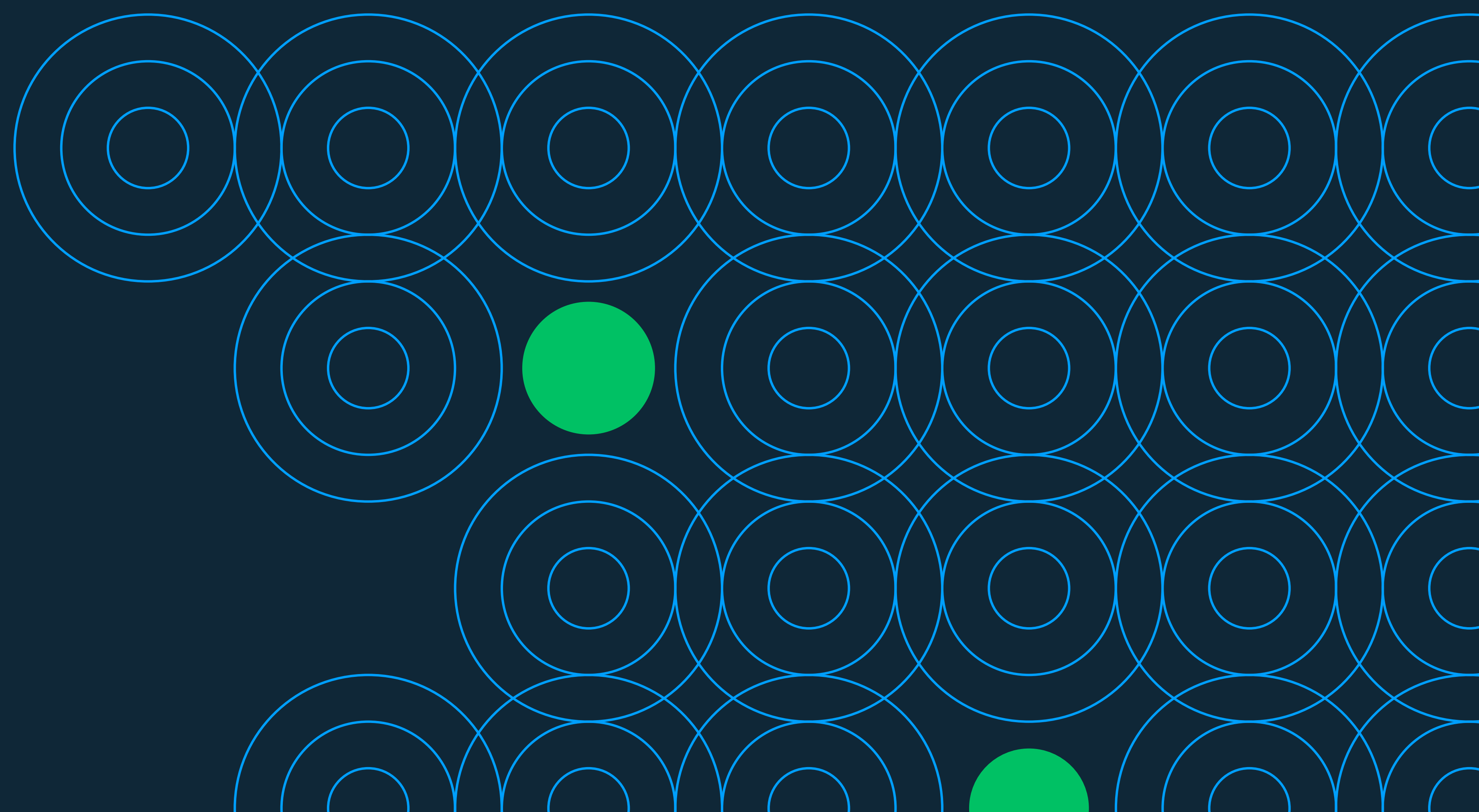
Since marketing clouds and CDPs store a second -- and often less comprehensive -- copy of known customer data, they can create data silos and make it difficult to obtain a unified view of customer data across different channels and touchpoints. This data fragmentation hinders personalized and targeted marketing efforts. Data science teams typically cannot access the data directly to create predictive models or leverage the data for Generative AI to use cases.

5 Lack of flexibility and agility.

Many marketing clouds exhibit rigid structures that can limit marketers' agility and responsiveness to market dynamics. These barriers slow marketing teams' ability to experiment with campaigns, adapt quickly, and implement agile strategies.

6 Limited insight extraction.

Extracting meaningful insights from marketing clouds and CDPs can require specialized skills and expertise in data analysis and interpretation. This lack of accessibility can impede effective decision-making and marketing performance optimization.



Solution: Innovation powered by the Data Cloud

While CDPs and marketing clouds offer distinct advantages, they also pose unique challenges to a marketer trying to activate their customer and prospect data. However, it is now possible to overcome these barriers and combine the strengths of both approaches by leveraging the foundational infrastructure of the Data Cloud.

What is the data cloud?

A Data Cloud is a platform that allows companies to bring all their data together in one place. Because data is no longer scattered across different platforms and physical data storage centers, with a Data Cloud organizations can make better decisions based on real-time information, break down barriers between different types of data, and find new ways to grow and innovate. Snowflake's Data Cloud has transformed how organizations handle and utilize their data.

Key features of the Snowflake Data Cloud

Because it brings all the company's data together in one place, Snowflake's Data Cloud makes it easier for businesses to manage and use data effectively. Many teams have already realized some of the key advantages to having Snowflake at the center of the technology stack:

- 1 Scalable data storage.** Snowflake offers a scalable and flexible data storage infrastructure, allowing organizations to handle massive volumes of data and accommodate growth without compromising performance.
- 2 Advanced analytics capabilities.** With its advanced analytics features, Snowflake enables organizations to derive valuable insights from their data, providing actionable intelligence for effective decision-making and strategic marketing initiatives.
- 3 Security and data governance.** Snowflake prioritizes data security and governance, implementing robust measures to protect sensitive information while ensuring compliance with industry regulations and standards.

Snowflake's extensive feature set eliminates the technical difficulties caused by storing data in silos across different platforms. This accessibility in turn creates *flexibility* for teams who want to use the company's customer data, since the Data Cloud eliminates integration and data compatibility issues.

In other words, The Snowflake Data Cloud provides the perfect foundation for a flexible, composable CDP to unlock agility for marketers through data activation.

What is a composable CDP?

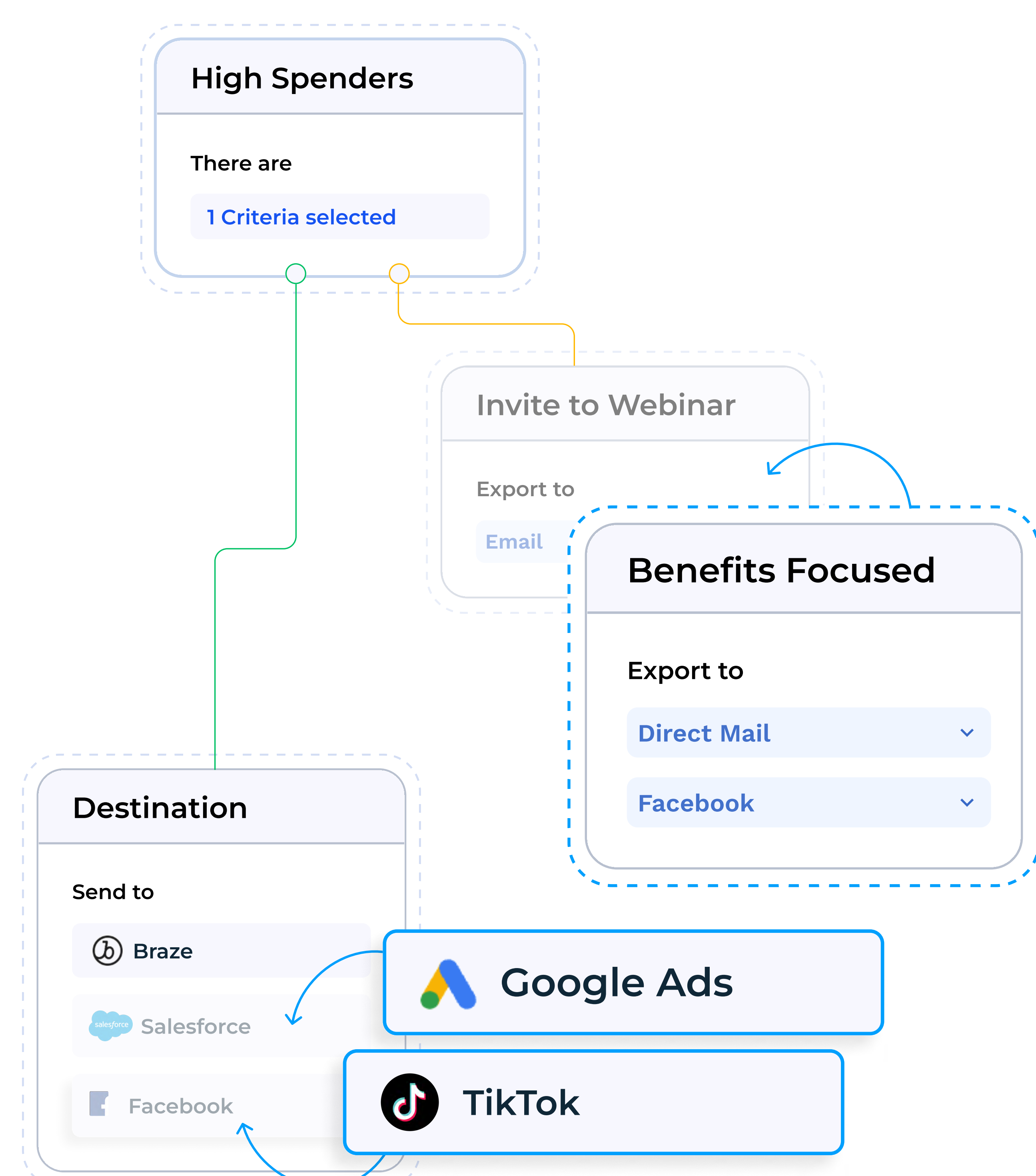
A **composable CDP** refers to a marketing technology infrastructure that is built upon modular and interoperable components, allowing marketers to assemble and *integrate various specialized tools and capabilities based on their specific needs*.

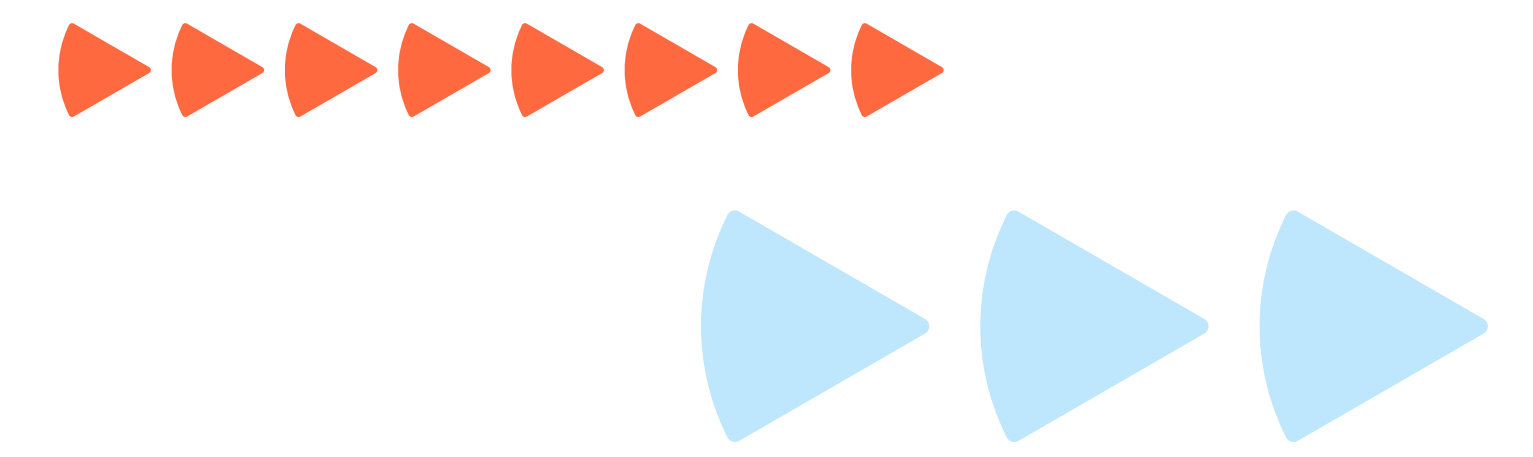
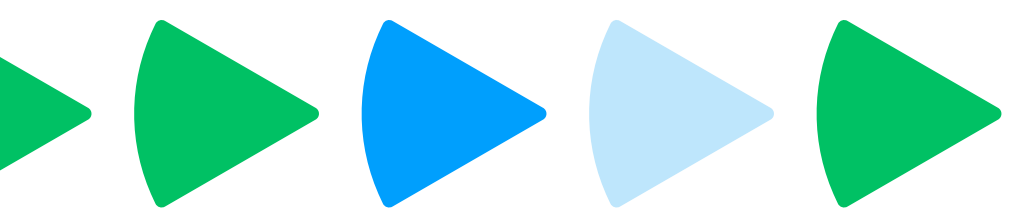
Unlike traditional monolithic marketing cloud solutions, a composable CDP offers flexibility and agility by enabling marketers to mix and match best-of-breed applications and services from multiple vendors.

This approach allows for seamless integration, customization, and scalability, empowering marketers to create a tailored and efficient marketing technology stack that aligns with their unique business requirements.

The focus of a composable CDP is to provide marketers with the freedom to choose and optimize the tools and services that best support their marketing strategies and objectives.

Because the Snowflake Data Cloud brings all the company's data together in one place, it directly enables the flexibility and agility of a composable CDP.





Advantages of the composable CDP

A composable CDP in partnership with Snowflake provides significant advantages over traditional marketing clouds or CDPs:

- **Drop into your stack.** A composable CDP
 1 is built on a modular architecture, which allows marketers to select and integrate individual components or services based on their specific needs.

Why does this matter?

This modularity provides flexibility, scalability, and the ability to easily swap out or add new components as marketing needs evolve. Marketers can select specialized tools and services that align with their specific goals, enabling them to create personalized customer experiences, tailor marketing campaigns, and deliver relevant content to their target audience.

- **Interoperability.** The composable CDP enables seamless integration and data
 2 flow between different components and systems.

Why does this matter?

This allows marketers to connect various tools, platforms, and data sources, facilitating a unified view of customer data and enabling efficient data-driven marketing strategies. Interoperability eliminates data silos, enhances collaboration across teams, and enables marketers to leverage the full potential of their marketing technology stack.

- 3 **Customization and personalization.** A composable CDP allows marketers to tailor the platform according to their unique requirements.

Why does this matter?

The ability to customize and personalize the marketing tech stack allows marketing teams to find what works for them. The team can adapt the platform to fit their needs, not the other way around.

- 3 **Agility and innovation.** The modular nature of a composable CDP enables marketers to easily add or remove components, integrate emerging technologies, and explore new marketing channels.

Why does this matter?

Agility fosters continuous improvement, enables faster time to market, and empowers marketers to stay at the forefront of marketing trends and consumer preferences.

The activation layer: GrowthLoop + Snowflake

GrowthLoop is a composable CDP Powered by Snowflake. GrowthLoop's platform sits directly on top of Snowflake's single-source-of-truth data, eliminating the challenges inherent to marketing clouds and CDPs. Unlike traditional solutions that require syncing and maintaining another partial copy of the company's data,





GrowthLoop is an **activation layer** that allows marketing teams to leverage all their company's data in an intuitive, no-code interface.

The GrowthLoop composable CDP on Snowflake empowers marketers with self-service capabilities, *bridging the gap between technical expertise and marketing execution*. While Snowflake provides a robust foundation for data storage previously accessible only to the analytics team, GrowthLoop enables marketers to leverage the power of Snowflake without relying on data partners or intricate SQL queries. As many businesses are already investing in data platforms like Snowflake, GrowthLoop enables marketers to tap into this vast resource.

With GrowthLoop's intuitive user interface, marketers can effortlessly target precise and impactful customer journeys across multiple tools, significantly reducing the time required for segmentation and measurement, and driving smarter marketing outcomes in a matter of minutes. This fast time-to-value enables an experimentation loop where marketing teams can rapidly test strategies, measure the results of those activations, and do better next time -- within GrowthLoop + Snowflake.

Snowflake and GrowthLoop are two innovative technology platforms that, when combined, create a powerful synergy for marketers. Together, these platforms offer a comprehensive solution that enables marketers to unlock the full potential of their data and drive impactful marketing outcomes.



Supercharged capabilities

Building upon Snowflake's expansive feature set, GrowthLoop provides six key benefits to teams, elevating your marketing efforts and driving rapid experimentation and growth:

- 1 **Accelerated time-to-value.** Organizations that opt for GrowthLoop can kickstart their journey in less than two weeks, ensuring swift value realization in a fast-paced business landscape. If your company's data is already in Snowflake, the platform can be activated in just a few minutes.

Use Case Example:

Adding a new martech platform can be intimidating and resource-draining. GrowthLoop's team is continuing to innovate to get organizations using GrowthLoop faster: the current record is two hours.

- 2 **Self-serve audience building.** GrowthLoop streamlines your marketing processes and reduces reliance on engineering support. The no-code, self-serve interface empowers your marketing team to swiftly build target audiences for any marketing channel and launch campaigns within minutes.

Use Case Example:

A marketer for an entertainment venue is creating a campaign to drive participation in a community service event. Because this event is based in the local community, the marketer can easily build an audience of fans within a 25 mile radius of the location.

- 3 **Orchestrated journeys across marketing tools.** Maximize the performance of your preferred marketing tools by seamlessly orchestrating customer journeys across channels. By leveraging the right customer data, you can enhance the effectiveness and coordination of your marketing efforts.

Use Case Example:

That same marketer has an entire calendar of off-season events to promote. Using the same local audience built, they can create a full orchestrated journey of ensuring all of the events are promoted at the right time.

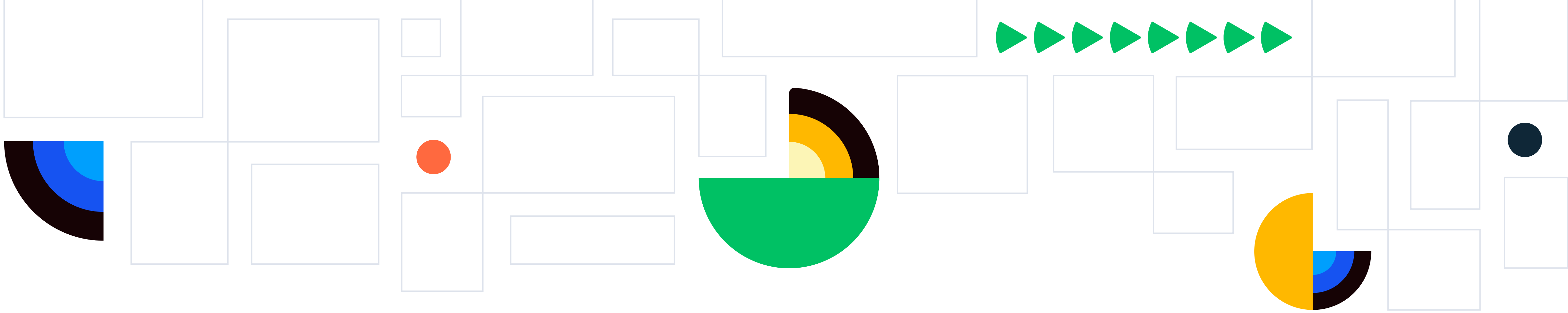
- 4 **End-to-end results measurement.** GrowthLoop enables comprehensive end-to-end measurement of any metric, directly in Snowflake. By assessing results directly on your analytics stack, you can make data-driven decisions and swiftly adapt your strategies for optimal outcomes.

Use Case Example:

Email campaign that drives a lot of revenue, but the profit margin is less than average, consider changing up the targeting of the email campaign.

- 5 **Single source of truth.** Because GrowthLoop's platform sits directly on top of the Snowflake Data Cloud, it simplifies your data landscape. By leveraging reliable and complete data, you can operate with confidence in your single source of truth and deliver a more seamless and targeted experience for customers.

- 6 **Harness the power of AI.** GrowthLoop is purpose-built to leverage the power of AI, including predictive models and generative AI. Empower your marketers to create audience segments tailored to their goals, enabling precise targeting and impactful engagement.



FAQ

When considering the adoption of any new technology, it’s natural for marketing leaders to have concerns about platform usability, integration with their existing tech stack, and potential ROI. As your trusted partners, we understand your concerns and are here to support you every step of the way. Here are answers to a few questions that frequently come up in the decision-making process.

Question	Answer
“My data isn’t in Snowflake yet. Can I still use GrowthLoop?”	We have assisted numerous clients in migrating their data into Snowflake. Through a collaborative partnership with the Snowflake team, we can leverage our additional hands-on expertise to expedite the process and get you up and running.
"My data in Snowflake is still unstructured and not optimized for marketing purposes. Can I still use it?"	As companies experience growth, large volumes of data are swiftly accumulated in the Data Cloud, often without appropriate modeling. We have helped many companies successfully model their data, and we can help you do so as well in order to leverage the complete feature set of GrowthLoop. You’ll likely need less data than you think to get started with your first use cases.
"I see the benefits of a composable CDP, but my team still prefers their existing marketing tools."	GrowthLoop can also enhance existing tools, establishing interconnectedness to provide marketers with a comprehensive 360-degree view of their customers. Talk to us, and we can show you how it works with your existing stack.

With our deep expertise and proven track record across industries, we have helped countless marketing teams harness the full power of Snowflake and GrowthLoop, **ultimately driving significant growth and value.** We are committed to ensuring a seamless and empowering experience for your team.



Client success stories

GrowthLoop + Snowflake has helped numerous marketing teams activate their data and drive innovation and growth. Here, some of our valued customers share their firsthand experiences and explain their decision to embrace GrowthLoop as the preferred activation layer for the Snowflake Data Cloud.

“GrowthLoop activates the Snowflake Data Cloud for our marketing team, which means the Lifecycle Segmentation models developed by our Marketing Analytics team are available across our marketing channels.”

Judy Nam
VP of SMB Marketing, Indeed

indeed

“GrowthLoop has become an integral part of our modern data stack, and we're excited to see what other opportunities it can unlock for us in the future.”

Hart Zwingelberg
Senior Director of Business Strategy and Intelligence,
BigTen Conference

BIG

The path forward

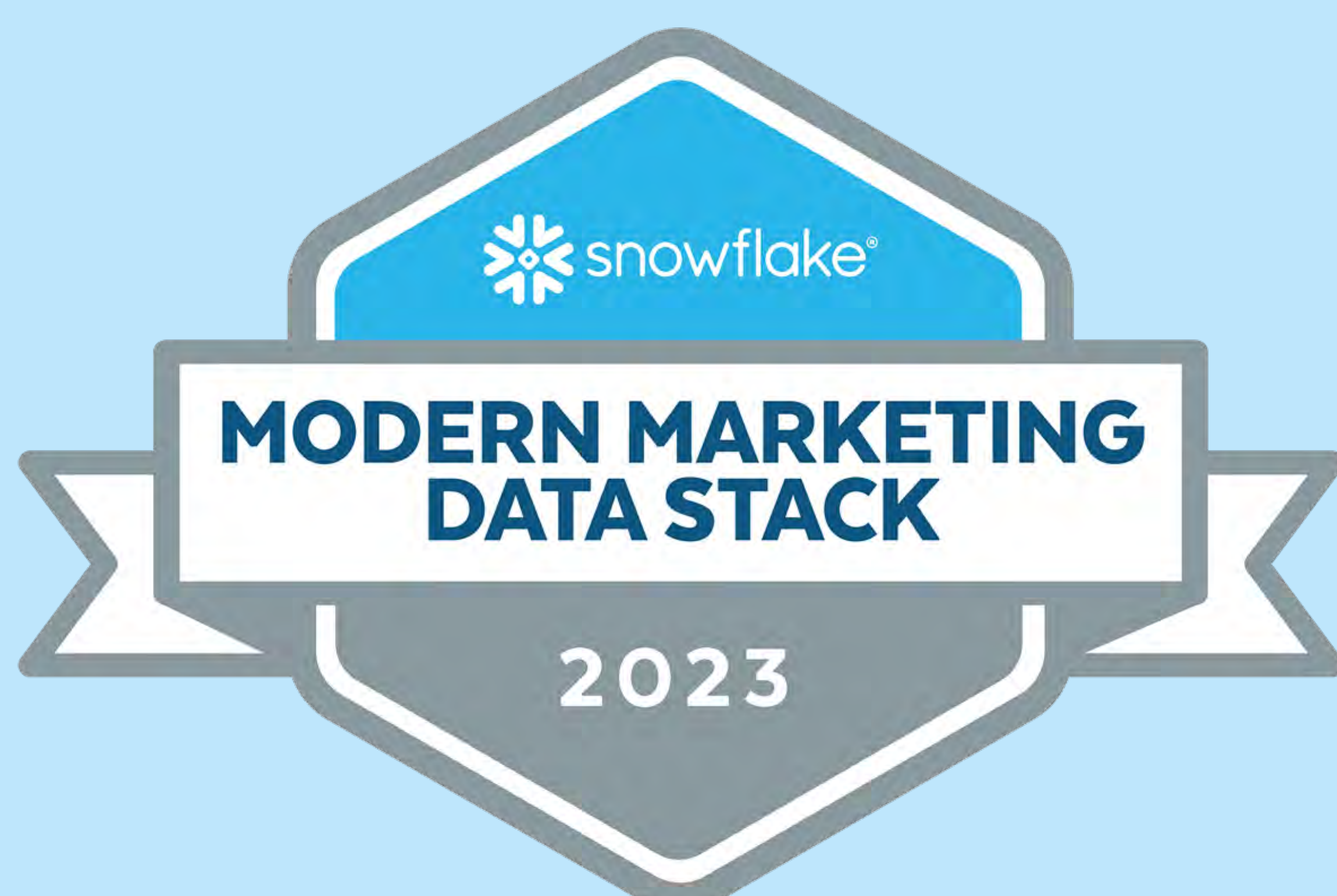
As we have explored in this whitepaper, traditional marketing clouds and CDPs have proven to be partial solutions for marketers. Both types of platforms come with limitations that hinder their effectiveness, including prolonged time-to-value, constant tech support and troubleshooting, limited data activation, and platform rigidity.

GrowthLoop's composable CDP on Snowflake offers a game-changing solution. Instead of requiring more third-party data storage, GrowthLoop serves as an activation layer that sits directly on top of your single source of truth in Snowflake. Its intuitive, no-code platform empowers marketers to unlock the full potential of their data by building audiences, launching campaigns, and measuring outcomes with ease. By enabling marketers to self-serve, the GrowthLoop + Snowflake solution unlocks rapid-pace innovation and an experimentation loop that drives growth for your business.

If you're interested in transforming your tech stack and embracing a modern composable CDP we encourage you to schedule a collaborative workshop assessment with our team. Together, we'll conduct a comprehensive evaluation of your specific use cases, and you'll come away with an action plan specifically tailored for your organization.

Let's Get Started

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Partner with Snowflake-recognized solution providers

GrowthLoop was named a "One to Watch" in the Customer Data Activation category of Snowflake's 2023 Modern Marketing Data Stack Report.