

CONSTELLATION DELIVERS NEAR REAL-TIME CAMPAIGN INSIGHTS WITH SNOWFLAKE AND RIVERY

SOFTWARE



CONSTELLATION

COMPANY Constellation
LOCATION New York, New York

SNOWFLAKE WORKLOADS USED



SaaS company Constellation helps top brands and Fortune 500 companies build, launch, and manage hyper-targeted compliant campaigns at scale. Clients in automotive, pharmaceutical, banking, and other highly regulated industries rely on Constellation’s marketing compliance technology to accelerate digital marketing initiatives across multiple channels. To help customers make data-driven decisions, Constellation ingests and analyzes massive amounts of sales and marketing data.

STORY HIGHLIGHTS:

Instant elasticity

Snowflake’s elastic performance engine enables significantly faster load times for client-facing visualizations and reports.

Usage-based pricing

Per-second pricing and affordable cloud rates make it easier for Constellation to monitor usage and predict future expenses.

Snowflake Partner Network

Connecting Rivery to Snowflake aligns with Constellation’s need for a scalable data pipeline with low maintenance.

“**Snowflake fit perfectly into the puzzle we were trying to solve for our company’s scale and the expected scale of our clients.**”

—NAUMAN HAFIZ,
Chief Technology Officer, Constellation

CHALLENGE:

Providing near real-time analytics for clients at scale

Constellation’s client-facing reporting system was built to enable self-service access to timely campaign insights. However, the system’s underlying data architecture could not keep pace with Constellation’s rapidly expanding data volumes and complex data models, which led to resource contention that eroded the client experience.

Constellation’s previous data platform could not scale fast enough to deliver the near real-time insights clients needed for rapidly optimizing campaign creative and acquisition costs. Data visualizations took up to 60 seconds to load due to resource contention, and data pipeline issues led to multi-day delays for insights.

Managing infrastructure and troubleshooting technical issues diverted staff from higher-impact projects. “There was so much hands-on work and optimization just to make sure you’re meeting performance benchmarks without blowing your budget,” Constellation’s Chief Technology Officer, Nauman Hafiz, said.

In alignment with Constellation’s “iterative” philosophy, Hafiz’s team considered and tested multiple solutions, including BigQuery.

SOLUTION:

Rearchitecting with Snowflake and Rivery

Snowflake’s elastic performance engine solved Constellation’s resource contention issues and enabled significantly faster load times for visualizations and reports. Per-second pricing and affordable cloud rates made it easier to monitor usage and predict future expenses.

20%

Average reduction in acquisition costs experienced by clients

2x

Year-over-year growth in client base

33%

Reduction in data-related costs

Connecting Rivery to Snowflake aligned with the need for a scalable, low-maintenance data pipeline that could free up capacity for advancing Constellation’s marketing compliance platform. “It’s very easy for nontechnical teams to jump in and do a lot of powerful ETL activity,” Hafiz said. Rivery’s wide range of prebuilt data connectors allowed Constellation to connect to more data sources than before.

Snowflake’s fully managed infrastructure and near-zero maintenance reduced administrative effort. According to Hafiz, “From an ease-of-use, infrastructure-oversight, and cost standpoint, Snowflake was a no-brainer.”

Snowflake Data Marketplace offered a convenient solution for discovering and accessing data.

RESULTS:

Delivering timely, reliable insights to help clients improve acquisition costs

Powering Constellation’s near real-time reporting engine with Snowflake and Rivery helps top brands and Fortune 500s understand campaign performance and continuously optimize toward acquisition goals. In fact, many of Constellation’s clients now spend approximately 20% less to acquire the same amount of clients. “That’s because we can provide up-to-date information using Rivery, build and find insights with Snowflake, and bubble those up in a really seamless way,” Hafiz said.

“Rivery and Snowflake have been a huge part of Constellation’s success.”

—NAUMAN HAFIZ,
Chief Technology Officer, Constellation

Leveraging substantially more data at a 33% lower cost

Streamlining Constellation’s data architecture with Snowflake and Rivery makes it possible to ingest, store, and analyze more data at a lower cost. According to Hafiz, “We’ve cut at least one-third of our budget.”

Constellation’s technical staff have more time for building data science models and prescriptive analytics. “It frees up your time to actually focus on the meat of operations, which is generating insights,” Hafiz said. For example, Constellation uses Snowflake to develop models that help clients connect their advertising campaigns to real business outcomes.

Elevating the customer experience during periods of rapid growth

Combining a variety of sales and marketing data in Snowflake enables richer insights, advanced audience segmentation capabilities, and enhanced experiences for Constellation’s customers. Supporting clients’ ad hoc reporting needs is also easier with Snowflake.

Onboarding requires less time and effort for Constellation’s clients and in-house staff. “Rivery and Snowflake complete the picture and make the system turnkey, so we can just focus on the capabilities of our platform,” Hafiz said.

Increased customer satisfaction has yielded more word-of-mouth referrals and contributed to a year-over-year doubling of Constellation’s client base.

“Snowflake and Rivery provide a better developer experience and allow the entire company to operate at a much faster scale and speed.”

—NAUMAN HAFIZ,
Chief Technology Officer, Constellation

FUTURE:

Building an end-to-end data stack through an iterative approach

Tapping into the wide array of tools and technologies in the Snowflake ecosystem will help Constellation develop more models, surface new insights, and scale even faster. According to Hafiz, “We’re building a custom end-to-end data stack, and we need platforms that are extensible and flexible. From a Rivery and Snowflake standpoint, we have that covered.”

Maintaining an iterative approach will be key to realizing Constellation’s future data objectives. For example, Constellation is building a custom BI solution to enable highly interactive and customizable visualizations within its marketing compliance platform.

ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake’s Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 510 of the 2022 Forbes Global 2000 (G2K) as of July 31, 2022, use Snowflake Data Cloud to power their businesses.

Learn more at [snowflake.com](https://www.snowflake.com)