

COMPARE CLUB REDUCES COST PER LEAD BY 10% WITH HIGHTOUCH, BRAZE, AND SNOWFLAKE

FINANCIAL SERVICES



COMPANY Compare Club
LOCATION Sydney, Australia

SNOWFLAKE WORKLOADS USED



Everyday people are forced to make challenging financial decisions with very little data, whether it be related to mortgage payments, rent, loans, insurance, energy, utilities, and so on. Thanks to Compare Club, there is finally a better solution. Compare Club is a comparison services company that helps people make faster and smarter financial decisions. As one of the largest comparison services companies in Australia, with over 250 specialized agents, 3,000+ enquiries per day, and seven different websites, Compare Club analyzes plans across different vendors and recommends options customized to each individual circumstance.

STORY HIGHLIGHTS:

Snowflake for Analytics

Snowflake's data platform collects and consolidates all of Compare Club's data, making it easy and quick to create data models and run analytics.

Hightouch for Reverse ETL

Compare Club uses Hightouch to sync data from Snowflake to various tools such as Braze, Facebook Ads, and Salesforce to empower its sales and marketing teams and increase return on ads spend.

Braze for Lifecycle Marketing

With Braze, Compare Club can launch marketing campaigns across multiple touchpoints to address every aspect of the customer journey.

CHALLENGE:

With multiple different websites and customer touchpoints, Compare Club collected data from a number of disparate sources, but everything was stitched together through Excel Sheets and there was no easy way to do business monitoring or reporting accurately.

Business teams such as sales, marketing, or support had no easy way to access any information, so the data team was often tasked with building custom integrations to various marketing tools such as Facebook Ads, Google Ads, Salesforce, and so on. However, these custom integrations could take over three weeks to build and they were very brittle and difficult to maintain.

In addition to this, Salesforce Marketing Cloud was creating challenges because it was not handling all of the multi-channel touchpoints that were crucial given that Compare Club connects with customers over phone calls, emails, SMS, and so on.

SOLUTION:

The Snowflake Data Cloud: A centralized data foundation

With this in mind, Head of Data and Analytics Ryan Newsome laid out several criteria for a new cloud data platform.

These factors led Newsome to Snowflake:

- **Simplicity and ease of use**
- **Speed and performance**
- **Maintenance and implementation time**

Snowflake helps Compare Club consolidate all of its customer data into a centralized and fully managed platform, creating a unified customer profile and enabling self-serve analytics through Tableau. In addition to this, Compare Club is also able to access unique

Hundreds of hours saved

by the sales, marketing, and executive teams by moving to Snowflake

9.5% cost per enquiry reduced

by using Hightouch to build look-alike audiences for specific segments

Increased LTV, retention, and loyalty

by operating in a more customer-centric fashion with Snowflake, Braze, and Hightouch

data sets through Snowflake Data Marketplace and also leverage Snowflake's data sharing feature to send and receive data to different Snowflake accounts.

Activating data with Hightouch and Reverse ETL

With all of its customer data and unique data models in a single location, Compare Club needed a way for its various business teams (sales, marketing, support, and so on) to take action on the data within Snowflake.

Hightouch arose as a front-runner solution to tackle the challenge of sending the data within Snowflake to Compare Club's various business tools. Compare Club quickly began using Hightouch to sync customer data directly to Salesforce to give individual agents more visibility around specific customers and prospects.

“ We did a side-by-side comparison of Google BigQuery and Snowflake, but we ended up choosing Snowflake due to its speed, ease of use, and ability to spin up individual ad hoc warehouses. The speed of Snowflake is intense. I've never used any data platform as fast as Snowflake. I can run my queries in 10 seconds and I don't need a dedicated data engineer to keep everything up and running.”

—RYAN NEWSOME, Head of Data and Analytics

Lifecycle marketing campaigns

With Snowflake powering analytics, and Hightouch already syncing customer data directly to Salesforce, Compare Club also wanted to leverage this data from a marketing standpoint and design a two-way conversation to nurture its customers throughout their entire lifecycle journey based on the specific actions they take along the way. Knowing this, Compare Club turned to Braze to design an entirely new conversational experience and increase the number of meaningful interactions with customers.

Compare Club uses Braze to manage a number of different marketing campaigns across various touchpoints such as email and SMS based on the unique actions of each individual customer (such as phone calls they have with their sales team) to create relevant experiences tailored in real time toward the needs of each unique customer.

RESULTS:

Near real-time reporting

Using Snowflake, Compare Club is able to send data directly to Tableau every five minutes.

Higher sales output

By creating a lead scoring model in Snowflake and using Hightouch to sync that data to Salesforce as an additional field, Compare Club's sales reps can identify which contacts are more likely to pick up their phone. Using this information, Compare Club's individual agents are now meeting their required quota or surpassing it.

Increased revenue per lead for paid ads

With CPLs (cost per lead) rising, Compare Club leveraged Hightouch to create a custom audience where the lifetime sale for an individual was greater than \$5,000 and sync that to Facebook for ad retargeting, leading to an increase in revenue and a lower CPL.

Multi-touch lifecycle marketing campaigns

Braze has enabled Compare Club's marketing team to create customized campaigns across multiple touchpoints based on tactical segmentation and audiences powered by Hightouch. Using Braze, the marketing team can create customized experiences for customers (for example, users who visited the website and received a quote but never purchased). With Hightouch syncing data directly to Braze, the marketing team can easily experiment and iterate at a moment's notice, without ever having to go through the data team.

With Braze, the marketing team is able to follow each customer's journey from lead to opportunity, product sold, post-sale, and customer retention. Every interaction is tailored based on the conversations that happen across phone and support messages so that each customer can have relevant offers tailored to them on Compare Club's websites in real time.

FUTURE:

Turning insights into actions

Success for Compare Club means creating customized experiences and offers tailored toward the needs of every customer. The combination of Snowflake, Hightouch, and Braze provides Compare Club with a scalable technology stack that can tackle use cases for years to come. Furthermore, Snowflake Data Marketplace enables Compare Club to continually identify and leverage new data sets in delivering more personalized experiences to its customers.

“ We didn't choose an off-the-shelf CDP because a substantial amount of engineering is required to get it up and running, and at the end of the day, it is just a second source of truth. Why would we buy a CDP when all of our data modeling is already being done directly in Snowflake?”

—RYAN NEWSOME, Head of Data and Analytics

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)