❄️ **snowflake**®

HOOKIT REVALUES 500 MILLION SOCIAL POSTS 30x FASTER WITH SNOWFLAKE

ADVERTISING, MEDIA, & ENTERTAINMENT

ⓘ **hookit**

COMPANY Hookit

LOCATION San Diego, California

SNOWFLAKE WORKLOADS USED

DATA ENGINEERING | DATA LAKE | DATA WAREHOUSE | DATA SCIENCE | DATA APPLICATIONS | DATA SHARING

SaaS company Hookit is using data to revolutionize the sports sponsorship industry. Top brands—including TaylorMade, Bose, and New Balance—rely on Hookit's Sponsorship Analytics and Valuation Platform™ to track the value and performance of sponsorships across social and digital media. To provide customers with data-driven insights for maximizing sponsorship ROI, Hookit ingests and analyzes 3 billion social posts per year from 500,000 athletes, teams, and influencers.

STORY HIGHLIGHTS:

Multi-cluster shared data architecture with near-infinite scalability
Moving Hookit's valuation engine to Snowflake enables the nightly revaluation of 500 million social posts without resource contention.

Fully managed infrastructure
Hookit's operations team spends a fraction of the time and effort on infrastructure maintenance, allowing five FTEs to focus on business needs.

Native SQL support
Snowflake's native SQL support accelerates the operations team's ability to build a highly scalable data pipeline.

CHALLENGE:

The legacy architecture could not keep pace with demand.
Hookit's on-premises legacy data architecture could not scale to keep pace with increased customer demand for sponsorship analytics. Hookit's proprietary data model relied on a series of independent, decoupled queues that required constant oversight by the operations team. "Manually toggling queues was time-consuming, operationally burdensome, and consumed massive amounts of compute, which slowed down data ingestion and valuation," Hookit's VP of Product and Engineering, David Lin, said. For example, Hookit's sponsorship prediction queue took at least 10 minutes to run despite being restricted to only 90 days' worth of data.

Reliance on manual processes eroded internal confidence in Hookit's data, which led to an unsatisfactory on-time client deliverable metric of 70% and multi-week delays for new reports. "We needed a next-gen system that could rapidly crunch a lot of data and simplify our operational flow," Lin said.

Hookit evaluated several solutions, but none offered the right mix of affordability and control. The team also realized that SQL was a core competency, which eliminated the feasibility of a NoSQL solution.

> **Transitioning to Snowflake allowed us to provide data that is fresher and more stable, so people no longer worry about data consistency."**
>
> —**JAMES FENG,** Director of Product Operations, Hookit

30x
Improvement in query runtime

500 Million
Number of social posts automatically revalued per day

40%
Reduction in data warehousing infrastructure costs

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SOLUTION:

Snowflake dramatically improved performance while simplifying administration.

Realizing the need for a modern data environment, Hookit turned to Snowflake on AWS.

Snowflake's multi-cluster shared data architecture scaled to handle all of Hookit's data, users, and workloads and automated the nightly revaluation of 500 million social posts. "We've turned our secret sauce—our valuation engine—into a series of scheduled Snowflake queries, which ensures that we always have the most up-to-date data," Lin said. Queries that took 10 minutes to run with Hookit's legacy architecture finished in 20 seconds with Snowflake—a 30x improvement. Performance was so impressive that Hookit decided to also power the API layer of its data application with Snowflake.

Snowflake's fully managed infrastructure simplified data administration and enabled five FTEs on the operations team to focus on more important business needs. Native SQL support and Snowflake's intuitive interface accelerated development.

Overcoming technical and administrative challenges with Snowflake elevated data confidence at Hookit. "Transitioning to Snowflake allowed us to provide data that is fresher and more stable, so people no longer worry about data consistency," Hookit's Director, Product Operations, James Feng, said.

> **Snowflake has been transformative to Hookit's business by enabling us to build a truly awesome valuation engine at scale."**
>
> —**DAVID LIN,** VP of Product and Engineering, Hookit

RESULTS:

Hookit delivers more insights to its customers while reducing TCO by 40%.

Ingesting millions of social posts into Snowflake provides Hookit with a single source of truth for supporting nearly every customer reporting and analytics use case.

Having everything in Snowflake empowers Hookit's analysts to query large data sets, assemble new reports, and deliver meaningful insights to customers in a fraction of the time. In fact, Hookit's on-time client deliverable metric—now close to 100% with Snowflake—has improved so much that the team no longer tracks it.

Hookit's data warehousing costs are also significantly lower with Snowflake. "We've reduced infrastructure spend by approximately 40% with Snowflake," Lin said.

Eliminating 88% of internal support requests frees the team for other activities.

Simplifying Hookit's data pipeline and revaluation engine with Snowflake frees the operations team to focus on higher impact activities, such as engineering bulk compute valuations that save time and money. Automating Hookit's queue workflow with Snowflake has reduced the number of internal support tickets by 88% and reported bugs by 57%.

Hookit can focus on accelerating product innovation.

Elevated data integrity enables Hookit's product team to confidently support the core platform and develop add-on products that surface new insights for customers.

Accelerated product innovation has a positive downstream effect on almost every department at Hookit. Sales and operations teams gain additional confidence for promoting and supporting Hookit's products. Hookit's marketing team works closely with the product team to mine Snowflake for industry insights and produce timely, data-driven whitepapers for lead generation.

> **With Snowflake, we've helped the company achieve its ultimate vision of accurately measuring and predicting the value that brands achieve from social media."**
>
> —**DAVID LIN,** VP of Product and Engineering, Hookit

FUTURE:

Snowflake Secure Data Sharing and automation will increase customer insights.

Snowflake Secure Data Sharing is a top priority for Hookit. Providing secure access to governed data with Snowflake will allow Hookit's customers to perform in-depth data analysis without copying or moving data sets. "Data sharing represents a big opportunity for Hookit, and we look forward to partnering with Snowflake to make this a reality," Lin said.

Leveraging Snowflake to programmatically mine reports and develop data story templates is also on the roadmap. Templatized data stories will automate large amounts of time-consuming manual work for Hookit's client team and improve the customer experience.