



How AI Unlocks Value from your Single Source of Data Truth

June 23, 2022

The webinar will begin at the top of the hour



How AI Unlocks Value from your Single Source of Data Truth

June 23, 2022

Meet today's speakers



Julian Forero
Product Marketing
Snowflake



Lourenco Mello
Product Marketing
Snowflake



Paul Roetzer
Founder & CEO
Marketing AI Institute





The Age of **Intelligent Automation**

80% of what marketers do every day will be **intelligently automated** to some degree in the next 3 - 5 years.

www.MarketingAIinstitute.com



Our Mission

Make AI approachable and actionable for marketers.

www.MarketingAIinstitute.com



The Monthly Webinar Series



[Live - April 14, 12pm EST] How to Dominate Your Next Conference Using AI +Out-of-Home Advertising

Out-of-home marketing is changing with the help of AI. And now is the time to integrate smarter OOH into your marketing mix.

Jeanne Hopkins, CEO of OneScreen.ai, explains how you can drive traffic to your event, to your booth, and to your website, with out-of-home (OOH) advertising. OOH is not just billboards anymore—and it's far from old school. With the help of AI, OOH gives marketers the power to target prospects and measure impact like never before.

OOH can be your conference domination secret whether you're a venue manager, event organizer, sponsor, or exhibitor. Join the webinar to learn how to integrate your brand with the real world and generate maximum attendance at your next conference.

Even if you're not marketing events or conferences, this webinar can help all brands develop more strategic and intelligent OOH advertising plans.

[Register Now](#)



[Live - April 28, 12pm EST] Intro to AI for Marketers

This 30-minute live online class shows you how. In it, Marketing AI Institute founder and CEO Paul Roetzer will teach you exactly how to understand and get started with AI. During the class, you'll learn:

- What AI is, and why it matters to marketers.
- How to identify AI use cases.
- How to find and evaluate AI technology vendors.
- How to classify AI applications within the five levels of the Marketer-to-Machine Scale™.
- What business outcomes AI can help you achieve.
- How to measure the value of AI tools on your company's efficiency and performance.
- How to prepare your team for piloting and scaling AI.

[Register Now](#)



[Live - May 12, 12pm EST] How to Make Outdoor Your Best Marketing Channel with AI featuring OneScreen.ai

OOH includes transit media, street media, and airport media. Think about reaching your customers in shopping malls, grocery stores, healthcare centers, gas stations, bars, and retail locations.

Artificial intelligence can help you reach your customers and ideal audience where they're spending their time...and target them as you've never been able to before. Join Tim Rowe, Chief Strategist at OneScreen.ai, as he shows the near-limitless potential of OOH campaigns using AI.

See AI in Action when Tim explains how AI-powered out-of-home campaigns can help you:

- Reach the right audience at the right moment
- Leverage and provide data without sacrificing creativity
- Extend your digital marketing beyond handheld devices and computer screens



Industry leaders help you understand, pilot and scale AI.

bit.ly/marketing-ai-webinars



MAICON

More Intelligent. More Human.





Marketing
Artificial
Intelligence
Conference

Aug. 3-5
Cleveland, OH
www.MAICON.ai



Early bird ends July 1! Plus WEBINAR200 saves an extra \$200.

Agenda

-  Building your foundation - Single source of truth
-  Unlocking value from your data with AI
-  Customers leveraging the Data Cloud to deploy AI for marketing
-  Q&A



Market dynamics

Customers' demand for more improved experiences is driving urgency for personalization.



71%

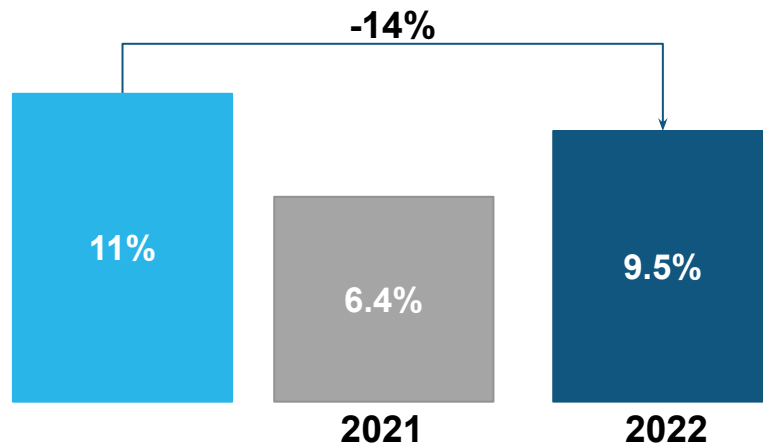
of consumers expect personalization



76%

of consumers get frustrated when they don't find it

Marketing budgets stagnant adds pressure for increased efficiency



Less than half of CEOs intend to increase marketing spend

Source: [McKinsey & Co.](#)

Source: [Gartner](#)



Objectives for data-driven marketers

**CUSTOMER
INSIGHTS**



**TIMELY
MEASUREMENT**



**SEAMLESS
ACTIVATION**



The challenge: an explosion of data... and data silos

MartechMap an initiative by  &  **2022 Marketing Technology Landscape** May 2022



visit martechmap.com to search, sort & filter

- **9,932** number of marketing technology solutions¹
- **24%** growth of available tools from 2020 (>6,000% growth from 2011)¹
- **110** average of SaaS apps that organizations use²

Source: ChiefMartec, Fivetran



© 2022 Snowflake Inc. All Rights Reserved

Fragmented data is the root cause problem for data-driven marketing



Enterprise-wide data strategy is required



Snowflake Data Cloud

Access All Your Data



**Any Source | Any Format |
Any Method**

Ensure Strict Governance



**Reduce Data Latency |
Concurrency | Privacy**

Activate Seamlessly

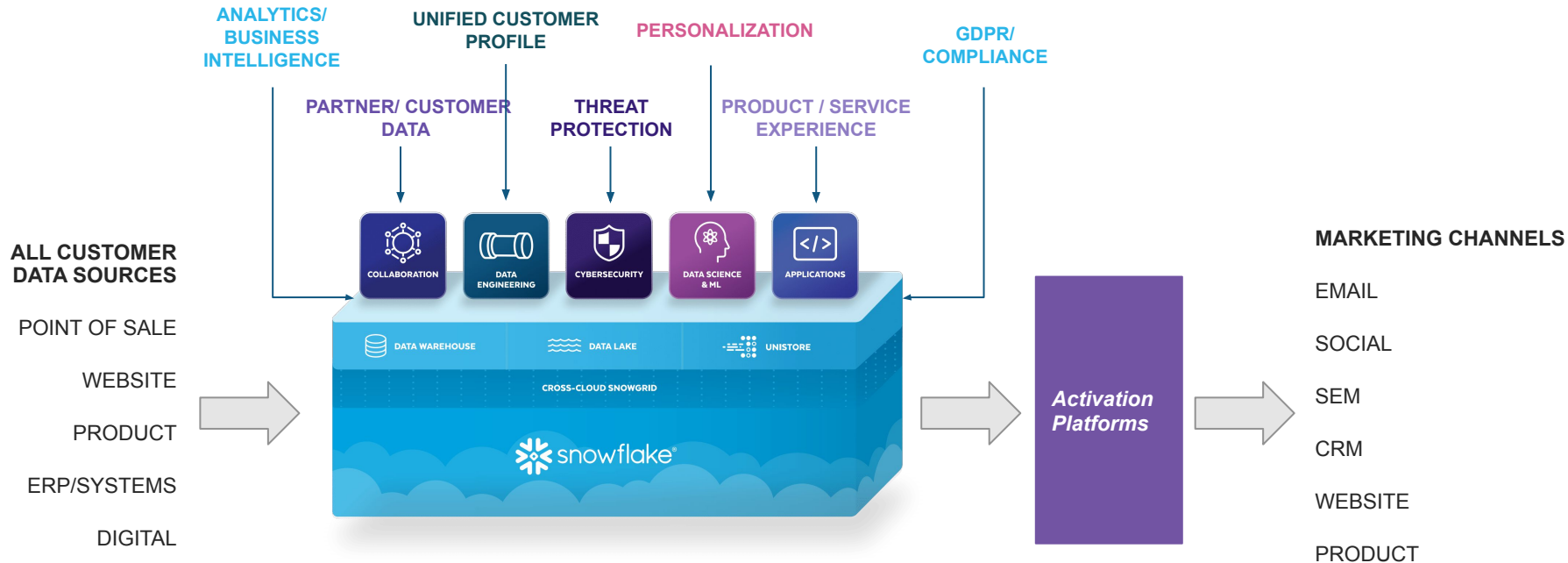


**Data Sharing | Scale up and down |
Ecosystem**

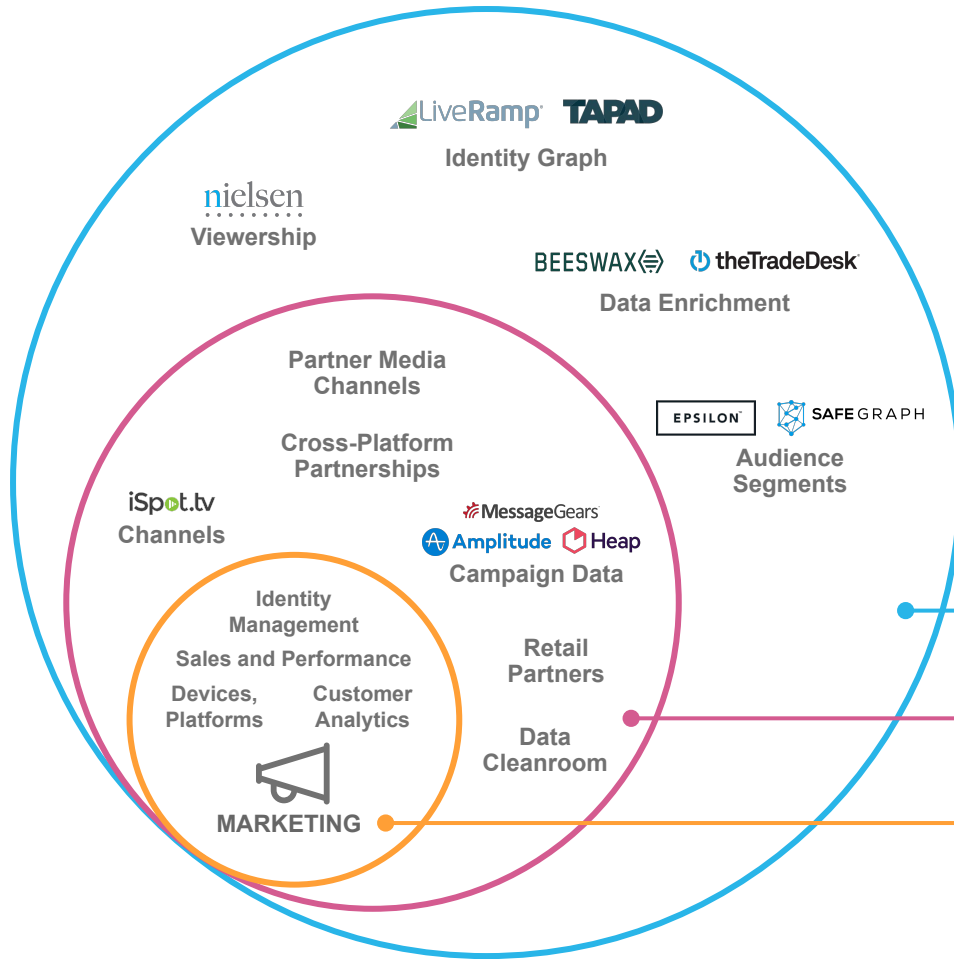
**The Data Cloud breaks down silos and enables marketing to tap into the
enterprise single source of truth**



Snowflake for Marketing



DATA CLOUD IN MARKETING



Snowflake Data Marketplace
Industry Datasets, Data Services, Applications

Your Ecosystem
Partners, Suppliers, Customers

All of Your Organization's Data
On One Platform



Marketing Analytics Maturity Curve



The AI opportunity in Marketing

Marketers expect AI usage to **triple over the next 3 years.**

AI is projected to create **\$1.4 to \$2.6 trillion** of value in marketing and sales alone.



Benefits of Leveraging Artificial Intelligence in Marketing

- Increased ROI
- Better Customer relationships & Real-Time Personalization
- Enhanced Marketing Measurement
- Faster decisions



USE-CASES: AI AND MACHINE LEARNING IN MARKETING



Predictive Analytics



Churn Prediction



Segmentation



Optimizing advertising
purchasing

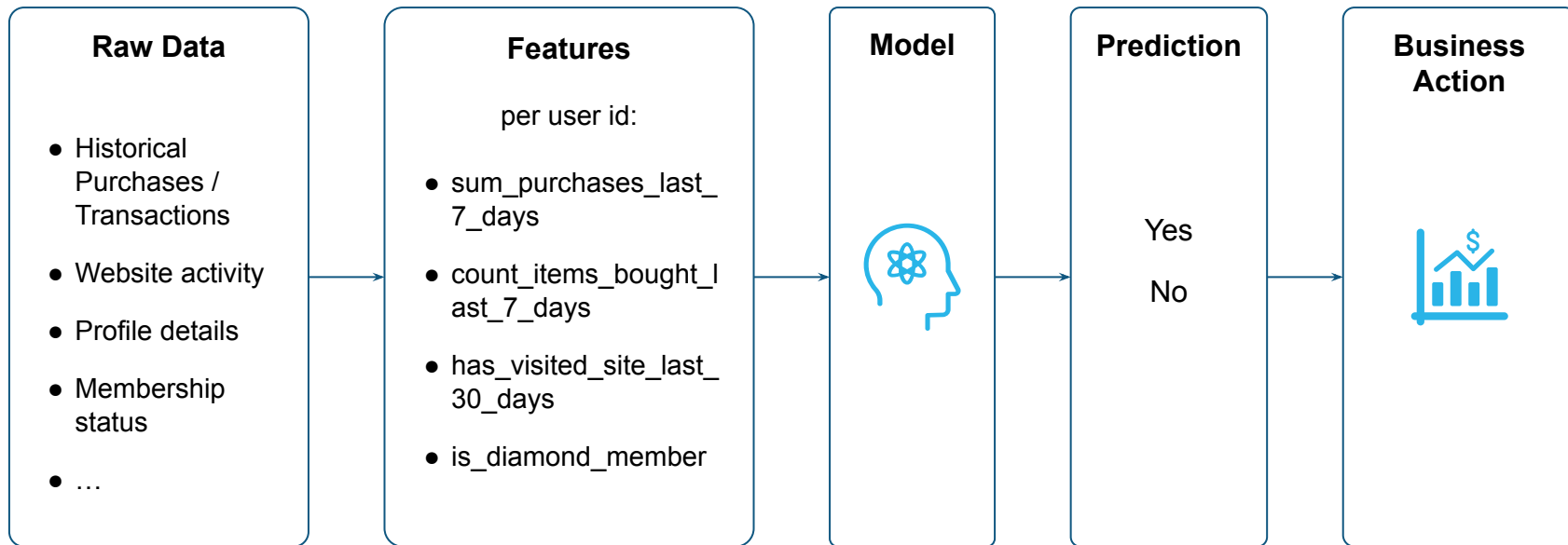
Personalization



How does data science / ML work?

Business objective: Reduce churn

Model objective: Predict if customer will churn in next 30 days

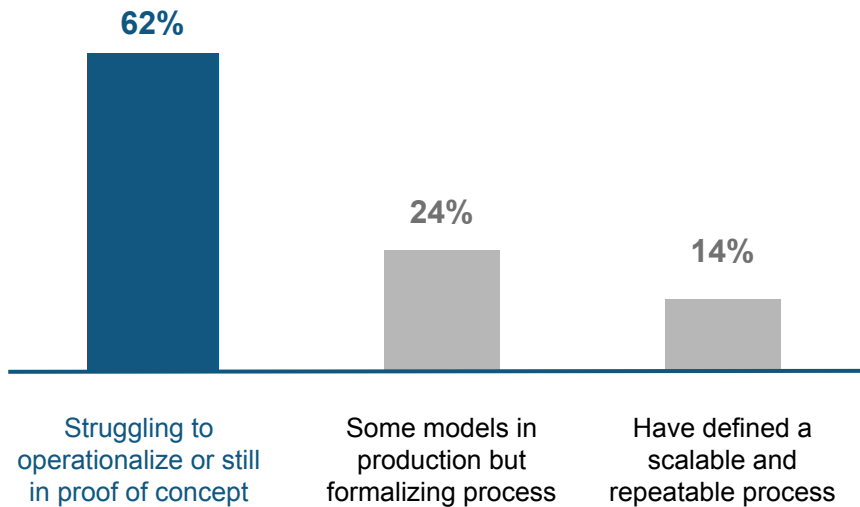




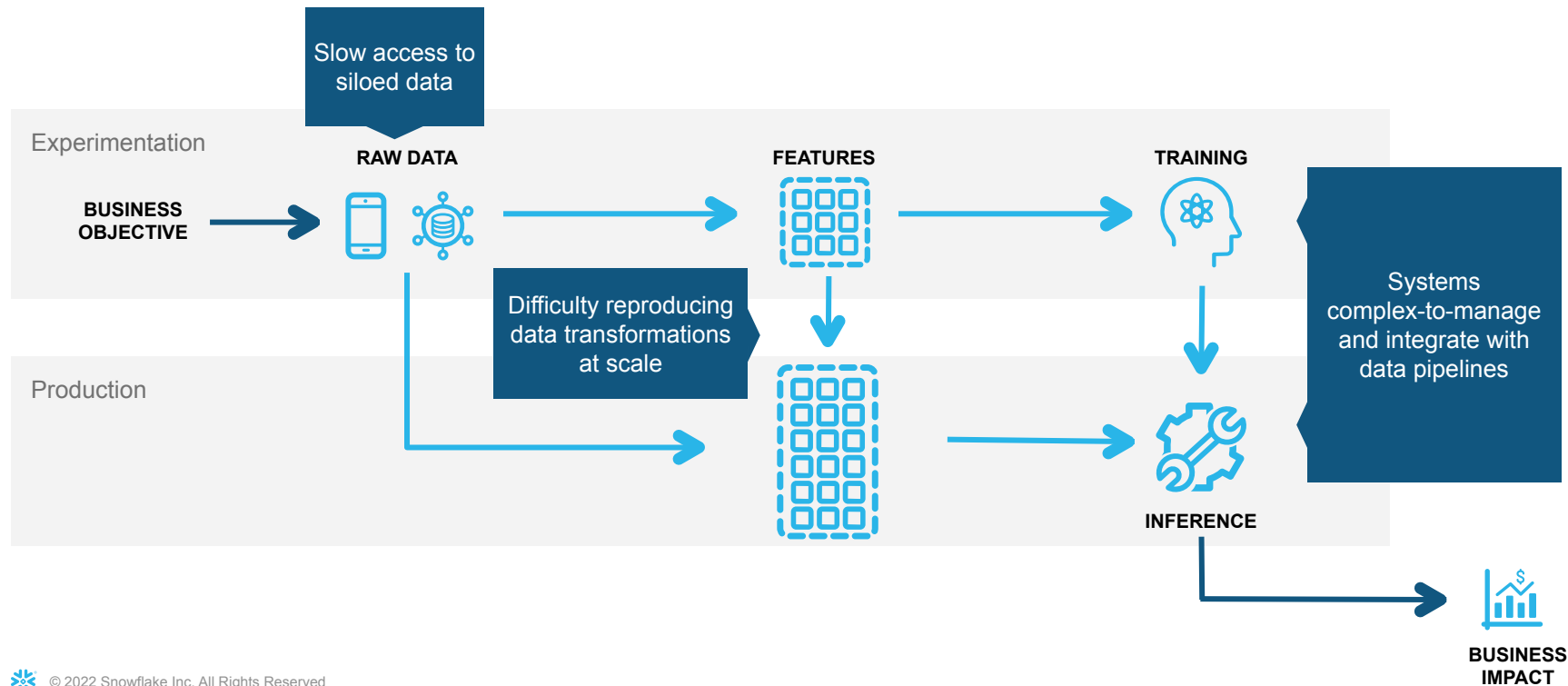
**Companies
strategically
scaling AI are
achieving 3x return**

Majority of organizations lack path for ML experiments to reach production

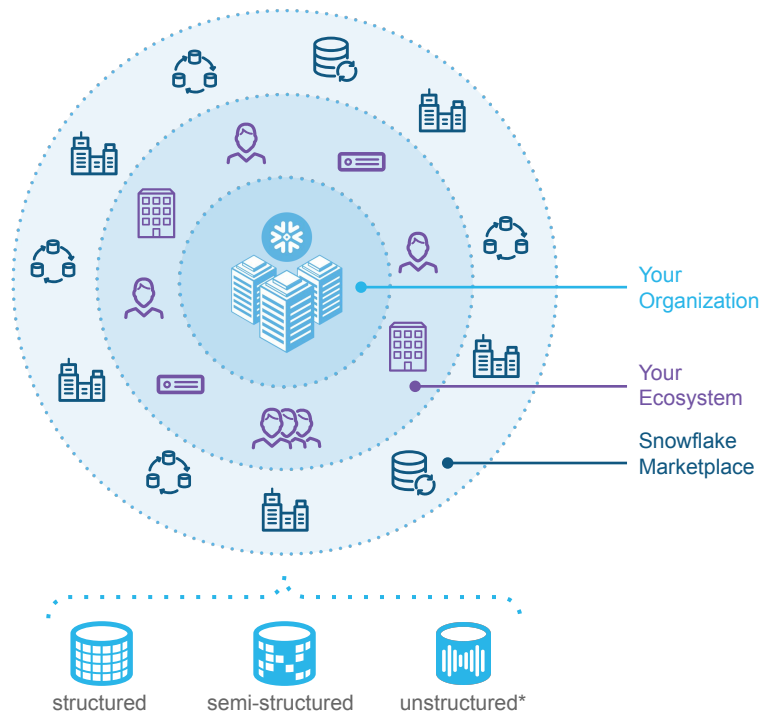
How would you assess your organization's ability to operationalize models?



What prevents scalable and governed ML Operations that generate ROI?



One place to instantly access relevant data



Reduce data collection time

Single point for discovery and access to a global network of high-quality data

Bring all data types into your model with ease

Native support for structured, semi-structured and unstructured data

Build powerful models with shared data/services

Easily incorporate shared data, and third-party data & data services via Snowflake Data Marketplace



Fast processing engine with no operational overhead

Prepare data with your language of choice

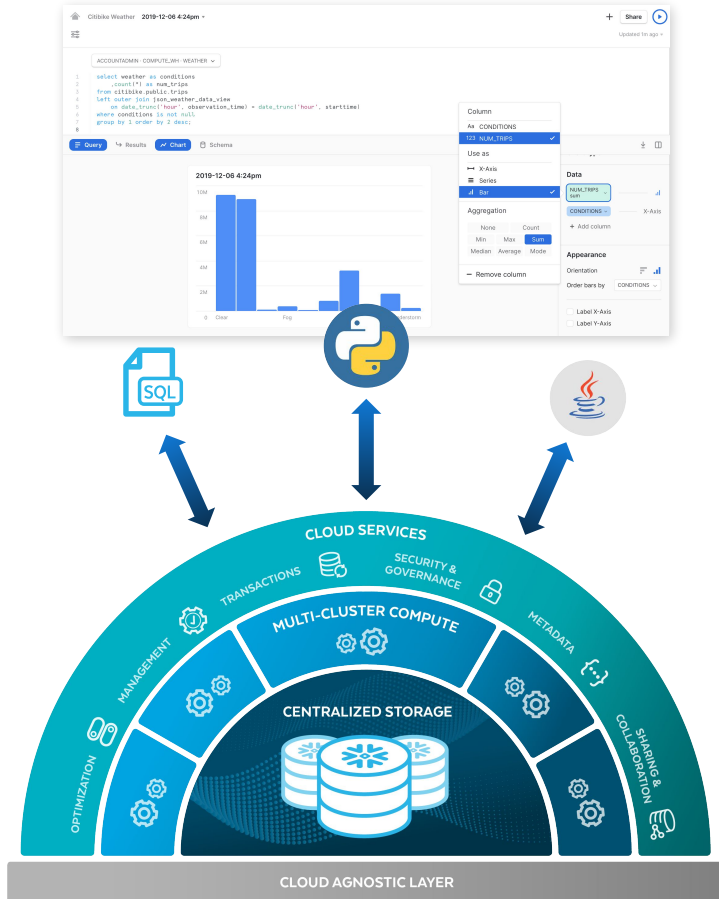
Support for ANSI SQL and Java/Scala & Python with Snowpark* for feature engineering

Handle any amount of data or users

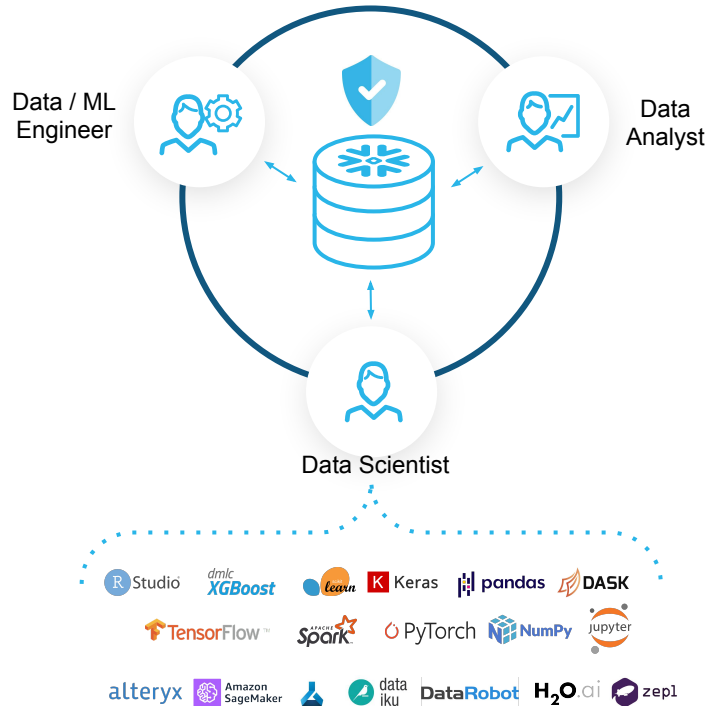
Intelligent multi-cluster compute infrastructure instantly scales to meet your data preparation demands without bottlenecks of user concurrency limitations

Automate and scale feature pipelines

Use Streams & Tasks to automate feature engineering pipelines for model inference.



Single platform to unify teams around governed data



Connect your ML tool of choice to Snowflake data

Native integrations along with Python, R and Spark connectors effortlessly extend Snowflake to cutting edge ML tools

Simplify MLOps with secure model inference

Run inference in Snowflake with models as UDFs* or trigger request to secure model endpoint with External Functions

Increase trust in your models with data governance

Advanced data security & governance features in Snowflake to understand, classify, and protect the data going into your models.



Case Studies



Snowflake lead scoring focuses SDR time on exactly the inbound & outbound contacts most likely to convert

[Webinar](#)

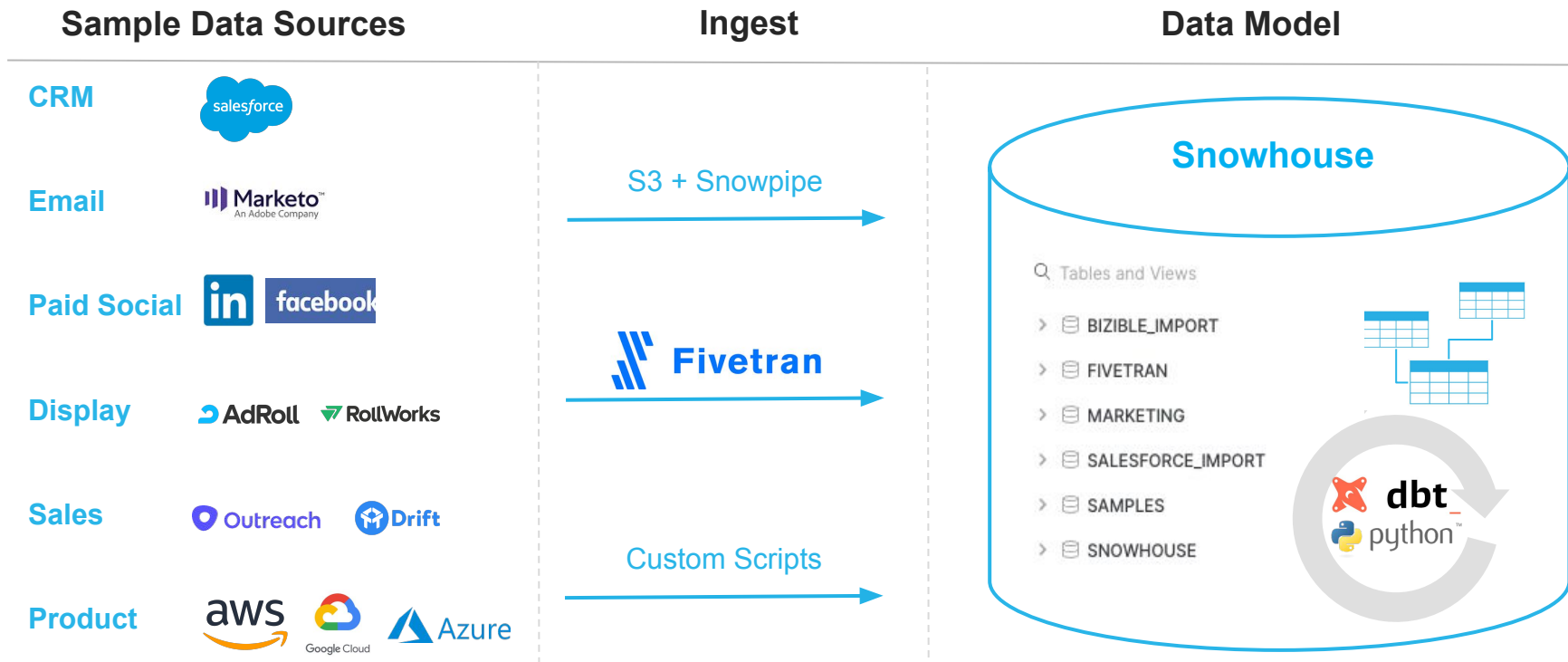


LTV and next best action models to enhance sales performance and built ROI model for marketing efforts to make nimble decisions to optimize spend.

[Webinar](#)



Lead Scoring at Snowflake



Automated Near Real-Time Scoring



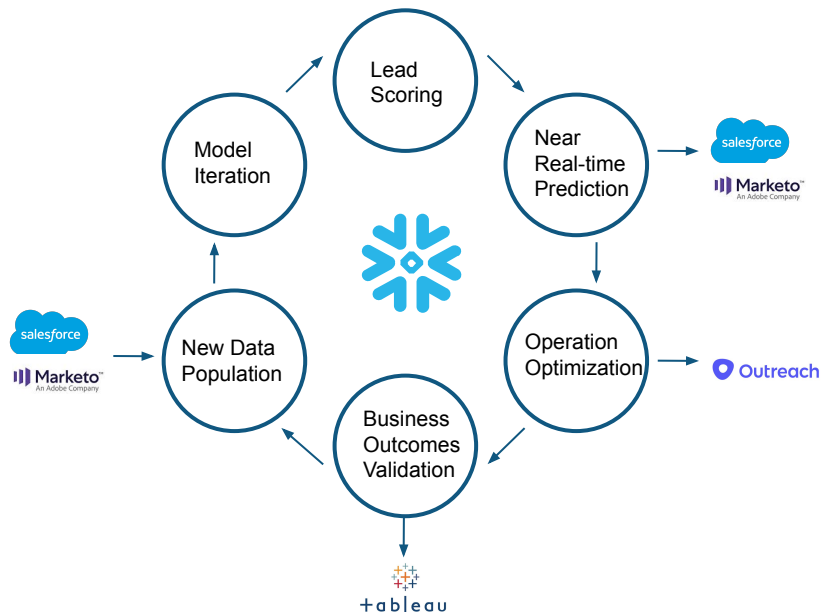
Previous State



Assigned value to leads
using manually updated rules



Current State



Automated leads value optimization
using predictive model



Case Studies



Snowflake lead scoring focuses SDR time on exactly the inbound & outbound contacts most likely to convert

[Webinar](#)



LTV and next best action models to enhance sales performance and built ROI model for marketing efforts to make nimble decisions to optimize spend.

[Webinar](#)



High Level View of Data Used

- Merchant characteristics
- Merchant behavior on Square
- Merchant exposure to Square outside of product usage
- Internal and external data



Use Case Study - Performance Marketing

- Objective - How can we optimize paid marketing spend?
- Methodology, which data did you need to tap into
 - Marketing attribution - Multi-touch attribution model with custom rules
 - Value of acquisitions - LGBM regression to predict value
- Execution - Develop these two concepts in parallel then combine
- Impact - Ability to see payback and ROI for marketing efforts fairly quickly and make nimble decisions to optimize spend



Use Case Study - Product Recommendations

- Problem Statement / Objective - Identify the right seller for the right product to maximize LTV?
- Methodology - Product Propensity Models -- LightGBM using historical data. Thousands of seller signals --internal and external
- Execution - Deployed in-house on our Batch framework
- Impact - Increase the product awareness and product attachment rate for existing and new sellers.



