Elevate Marketing Through AI



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Snowflake

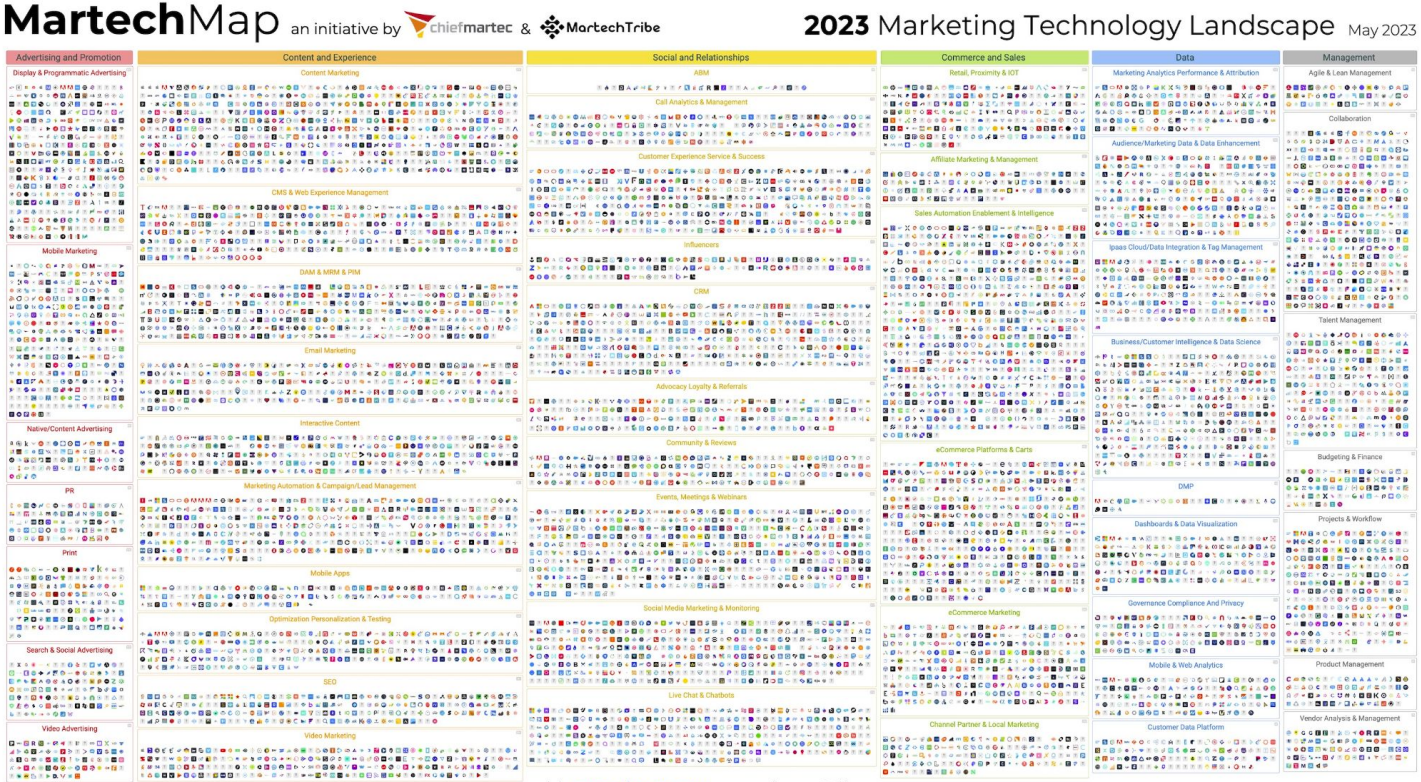
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Agenda

1. Marketing Industry Trends
2. Snowflake for Marketing
3. Marketing Intelligence at Snowflake
4. AI for Marketing Demos & Predictions in 2024

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Overwhelming 11,000+ MarTech Solutions!



visit martechmap.com to search, sort & filter

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Source: chiefmartec

Data-driven Marketing is (still) A Top Priority



63%

of CMOs expect to increase Martech investments in the next 12 months

What Marketers want to achieve…

Multi-Channel / Multi-Touch Attribution

I can optimize marketing spend and predict the return on marketing spend

Segment & 1:1 Focused Marketing

I know my customer segments and can optimize content and engagement accordingly

Exceptional Customer Experiences

I am using AI/ML to wow customers, make recommendations, and drive business outcomes

Businesses that use data-driven personalization recorded 5 -8X the ROI on marketing budgets

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Source: Invespro | State of Martech Report

Generative AI is Further Disrupting Marketing

$22B

Expected market size of AI in marketing (up from $1.9B in 2022)[1]

Feedback from marketers on AI usage in Marketing [2]

90% who use AI say it's effective for content creation.

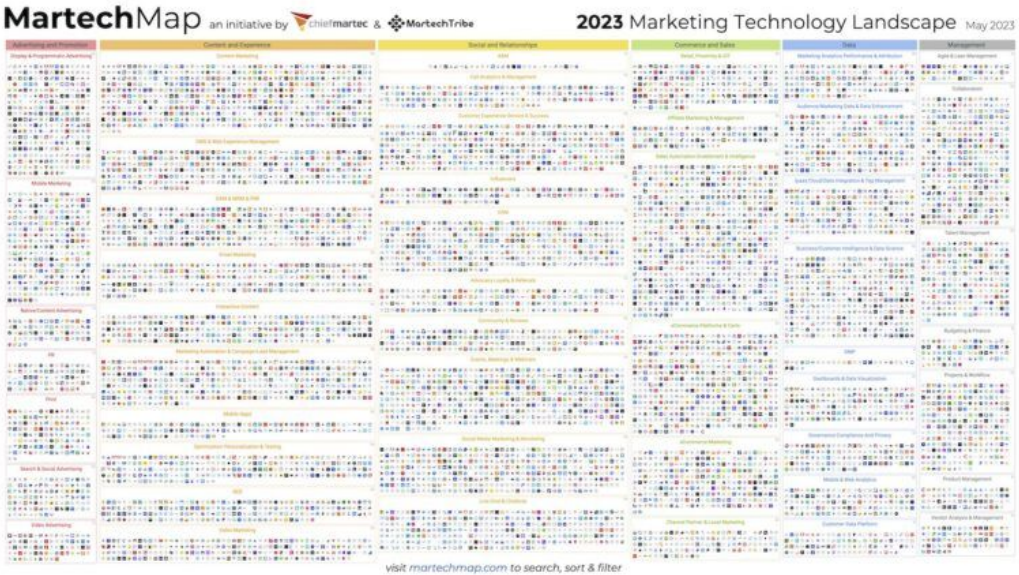
85% of marketing AI users say it boosts personalization.

66% who use AI today are using chatbots as their preferred AI tool.

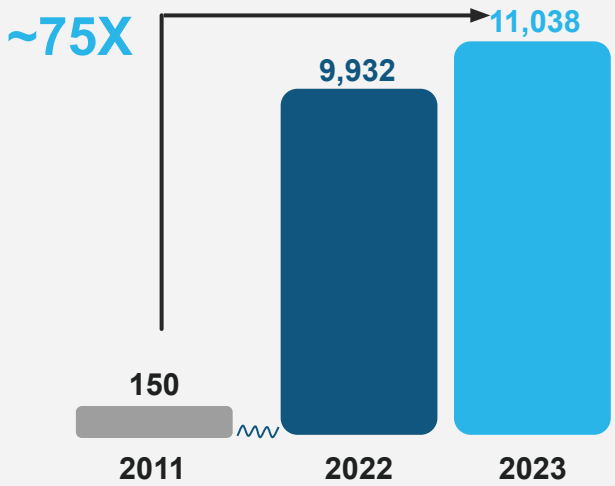
Source: (1) Statista - Generative AI in marketing - statistics & facts
(2) HubSpot (The State of Generative AI & How It Will Revolutionize Marketing)

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The core problem is fragmented data and a disconnected ecosystem



HIGHLY FRAGMENTED ECOSYSTEM [1]



Only 14% of marketers have a unified view of the customer [2]

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Source: (1) ChiefMartec, (2) Gartner

Introducing The Snowflake Data Cloud

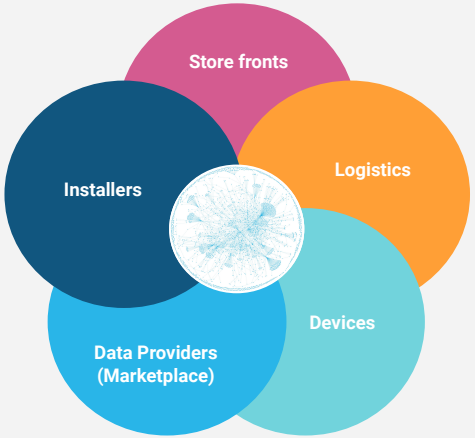
Workloads



aws Azure Google Cloud

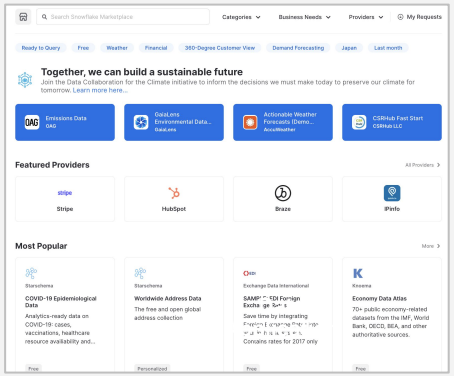
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Network



+

Marketplace



Data Assets, Services & Applications

/LiveRamp AccuWeather samooha
ACXIOM dun & bradstreet
neustar EQUIFAX experian.

One platform, one copy of data, many workloads

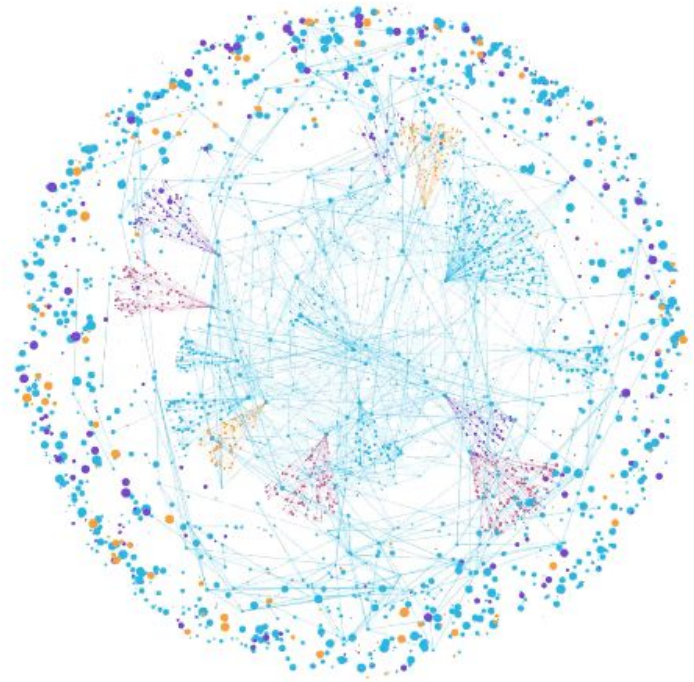
Secure and governed access to all data

Near-zero maintenance, as a service

Virtually unlimited performance and scale

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Snowflake for Marketing



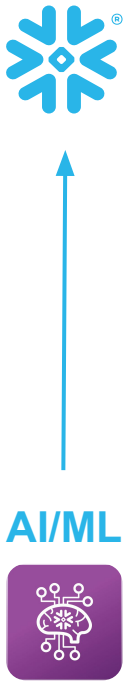
- **Single Source of Truth** for all your enterprise and customer data
- Secure and governed environment for **AI/ML powered marketing use-cases**
- **Applications** built around your data in the Snowflake Data Cloud

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Introducing Marketing Intelligence

Vision

Disrupt aged B2B marketing analytics practices



Execution

Predict real time ROI to dynamically optimize marketing programs

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Snowflake on Snowflake for Marketing

Customer Data Platform

Customer 360

Create a single view of customers on Snowflake

Segmentation & Planning

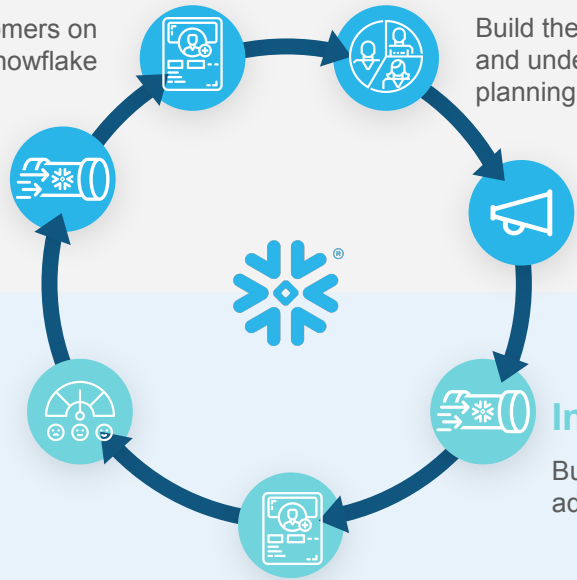
Build the most stable, accurate audiences and understand their demand for campaign planning

Ingest

Build a data foundation for customers including 1st party and 3rd party data

Activation

Activate directly from Snowflake to leading publishers and ad inventory sources without data movement or ETL



Marketing Intelligence Platform

Measure & Optimize

Understand holistic audience and campaign performance by connecting siloed data sets and optimize budget

Ingest

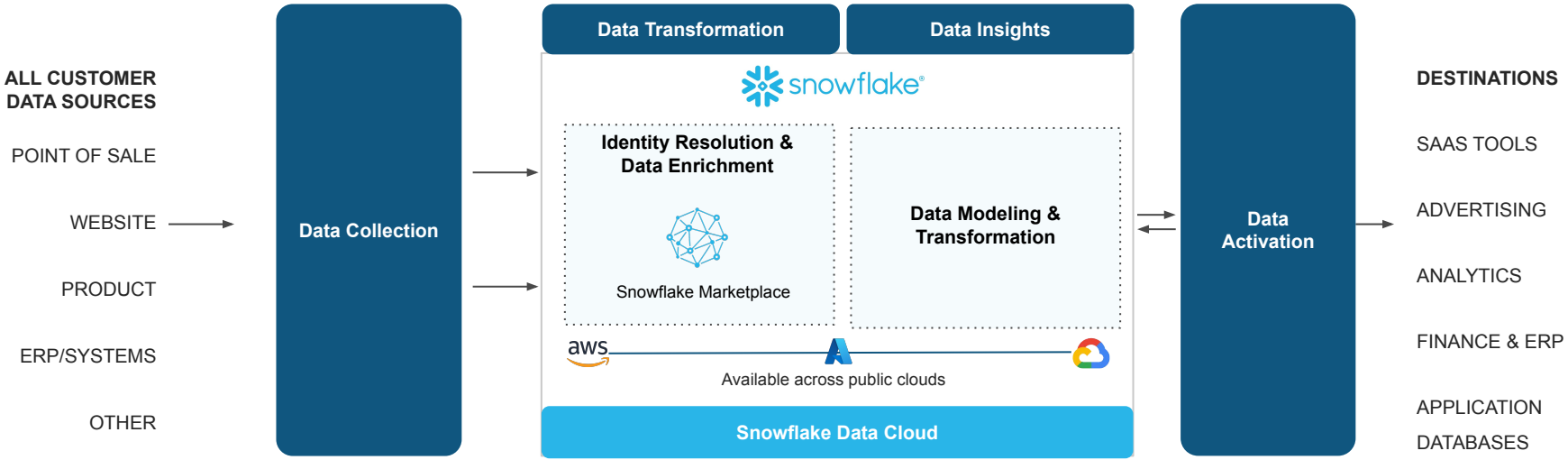
Build a data foundation for all marketing and advertising needs

Marketing 360

Create a comprehensive view on campaigns across multiple channels

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Use a Composable CDP on Top of Snowflake



Benefits

Work with **existing technology or specific best of breed** applications.

Increased control, flexibility and agility of customer model, data granularity and identity spine.

Marketers use **live data** for segmentation and activation on any channel.

Marketers can access all of their data **without copying, synching or mapping.**

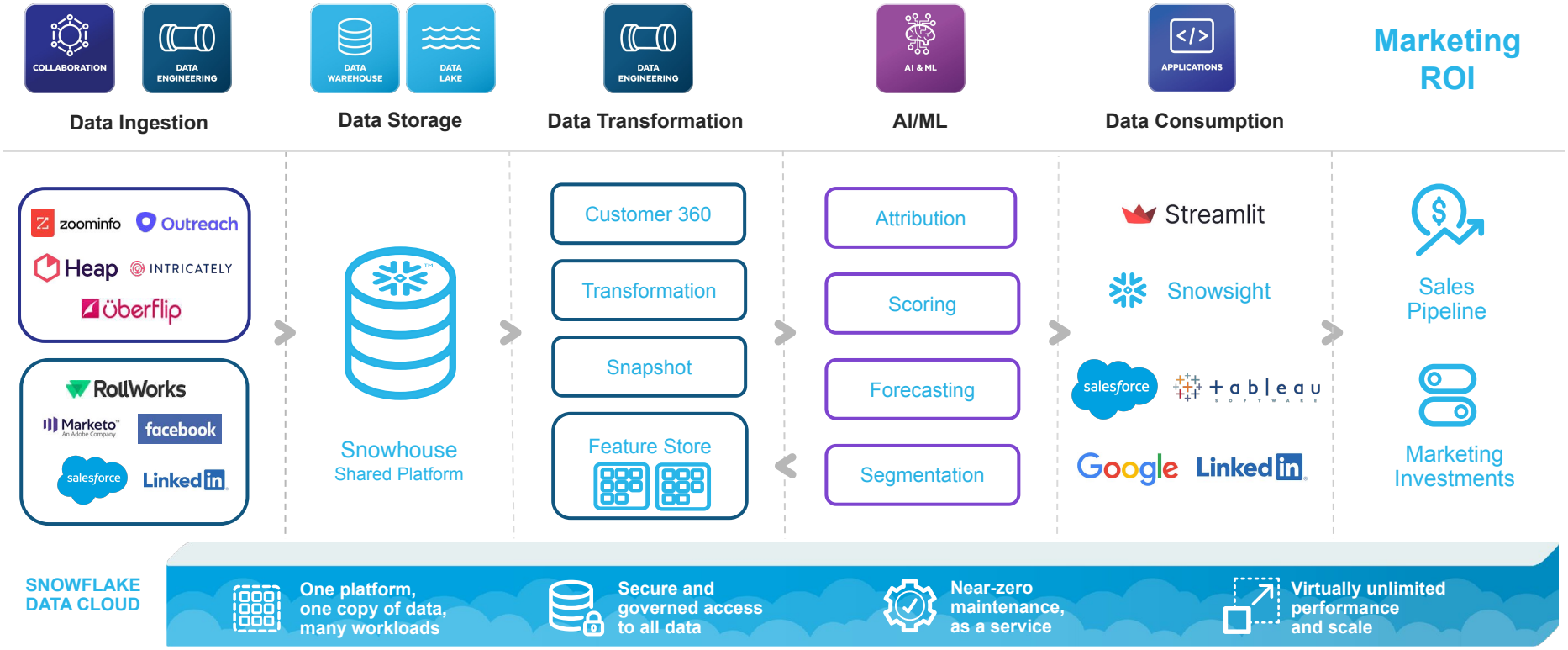
Risk reduction for data security, for monolithic vendor lock-in.

Considerations

- Leverages **existing investments** in Snowflake
- Suited for **organizations with data or technical resources** to manage and model data in Snowflake.

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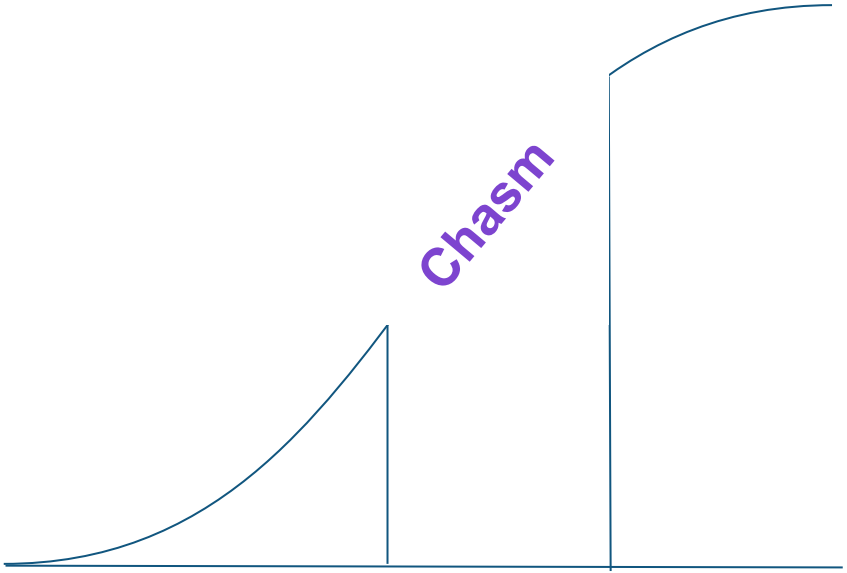
Marketing Intelligence Platform Powered By Data Cloud



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Opportunity: Chasm Between Industry and Snowflake

Where the Industry is at today



Common Customer Feedback

Wow

> Is this something we can buy from Snowflake?

> This was easily the most useful presentation I've ever seen from a vendor!

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Marketing Intelligence Solutions GTM Plan

Goal: To influence the industry through Snowflake Content and Solutions and drive customer acquisition and revenue growth

Snowflake for Marketing Book



8500+ Customers

Snowflake for Marketing Solutions

snowflake MARKETPLACE

SNOWFLAKE QUICKSTARTS

Conferences



Webinars



Blogs



Executive Meetings



Engaged 1000+ Unique Accounts

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Snowflake for Marketing Book

Goal: To influence the industry through the book and start or accelerate the adoption of Snowflake for Marketing



Expect to launch
in summer 2024

Chapters

- Industry Trends
- AI/ML
- Applications
- Marketing ROI
- Marketing Intelligence Platform

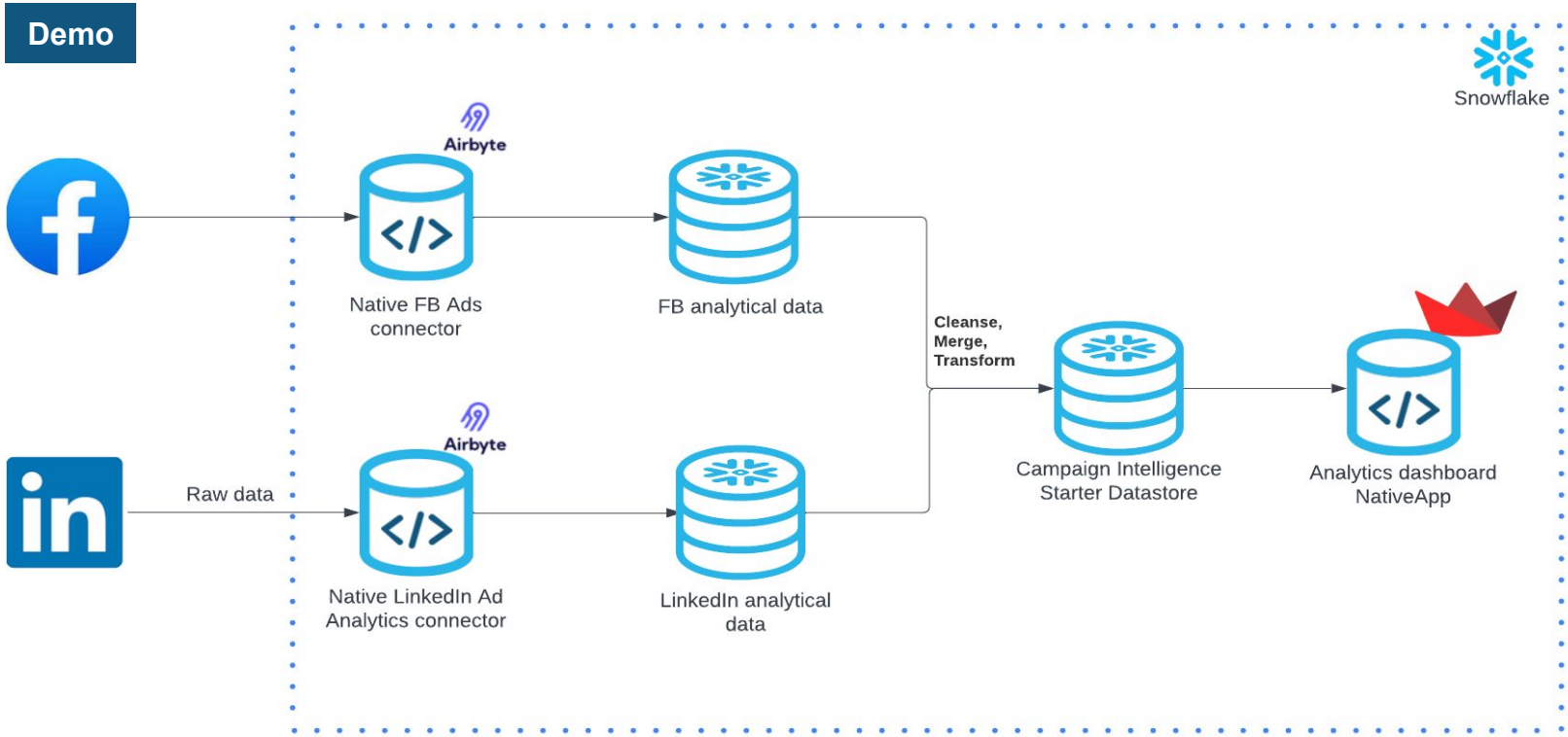
Audiences

- Marketing
- AI/ML
- Analytics
- MarTech
- AdTech

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Snowflake for Marketing Solution Reference Architecture

Goal: To package in-house solutions and take to market via system integrators and launch on Snowflake Marketplace



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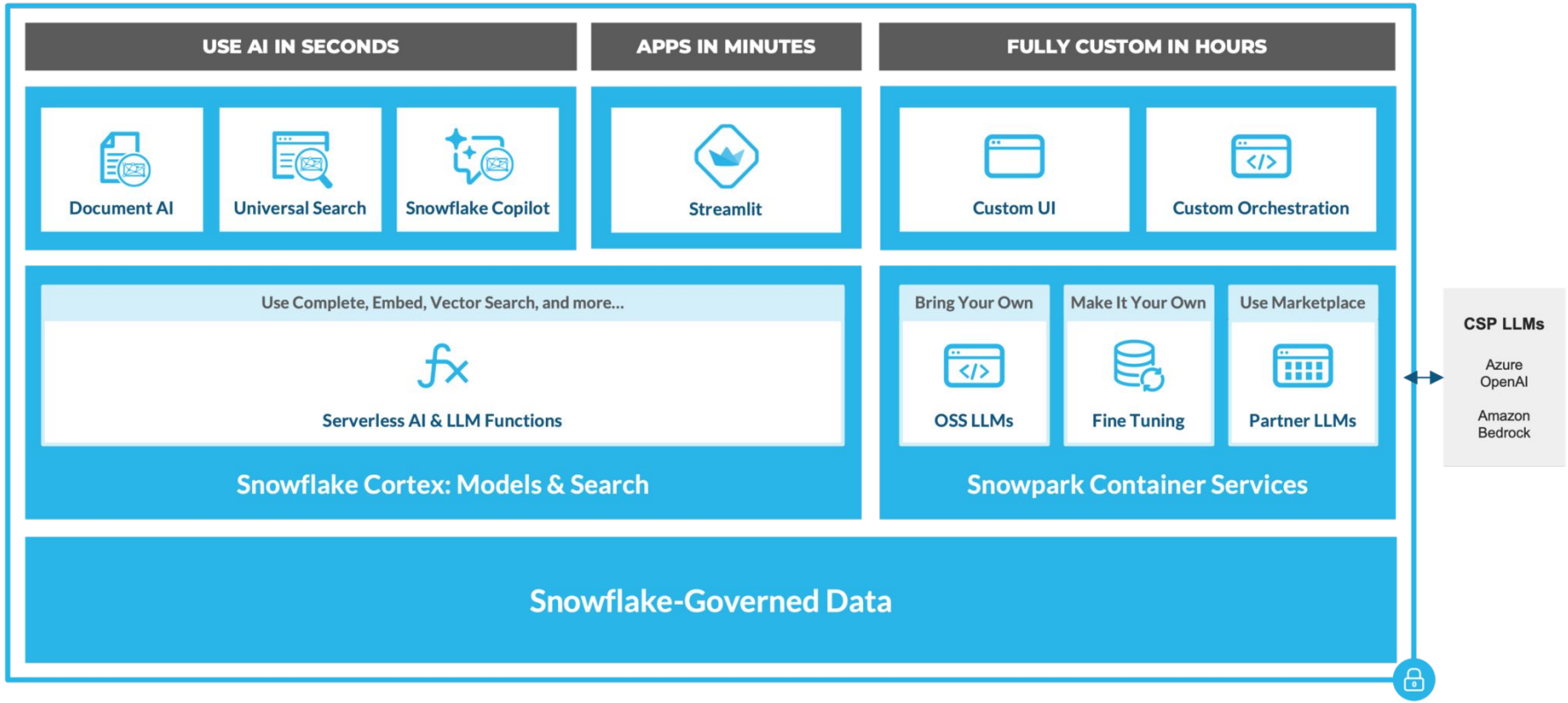
AI





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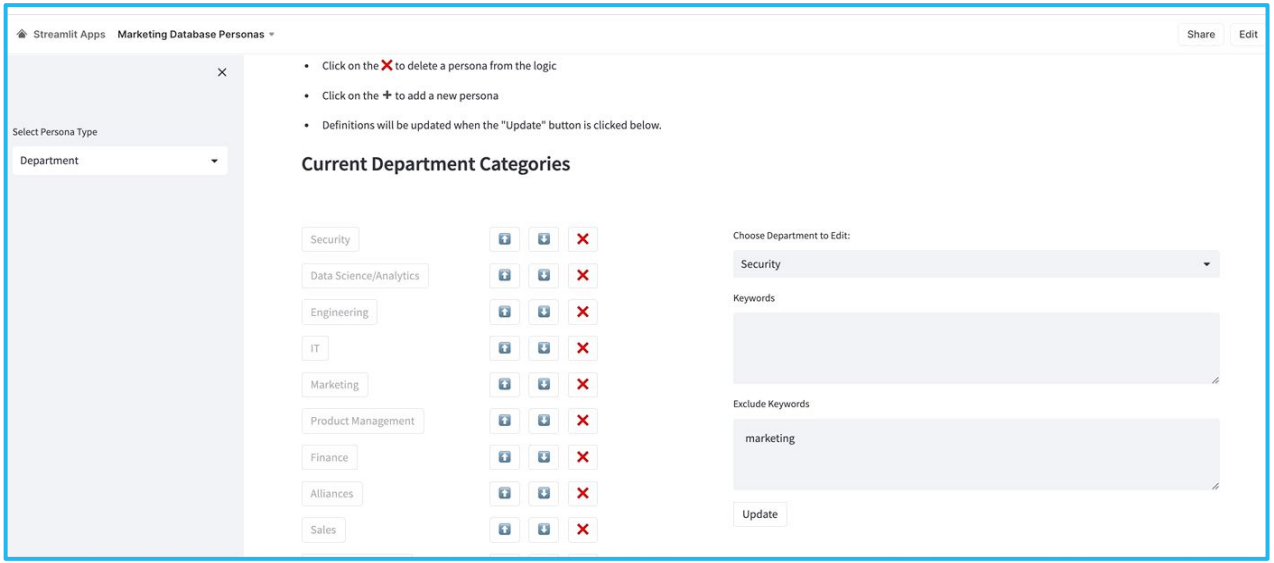
Snowflake for Gen AI & LLMs



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Interactive Segmentation Demo in Streamlit

Streamlit



- Streamlit is an open source Python framework for developing AI/ML applications
- Streamlit helps app builders securely build, deploy and share interactive apps in Snowflake

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Interactive Survey Analysis App

Powered By Snowflake Cortex

Architecture





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Top 5 AI for Marketing Predictions in 2024

1. AI will transform analytics through LLMs
2. AI will accelerate marketing experimentation and A/B testing
3. AI will advance segmentation and personalization
4. AI will be a co-pilot for copywriting and creation
5. AI will accelerate content localization

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THANK YOU



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