snowflake® + ITERABLE

Accelerate Decision Making with Unified Data Insights

Our Partnership

Access to data plays a critical role for businesses and the customer experiences they create. At Iterable, our goal is to empower marketers by unifying data, making it easy to activate and deliver the data flexibility needed to unlock its full potential. That's why we've partnered with Snowflake to build native support for Secure Data Sharing.

Snowflake Data Sharing enables mutual customers to securely share and access valuable Iterable-generated first-party user data directly within their Snowflake account, giving organizations reliable and secure access to shared data in a frictionless way. Built for the cloud, Snowflake's architecture makes it easy for businesses to join their Iterable campaign event data with other Snowflake data to gain a more comprehensive view about their customers and transform data into new, valuable business insights.

Unify Your Data and Unlock its Full Potential

Make your data accessible for everyone. Snowflake's unique data sharing architecture enables you to securely share data across your organization more effectively and efficiently. Easily join campaign event data generated in Iterable with other Snowflake data across your business, providing everyone in your organization access to the right data, right when they need it, to take action.

Reduce Cost and Eliminate Complex Data Pipelines

Reduce the risks, costs, and maintenance of traditional data sharing methods and eliminate the need to copy and move data. Instead, grant direct access to read-only data, seamlessly and securely—all without managing complex data pipelines. With a limitless number of creatable shares, you can confidently scale your business with Snowflake and only pay for the compute resources you use.
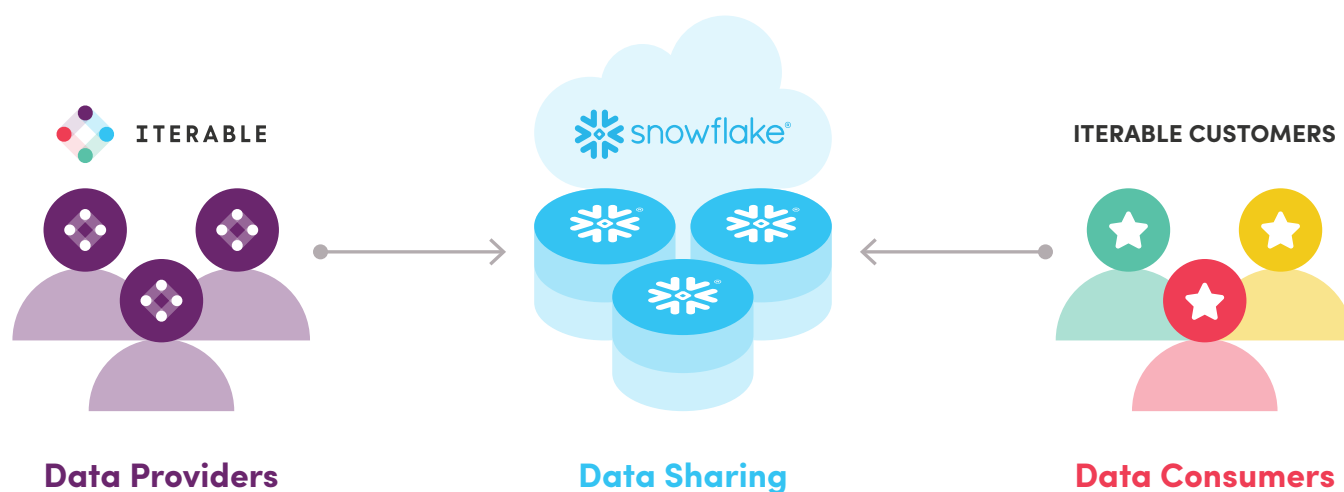
Intuitive Set-Up and Secure Access

Spend more time leveraging your data, not managing it. Snowflake's consolidated platform handles data warehousing, protection, data sharing, and governance, resulting in turn-key setup and low maintenance. In addition, Snowflake Data Sharing's built-in permissions, revocable access, and governance controls makes it easy to manage access to data across your business.

Snowflake + Iterable:
A Better Way to Share Data

Snowflake's unique data sharing architecture eliminates the complexity of sharing data, enabling you to securely share ready to query data across your organization—all without an ETL. Easily join Iterable campaign event data with your other business and customer data in Snowflake to analyze behavioral patterns, create attribution and predictions models, power data visualization, enrich business insights, and more.

Data Providers   **Data Sharing**   **Data Consumers**

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.

About Iterable

Iterable is a cross-channel platform that powers unified customer experiences and empowers marketers to create, optimize and measure every interaction taking place throughout the customer journey. With Iterable, brands create individualized marketing touchpoints that earn engagement, solidify trust and galvanize loyal consumer-brand relationships.

Want to learn more? Check out our integration page or reach out to your Iterable representatives for pricing and support questions.

Trusted By: box   fabfitfun   Fender   SEAT GEEK   STRAVA   Zillow