

Driving Personalization at Scale **with a Modern Marketing Data Stack**

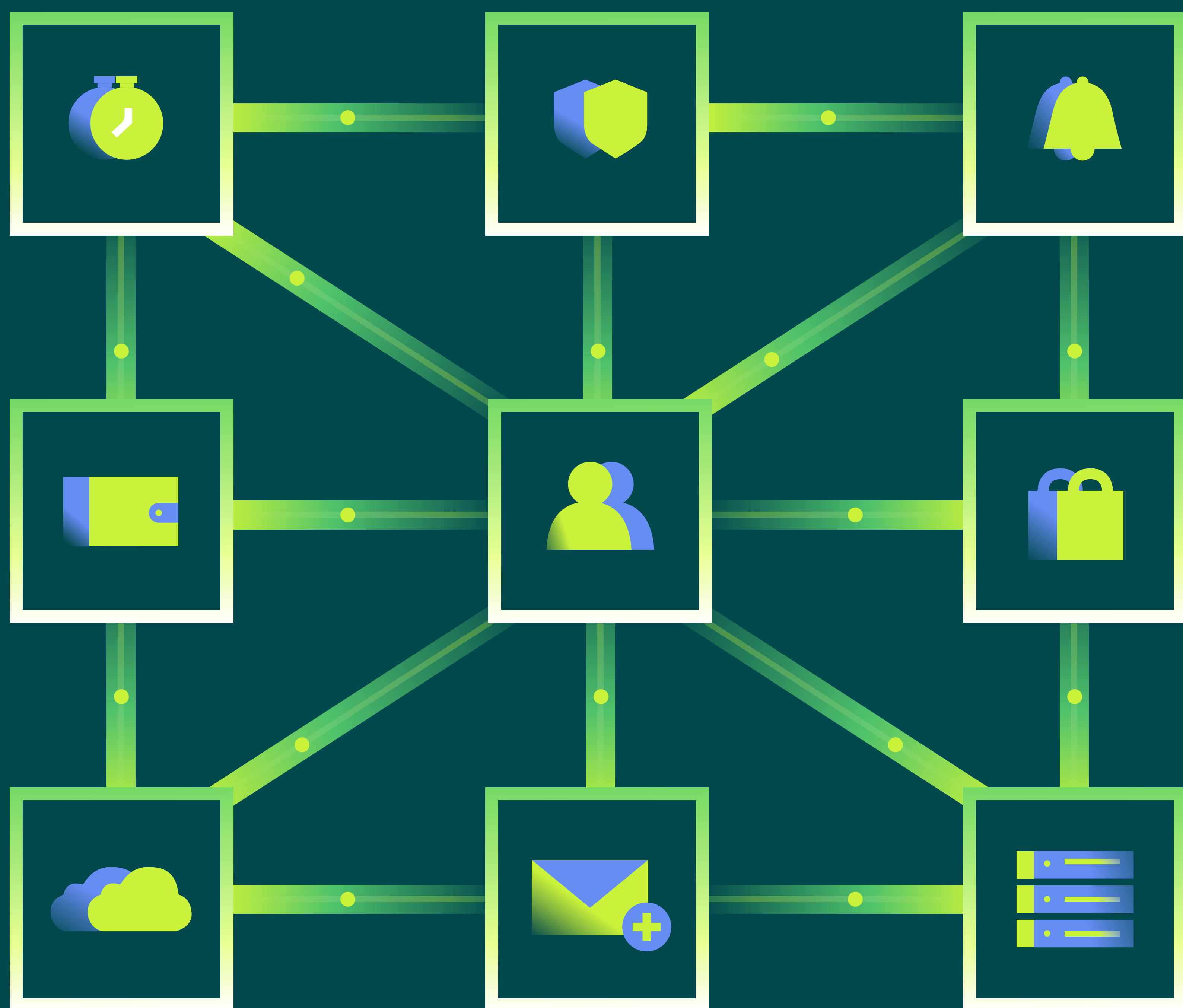


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Introduction

With budgets expected to remain constrained in 2023, it is a critical time for organizations to focus on optimizing their marketing efficiency. One of the best and most direct ways to drive efficiency is through leveraging first-party customer data to create deeply personalized and engaging marketing campaigns. Through personalization, marketers are able to connect deeper with prospects and customers. Doing so not only improves the customer experience and builds long-term customer loyalty but it's also foundational in maximizing the return on each dollar invested in marketing efforts.

Leading companies set the bar high when it comes to leveraging their first-party customer data to drive personalization at scale.

- The world's largest online retailers leverage customer shopping data to deliver personalized recommendations widgets that drive incremental sales.
- Streaming platforms customize each user's experience with the content it finds most relevant to their viewing preferences.
- Online marketplaces deliver 1:1 digital experiences leveraging machine learning models that update suggestions specific to users based on their recent searches and current availability
- Digital music services leverage customer data to power annual end-of-year campaigns that summarize customer insights about how they engaged with music over the year.

While each of the these examples are from a category leader, thanks to the emergence of the modern marketing data stack, any organization can begin the journey to leverage their first-party customer data to deliver deeply personalized experiences.

In this ebook, we will explore the challenges to implementing personalized marketing at scale and provide examples of how industry leaders have successfully leveraged first-party customer data to improve customer experiences and unlock value for their organization.



Common Blockers to Personalized Marketing

Launching personalized marketing is not trivial, particularly when brands need to execute at scale and navigate an increasingly convoluted ecosystem of customer touchpoints and devices.

Seemingly simple tactics that many marketers take for granted, such as adding {FIRST_NAME} to email subject lines or creating dynamic retargeting ads are challenging for a staggering number of organizations. This greatly slows down their personalization journey and inhibits their ability to deliver experiences expected by the modern consumer.

By understanding the primary challenges associated with personalization, your organization can better plan how and where to start.

Challenge #1

Fragmented Data Sources

Thanks to the recent boom in the marketing technology landscape, marketing teams leverage more tools today than ever before. In a recent study, Forrester found that “organizations with more than 20,000 employees use an average of 367 software apps and systems.”

Each of these various tools, such as customer relationship management (CRM) systems, email service providers (ESP), product analytics suites, and advertising platforms, collect and store valuable customer data that can be used to tailor marketing efforts. However, this data is often stored in the individual systems, making it difficult for marketers to access and use it effectively. These data silos can be frustrating for marketers, who have to search multiple tools to find the data they need.

On Average



of respondents’ weeks are spent
trying to find the right data information
- equal to 2.4 hours daily

Base: 1,022 individuals contributos though C-suite collaboration decision-makers in the US and the UK
Source: A commissioned study conducted by Forrester Consulting on behalf of Airtable, September 2022

For example, customer interactions with an ecommerce shop may be useful for analytics, but if this data is not available in the ESP, email marketing teams cannot create abandoned cart or product recommendation campaigns. Similarly, if SaaS product usage data is not connected to CRM data, it becomes difficult for sales and product teams to personalize marketing with account utilization summaries.

To even begin to leverage this fragmented customer data, it must first be extracted and collected centrally. However, manually creating solutions to collect the data from an organization's many sources (e.g., product usage, marketing engagement, purchase history, billing/payment history, and customer support tickets) can be time-consuming and expensive.

Challenge #2

Lack of a Customer 360

To deliver personalized experiences, organizations must be able to tie the vast amount of customer data back to individual users or accounts. A central store of customer data has to be created where the joining of various data points and events can occur.

To solve this problem for marketing teams specifically, many CMOs have turned to implement off-the-shelf customer data platforms. It is important when evaluating these solutions to understand how they can unify data from various marketing channels, and other customer data sources from across the enterprise, which are housed in the organization's data platform.

CMOs also need to consider how these tools provide analytical access to the data teams in the enterprise. Data teams need to join data from the Customer Data Platform (CDP) with other enterprise data for reporting purposes, and data scientists and others need to contribute home-grown lead scores or other data products into the CDP for use in segmentations and campaigns.

Challenge #3

Manual Audience Creation and Activation

When it comes to personalized marketing, audience segmentation plays an integral role in delivering relevant customer experiences. Whether teams are launching email campaigns, performance marketing, or on-site personalization efforts, audience segmentation and activation are key components to delivering personalization at scale.

More often than not, however, audience activation is solved with manual processes—ranging from waiting on data teams to build SQL queries to manually pulling and uploading CSVs into each of the many platforms of which the audiences are needed. These trivial processes open up security concerns and take data resources from other valuable tasks.

While some organizations running few audiences may get by with these inefficient workflows, they quickly realize that it is impossible to scale beyond basic segmentation.

The Modern Marketing Data Stack

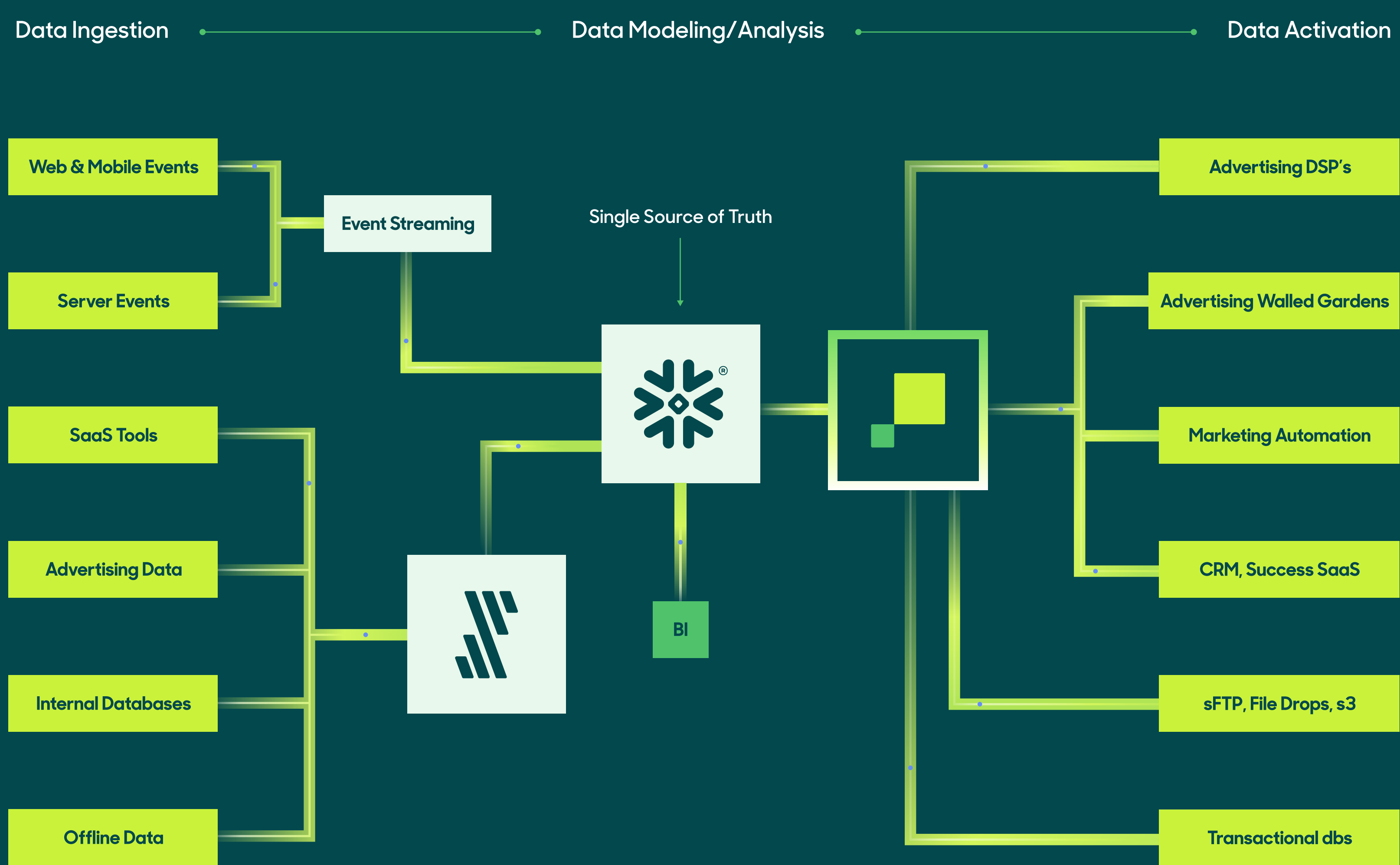
To address the above challenges, leading organizations have leaned into their existing data investments to empower marketing teams with the tools and capabilities necessary to unlock personalization at scale.

Through the implementation of what is now coined the “**Composable Customer Data Platform**,” modern organizations are able to provide foundational components to ensure that they can deliver the experiences desired—if not expected—by today’s consumer.

A Composable CDP, similar to an off-the-shelf CDP, addresses the data collection, storage, and activation needs of marketing teams to provide them with a single, actionable view of their customers. The architecture, however, differs in that it uses an organization’s cloud data platform as its backbone and combines it with best-in-breed components for ingestion, transformation, and activation.

By activating data directly from the Data Cloud, marketers are able to leverage the same data being used as the single source of truth across the entire organization and eliminate redundancies in their stack. This allows greater flexibility, improved data security, and faster launch times for even the most complex campaigns.

The Composable CDP



Data Collection

Composable CDP White Paper

Learn more from Snowflake, Fivetran and Hightouch about why companies are making the shift.

One of the modern approaches to CDPs is to construct an activation engine on top of the enterprise's data platform. By leveraging the company's data platform, marketers can eliminate silos and construct a comprehensive view of their customers.

This approach—which many companies are moving toward—is called a composable CDP. Find out why and how you can get started by downloading this white paper.

[Download Now](#)

Fivetran, the global industry leader in modern data integration, powers high-volume data movement for businesses. Built for the cloud, Fivetran allows organizations to effortlessly centralize and transform data from hundreds of SaaS and on-prem data sources into high-performance cloud destinations like Snowflake.

Its 200+ pre-built connectors that automatically adapt as schemas and APIs change ensures consistent, reliable access to data. Fivetran makes data always accessible to analytics organizations that rely heavily on a centralized cloud data platform.

In summary, Fivetran enables organizations to overcome fragmented data silos by extracting, transforming, and loading the data from their many systems into a single store of customer data.



 **IMPERFECT**
FOODS

“ Fivetran’s automated data connectors are prebuilt and preconfigured. After the initial setup, you can quickly and reliably transfer data from the source to Snowflake in minutes.”

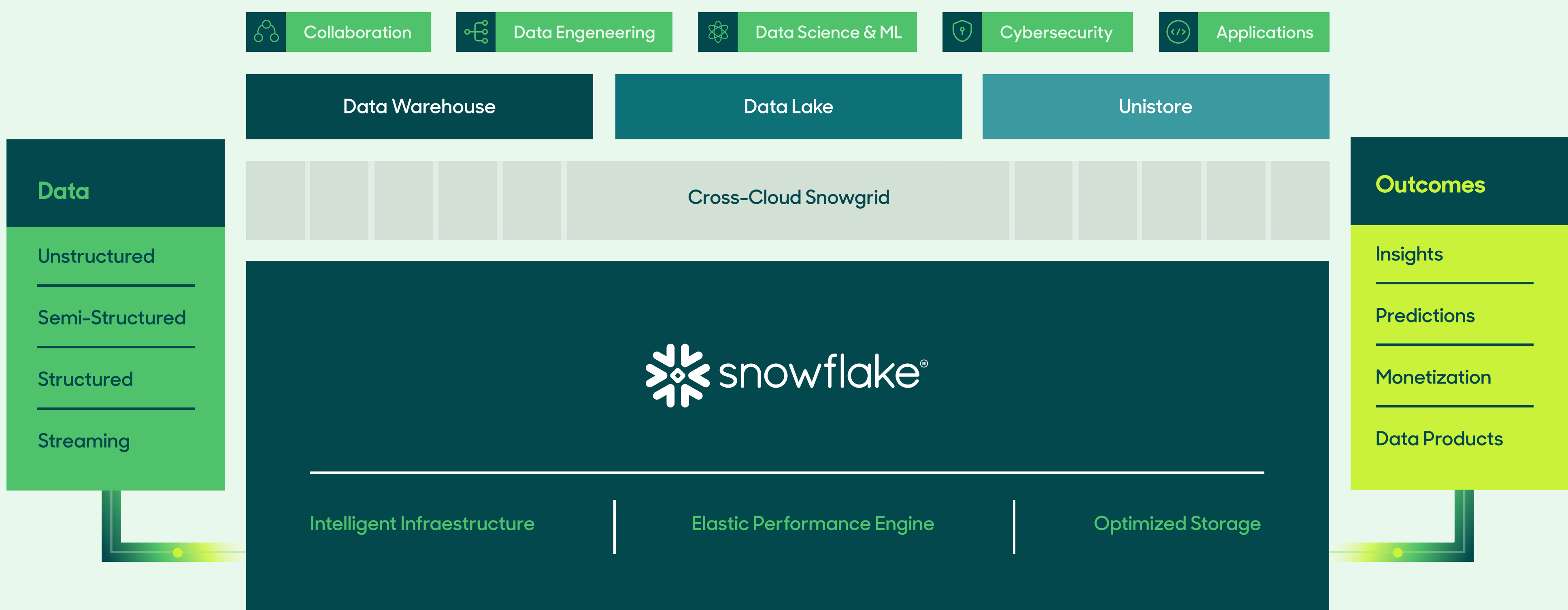
Adam Smith

Analytics Manager at Imperfect Foods

Data Storage and Analysis

The Snowflake Data Cloud helps thousands of organizations across industries centralize all their data, overcome data silos, generate a holistic view of their customers, and unlock value for marketing. With capability that expands beyond modern data warehouses, such as applications, data science, and data sharing/collaboration, the Data Cloud is uniquely positioned as a best-of-breed component of the Composable CDP, offering organizations a single platform for securely housing and modeling all of their customer data.

With Snowflake, marketing teams can use fresh, instantly updated data and significantly reduce data latency that can plague organizations. With a single copy of data, privacy and security risks are significantly limited; marketers can manage consent more effectively, thus complying with increasing regulatory restrictions. And while, in the antiquated world, customers were forced to move and copy their customer data to process it with their applications of choice, the applications built directly in the Data Cloud means that you can process your data right where it is today in your single source of truth.



Data Activation

With customer data collected and modeled centrally in Snowflake, organizations turn to Hightouch, the leading Data Activation platform, to sync data with the many applications used by business and marketing teams.

"Data Activation is the method of unlocking the knowledge stored within your Data Cloud and making it actionable by your business users in the end tools that they use every day."

All business teams, from sales and marketing to support and customer success, require relevant, accurate and near real-time customer data to add critical context to the software they already use. With Hightouch's Customer Data Studio, business teams leverage an entire suite of purpose-built tools, highlighted by a no-code **audience builder** to centrally manage and optimize their cross-channel personalization and targeting efforts within the platform.

Engaged Outlook Users in New York City

Users

Last updated: 01/26/23 by

+ Add labels

Query

Splits

Syncs

Trait enrichments

Activity

All of the following is true

Any of the following is true

city Users equals Berlin

+ AND

OR

email Users ends with outlook.com

+ AND

OR

+ Add condition

AND

Product Added at least 1 times

+ property + time window

and then did perform and then did not perform

+ OR

AND

+ Add condition

Audience size: 729

Results Overlap Breakdown

E	Evangella	Email Redacted
C	Chrotoem	Email Redacted
H	Hilary	Email Redacted
R	Rheba	Email Redacted
A	Alexis	Email Redacted
C	Chev	Email Redacted
A	Alvin	Email Redacted
D	Danny	Email Redacted
W	Werner	Email Redacted
G	Garwood	Email Redacted
	Karvlin	

Save audience

Additional features like the [Personalization API](#) enable users to seamlessly deliver personalized experiences tailored to each customer with relevant products and offerings in real-time. Hightouch's suite of features come together to ensure that every member of an organization has the ability to unlock the full potential of their customer data.

Teams simply connect Hightouch to their Snowflake Data Cloud and, in minutes, can take action on their customer data in any of their various downstream marketing tools.

How Industry Leaders are Leveraging a Composable CDP to Drive Personalized Marketing

With an understanding of what Composable CDPs are, let's take a look at how some industry leaders are using them.



ramp 

“ In the old days, relying on rigid data constraints imposed by CDPs, you had to do everything right upfront (event instrumentation, schema planning, enrichment) to achieve true personalization. Now, anyone with a warehouse can actually do personalization in minutes by using the Hightouch Personalization API. Hightouch has turned the data cloud into a real-time personalization engine. ”

Austin Hay

Head of Marketing Technology at Ramp

PetSmart: Delivering Personalized Messaging at Scale

PetSmart, a leading pet retailer with over 56 million loyal customers and 1,600 pet stores across North America, faced many of the previously discussed blockers in their efforts to enable their marketing teams with the actionable data needed to personalize campaigns across the customer journey.

To ensure they could deliver best-in-class, personalized customer experiences to their millions of pet parents, the team turned to Snowflake and Hightouch to implement their own Composable CDP.

By collecting and aggregating their vast amount of customer data in Snowflake, the team is now able to eliminate data silos and centrally build a single, 360-degree view of customers that can be leveraged across the organization.

Hightouch then allows marketing teams to take action on the customer data in Snowflake; building audience segments and syncing valuable customer data points out to their marketing platforms to be used in the personalized campaigns sent out each day to their customers.

Thanks to the flexibility provided by this architecture, the marketing team at Petsmart can leverage vastly more customer data points like information about individual pets (i.e., pet birthdays and adoption anniversaries)

to personalize their marketing campaigns and develop new and innovative ways to connect with pet parents across North America.

IntelyCare: Driving Engagement at Key Stages of the Customer Journey

Often described as the “Uber for Nurses,” IntelyCare matches nurses with jobs at over 2,000 nursing homes across the United States. Experiencing record growth during COVID-19, IntelyCare needed a way to quickly optimize how new nurses were matched with open shifts.

Before adopting a Composable CDP built with Snowflake, Fivetran and Hightouch, IntelyCare had little to no ability to personalize marketing experiences to optimize nurse retention. For IntelyCare, the first five to ten shifts for a new user are extremely important because a single bad experience can result in losing that customer indefinitely. The company wanted to encourage new nurses to accept open shifts during this short window of opportunity.

IntelyCare needed a centralized platform to consolidate all of its disparate data sources. In search of a scalable solution that could meet the company’s demands, IntelyCare implemented Snowflake.



With Snowflake, IntelyCare saves countless maintenance hours—which translates into an estimated \$520,000 in savings annually. Using Hightouch to sync Snowflake data to the company's production database, IntelyCare builds personalized experiences for new nurses and empowers experiences like pop-ups and surveys directly in the app. Using Hightouch to power these experiences, IntelyCare has been able to increase controlled experiments by 700% and encourage more nurses to complete shifts.



“ One-third of our Hightouch users are on business teams like marketing, support, and sales. They’re able to build audiences without ever having to interact with the data team. Hightouch is powering audiences for emails, texts, in-app messages, and even ad retargeting across Google and Facebook. ”

Ben Tenglesen

VP of Data Science at IntelyCare

Warner Music Group: Managing Audiences at Scale

Warner Music Group is an American-based multinational entertainment and recording label conglomerate. As one of the "big three" global recording companies, WMG manages thousands of artists across the world.

With so many artists under one roof, Warner Music Group struggled to personalize marketing efforts to individual customers.

Customers across the globe have vastly different music preferences, and delivering experiences to connect with each was a top priority for the team. They needed a way of segmenting their customer data at scale so that they could provide relevant updates about new merchandise, music releases, or upcoming tours to fans.

To unlock the value of their customer data and deliver these hyper-personalized marketing experiences, the team turned to a Composable CDP built on Snowflake. The flexible architecture offered by the Composable CDP is now a cornerstone of WMG's consumer intelligence platform that empowers marketing and data teams across the organization.

With all of their customer data centralized into Snowflake, the WMG team is confident that the organization is always working off a single, updated store of customer data. Marketers leverage Hightouch's no-code customer data studio to build and manage audiences at scale. Hundreds of audiences are synced daily to various marketing applications, ensuring that any and all changes in customer preferences are reflected accordingly across the channels in which they interact with WMG.

Additional Resources

- 1

Chalhoub Group Increases Ad Revenue by 40% and Lowers CAC by 30% for One of Their Online Stores
- 2

IntelyCare Grows 300% During COVID and Saves \$1M in Marketing Spend with Hightouch, Snowflake, and Fivetran
- 3

Data and the Future of the Music Business - Warner Music Group
- 4

The Denver Broncos Score a Better Fan Experience with Fivetran
- 5

Ramp’s Automated Personalized Prospecting Drives 25% Increase in New Business With Snowflake, Dbt, and Hightouch
- 6

Imperfect Foods Increases Reactivations by 53% with Fivetran
- 7

Composable CDP Ebook

Authors



Lourenco Mello
Snowflake



Amit Kapadia
Fivetran



Alec Haase
Hightouch

