

BEYOND LEGACY: HOW SNOWFLAKE IS HELPING SCHIBSTED REDEFINE A MODERN MEDIA ORGANIZATION

MEDIA

Schibsted

COMPANY Schibsted ASA
LOCATION Oslo, Norway

SNOWFLAKE WORKLOADS USED



What began as a small publishing company in 1839 is now a Nordic digital powerhouse, with over 5,000 employees. Operating in media, digital marketplaces, and digital services, Schibsted's philosophy is that better use of data is the key to sustained growth and quality of service.

STORY HIGHLIGHTS:

Speed to market

Snowflake centralizes data from multiple companies and maximizes analyst SQL skills to quickly react to the market.

Clickstream data

Snowflake transforms the usability of data streams to build sophisticated A/B testing.

New applications

Snowflake's robust, modern architecture allows for development of new applications and revenue streams.

“What once took us hours to days, manually moving data from the source all the way to analysis, is now done in near real time with Snowflake.”

—LUDWIG KROKSTEDT, Head of Media Insights, Schibsted

CHALLENGE:

Diverse data sets that are fragmented and hard to access

Schibsted is a collection of diverse companies operating across digital marketplaces (such as Blocket), news organizations, financial services, and more. Its business model is built upon the frequent acquisition of new companies. As a result, Schibsted's data infrastructure was fragmented and comprised multiple moving parts. From subsidiary companies to individual departments, each was generating vast amounts of data in different formats. According to Ludwig Krokstedt, Schibsted's Head of Media Insights, “Our previous cloud data platform and proprietary solutions were inflexible; whenever format changes occurred, products or applications sitting on top of the data platform would frequently crash.”

On average, Schibsted generates 1.3 to 1.4 billion events per day across its subsidiaries. As customer interaction continues to evolve in the digital landscape, Schibsted wanted to implement a customer-centric data strategy. However, customer behavioral data is expected to exponentially grow in volume and complexity. Krokstedt knew that it wasn't enough to just be in the cloud; the company needed a new future-proof data platform to carry out its vision.

SOLUTION:

Consolidating all data in Snowflake for analytics and querying

With Snowflake on AWS, Schibsted centralized data across its subsidiary companies. “We've just consolidated all that data into Snowflake, and that enables us to ask questions to tune the business more with data. With Snowflake being able to handle

> 1.3 billion/day

Number of data events generated across Schibsted and subsidiaries

< 6 months

To justify ROI

500% increase

In use of Snowflake on U.S. Election Day

customer behavioral data, we now know which features we should be using and which articles should be kept at the top. We get to know much more and continue providing high-quality journalism,” Krokstedt said.

“Snowflake’s ability to scale up or scale down with near-zero maintenance has been phenomenal. It would take a large team and incur a huge monetary cost for our previous infrastructure to handle this amount of data,” Krokstedt said. Having configured Snowpipe for automatic ingestion, everything goes from Amazon S3 into Snowflake for analytics and querying.

RESULTS:

Data sharing that enables subsidiaries to act as one

Before Snowflake, Schibsted had business KPIs spread across the entire organization. If Schibsted wanted to compare page views from two of its media businesses, such as Aftonbladet and Svenska Dagbladet, analysts had to physically contact an individual within those two companies and ask them to send relevant results. In contrast, Snowflake Secure Data Sharing makes comparing data a seamless, secure process.

“**Snowflake allows the multiple companies under the Schibsted brand to move as one with our data.**”

—LUDWIG KROKSTEDT, Head of Media Insights, Schibsted

Clickstream data with Snowflake

Clickstream data especially has seen a huge increase in usage. Snowflake has helped Schibsted to become much better at performing A/B tests. By unlocking the clickstream data and being able to query it, the company is now able to run A/B tests with much greater flexibility and sophistication. As Schibsted moves further along in its transformation into a data-driven business, this flexibility is increasing its speed in product development and decision-making, opening up innovative new revenue streams.

Speed to market

Speed is of critical importance. With Snowflake, Schibsted can respond to market variations, such as with popular news articles, in the shortest time possible. To provide the most relevant, valuable content to consumers, Snowflake allows Schibsted to maximize the SQL skills of analysts across the multiple companies and users that need data. Analysts now interpret data in near real time and make marketing recommendations accordingly, for example, changing the page position of specific articles to reflect the content’s popularity.

“**Data is embedded everywhere in the digital media industry, and Snowflake allows us to take advantage of that. We’re excited about the new possibilities with data that Snowflake is unlocking for us.**”

—LUDWIG KROKSTEDT, Head of Media Insights, Schibsted

FUTURE:

Gaining a 360-degree view of customers to provide better offerings

As Schibsted incorporates ever more data sources and adds further layers of data sets upon its existing ones, the company’s knowledge of its business and customers grows exponentially. This will allow it to develop ever more sophisticated offerings and better, more personalized services to customers.

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. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. [snowflake.com](https://www.snowflake.com)