

# MARKETING ANALYTICS: PUTTING DATA SCIENCE AND MACHINE LEARNING TO WORK

Snowflake Cloud Data Platform and Zep1 power marketing analytics across your entire customer lifecycle, allowing you to understand your customers like never before.



### TOOLS YOU LOVE

Zep1's flexibility allows you to build machine learning models with frameworks such as TensorFlow, PyTorch, Python, Scala, R, and SQL. Easily import Zeppelin and Jupyter notebooks, and use Apache Spark and Amazon EMR for data processing.



### VISUAL STORYTELLING

Showcase your data with Zep1's visual, interactive notebooks that respond to questions in real time, and share your results with visual analytics tools such as D3, Plotly, JavaScript, and Matplotlib.



### UNLIMITED SCALABILITY

Snowflake and Zep1 are cloud native, allowing you to scale up or down automatically and support any amount of data, workloads, concurrent users, and applications without disruption.



### SIMPLE, SECURE CONNECTION

Easily connect Zep1 to Snowflake in seconds. Protect your data with fine-grained permissions, private credential management, data encryption, and access control with integration to enterprise single sign-on (SSO) authentication systems.



### PER-SECOND PRICING

With Snowflake and Zep1, you decide the amount of computing power you need to load, transform, and integrate your data, while paying only for the resources you use.

## THE OPPORTUNITY

The explosive growth of digital advertising and marketing data and the introduction of data science and machine learning into marketing analysis has the potential to transform how marketers optimize campaign performance and increase lifetime value across the entire customer lifecycle.

## THE PROBLEM

Despite the unprecedented amount of data and applications that marketers have on hand to learn about their customers and inform campaign strategy and optimization, only 39% of companies are actively leveraging marketing analytics in their decision-making processes.<sup>1</sup> Data science teams often find it difficult to access the data sets they need, and they spend more time cleaning and preparing data than actually doing data science. In addition, they struggle to translate their models and what they learn into action with the rest of the marketing team.

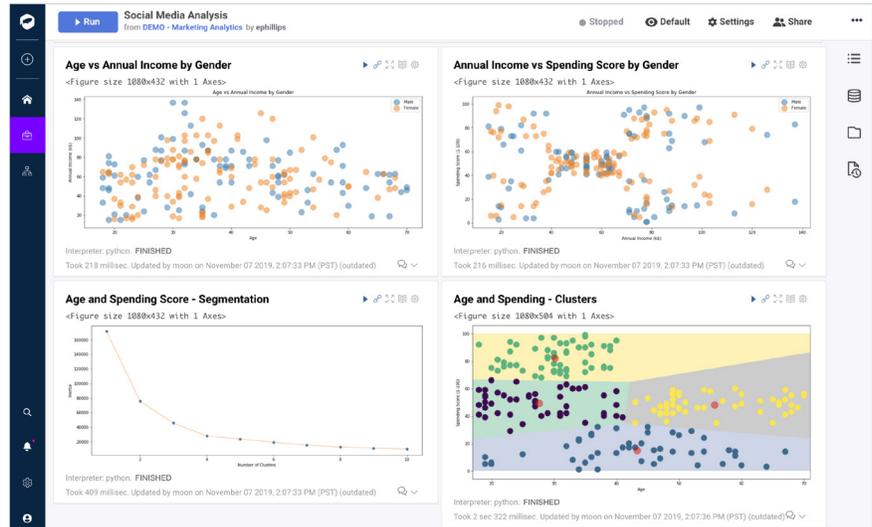
## THE SOLUTION

Snowflake and Zep1 enable you to answer your toughest business problems by accelerating experimentation and enabling collaboration around massive data sets. With Snowflake Cloud Data Platform to unify your many data sources—CRM, marketing automation, paid media, loyalty programs, web analytics, and more—you now have a single source of truth for once-siloed data. Zep1's data science and analytics platform helps you unlock insights hidden deep within your data by analyzing multiple data sets using data science and machine learning algorithms. With the ability to rapidly prototype models using the language or library of your choice and create rich visual analytics, you can create model-driven views of customer journeys and gain deeper insights into cross-channel campaign performance to increase campaign ROI and pursue new revenue opportunities.

<sup>1</sup> "The CMO Survey," [www2.deloitte.com/us/en/pages/chief-marketing-officer/articles/cmo-survey.html](http://www2.deloitte.com/us/en/pages/chief-marketing-officer/articles/cmo-survey.html)

## Get started now

1. Click Zepl in Snowflake's Partner Connect.
2. Create your Zepl username and password.
3. Start analyzing your Snowflake data using data science and machine learning models.



“**Snowflake and Zepl enable our data scientists to do analysis on live product data, allowing brands to answer important questions quickly. By getting more value out of their data, marketers can focus on what they know best, rather than on all the pieces that get in the way.**”

**TAYLOR MCCASLIN**, Senior Product Manager, Data Science, Yonder

### USE CASES

- Micro-segment customers
- Analyze churn
- Personalize product offerings
- Optimize lifetime value
- Improve cross- and up-sell models
- Analyze marketing promotion
- Perform market basket analysis
- Optimize pricing models

Learn more by visiting [Snowflake](#) or [Zepl](#) today.

### ABOUT SNOWFLAKE

Snowflake's cloud data platform shatters the barriers that have prevented organizations of all sizes from unleashing the true value from their data. More than 2,000 customers deploy Snowflake to advance their businesses beyond what was once possible by deriving all the insights from all their data by all their business users. Snowflake equips organizations with a single, integrated platform that offers the only data warehouse built for the cloud; instant, secure, and governed access to their entire network of data; and a core architecture to enable many types of data workloads, including a single platform for developing modern data applications.

Snowflake: Data without limits. Find out more at [snowflake.com](#).

### ABOUT ZEPL

Zepl's data science and analytics platform empowers teams to use their data as a competitive advantage. By accelerating experimentation and enabling collaboration around massive data sets, Zepl closes the gaps in the data science workflow by providing a single place for team to collaborate across the entire machine learning pipeline. Get started for free in minutes at [zepl.com](#).