



ACTIVATE YOUR DATA IN SNOWFLAKE WITH FIVETRAN AND HIGHTOUCH IN 6 STEPS



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WHY FIVETRAN + SNOWFLAKE + HIGHTOUCH?

With the ever-rising number of disparate data sources, creating a centralized view of your customer data has never been more challenging. The Snowflake Data Cloud was architected from the ground up to break down data silos and become the single source of truth for your organization's data, regardless of format, source, or ingestion methodology. Once your data is in Snowflake, you can democratize access while maintaining strict governance and security. With near-instant elasticity and concurrency, you can ensure all teams and use cases have seamless access to data.

The first step in your journey to the Data Cloud is to figure out a scalable, easy solution to ingest all of your relevant data into Snowflake. [Fivetran](#) is a fully managed ELT platform that offers hundreds of data connectors to help you move data from your source to your analytics layer. After connecting to your source and receiving your data, Fivetran automatically normalizes, cleans, and writes data to an encrypted data store where it is then

incrementally loaded to your destination (i.e., Snowflake). With Fivetran supplying the data to your Snowflake environment, it's easy to create a continuous flow of data to power your dashboarding and reporting tools.

Once your data is in Snowflake, it's time to take action with [Hightouch](#). Unlike conventional ELT, Hightouch is a [Data Activation Platform](#) that uses [Reverse ETL](#) to sync data to more than [90 different destinations](#). Whereas Fivetran replicates data to Snowflake, Hightouch syncs your data in Snowflake to your operational tools. With Hightouch, you can leverage your existing dbt data models or simple SQL. All you have to do is define the proper columns in your data model and map them to the appropriate fields in your destination. .



CASE STUDY

Imperfect Foods Increases Reactivations by 53%

Imperfect Foods is an online grocery service working to eliminate the 20 billion pounds of produce that are wasted in the United States each year. As a Certified B Corporation™, Imperfect Foods works directly with farmers and producers to rescue food and deliver it right to customers' doors.

- With Snowflake, Imperfect Foods now has a centralized data platform for analytics where it can build robust data models to power the business.
- Thanks to Fivetran, Imperfect Foods has fully automated and optimized data pipelines for every data source to continuously feed data into Snowflake.
- Since implementing Hightouch the marketing team no longer has to download ad-hoc data sets out of Snowflake to run marketing campaigns across different channels.
- Using Hightouch to sync custom audiences powered by Snowflake to different ad platforms, marketing has reduced the cost of acquisition (CAC) by 15% and achieved a 53% increase in customer reactivations quarter over quarter.



SETTING UP HIGHTOUCH: A SIX-STEP GUIDE

Hightouch queries directly against Snowflake, so you retain full control over how your data is used and where it's stored. You can configure your syncs to run whenever convenient for you, whether that's manual, on a set interval, or a custom recurrence. You can even schedule your syncs to run after your dbt jobs finish. The first integration with Hightouch is completely free so you can actually test it out yourself after following these steps.

STEP 1: CONNECT HIGHTOUCH TO SNOWFLAKE

Connecting to Hightouch is as simple as filling in some basic account information. Since Hightouch simply queries directly against Snowflake, no data is ever stored, giving you full control over how your data is used.

Add a new source

✓

 Select

2

 Connect

3

 Finish

Cancel

Continue

 Connect Snowflake

Account

Warehouse

Database

Username

Password

Role

STEP 2: CONNECT HIGHTOUCH TO YOUR DESTINATION

Connecting Hightouch to your destination is simple as well. All you have to do is fill in your API key and you can start syncing data immediately. Hightouch has over 90+ integrations and one of the more popular use cases is syncing data to [Braze](#) for lifecycle marketing campaigns. (See our guide, [How to Sync Snowflake Data to Braze in Six Steps](#), for more information.)

Add a new destination

✓ Select

2 Connect

3 Finish

Cancel

Continue

 Connect Braze

Region

Region

API Key

API Key

STEP 3: CREATE A DATA MODEL OR LEVERAGE YOUR EXISTING DBT MODELS

With Hightouch you can create a new data model using standard SQL or leverage any of your [existing dbt models](#). All you have to do is connect your dbt account to Hightouch by retrieving your API key. Hightouch even has a [Visual Audience Builder](#) for your non-technical users so they can visually filter audiences based on specific properties or events.

Learn more about optimizing your dbt and Snowflake implementation in our [Best Practices for Optimizing Your dbt and Snowflake Deployment](#) guide.

Back

Limit preview to 100 records
Preview
Save

FIRST_NAME	LAST_NAME	EMAIL	CREATE_DATE
pedram_test	pedram_last	uncle_p@gmail.com	2020-01-01T23:01:01-08:00

1 ROW

snowflake

```

1 select
2
3 'pedram_test' as first_name,
4 'pedram_last' as last_name,
5 'uncle_p@gmail.com' as email,
6 '2020-01-01T23:01:01-08:00' as create_date
7

```

Select
Define
Finish

Define your Model
Continue

snowflake
SQL
Table
dbt Model

Limit preview to 100 records
Preview

Name	customers
DBT Unique ID	model.hightouch.customers
Repository	https://github.com/hightouchio/hightouch-dwh
1	with models as (
2	select * from analytics.core.models
3	),
4	
5	destinations as (
6	select * from analytics.core.destinations
7	),
8	
9	sources as (
10	select * from analytics.core.sources
11	),
12	
13	syncs as (
14	select * from analytics.core.syncs
15	),
16	
17	workspaces as (
18	select * from analytics.core.workspaces
19	),
20	
21	users as (
22	select * from analytics.core.users
23	),
24	
25	closed_won as (
26	select * from analytics.sales.closed_won
27	),
28	
29	workspace_features as (
30	select
31	workspace_id,
32	workspace_name,
33	workspace_slug,
34	workspace_type,
35	domain,
36	feature_name

Syncs
Models
Audiences
Sources
Destinations
Settings

SF Abandoners
Customers
Last updated: 01/10/22 by Kevin Moyer
Delete
Clone
Add sync

Query
Syncs

All rows...

...that have property
city
equals
San Francisco

...or performed
Added product
at least
2
times

...any time
within
7
day(s)

...and
+ property

and then performed
and then did not perform

...or
+ add condition

And also...
+ Add condition

Preview
Save

Ready to test this query?

A preview of the resulting rows will appear here

5

STEP 4: CHOOSE YOUR PRIMARY KEY

With Hightouch you can map on any unique key. Other solutions frequently only let you map on a unique ID field.

How do you want to update the destination?

☒ Upsert

Pushes new records and updates records that change in your source.

☐ Update

Updates particular fields on existing records.

How should records between query results and destination be matched?

Records in the query results and destination are matched when the ID value is equivalent.



Column from Test (Will-delete)



Field from User

EMAIL



Braze External ID



Which columns would you like to sync to destination fields?

Configure how the columns in your query results should be mapped to fields in your destinations.

Column from Test (Will-delet...



Field from User

EMAIL



external_id



EMAIL



@ email



FIRST_NAME



T first_name



LAST_NAME



T last_name



Add mapping



STEP 5: CREATE A SYNC

After you have created your sync, all you have to do is choose which columns you like to include and map those to the appropriate Braze fields, so you can start leveraging the data for your marketing campaigns.

STEP 6: SCHEDULE YOUR SYNC

Hightouch lets you choose how often you run your syncs. You can trigger syncs manually or schedule them to run on a set interval. If you use dbt, you can even trigger syncs to run after specific dbt jobs complete.

ht

WORKSPACE

Test-Luke

Onboarding

Syncs

Models

Sources

Destinations

Settings

Add a new sync

✓ Select model

✓ Select destination

✓ Configure

4 Finish

Cancel

Finish

Finalize your settings

For more information on triggering syncs via Airflow view our [Airflow Operator docs](#).
If you need an API key you can create one [here](#).

Set your schedule type

☐ **Manual**
Run your sync manually or via our Airflow operator.

☐ **Interval**
Run your sync on a set interval.

☐ **Custom Recurrence**
Use a visual interface to set what days and time your sync will run.

☐ **Cron Expression**
Use a cron expression to decide when your sync will run.

☐ **dbt Cloud**
Schedule your sync to run after a dbt job.



ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Snowflake's platform is the engine that powers and provides access to the Data Cloud, creating a solution for data warehousing, data lakes, data engineering, data science, data application development, and data sharing. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. [Snowflake.com](https://www.snowflake.com).



ABOUT HIGHTOUCH

Hightouch is the world's leading Data Activation platform, which syncs data from data warehouses to various SaaS tools (no API integrations or scripts required). Hightouch was founded on the notion that every business team—sales, marketing, support, success—needs relevant, accurate, and real-time customer data in the software they use to talk to customers, including CRM, ads, email, and support platforms. For more information, visit hightouch.io.

ABOUT FIVETRAN

As the leader in automated data integration, Fivetran delivers ready-to-use connectors that automatically adapt as schemas and APIs change, ensuring consistent, reliable access to data. Fivetran improves the accuracy of data-driven decisions by continuously synchronizing data from source applications to any destination, allowing analysts to work with the freshest possible data. To accelerate analytics, Fivetran automates in-warehouse transformations and programmatically manages ready-to-query schemas.