

# HOW VIMEO LEVERAGES BILLIONS OF STREAMING EVENTS TO GENERATE CUSTOMER INSIGHTS WITH SNOWFLAKE

VIDEO

vimeo

COMPANY Vimeo

LOCATION New York, New York

## SNOWFLAKE WORKLOADS USED



Video SaaS company Vimeo provides an all-in-one video software solution that enables professional-quality video for all. More than 200 million users rely on Vimeo to create, communicate, and collaborate with video. To surface data-driven insights that support customer acquisition and upsell initiatives, Vimeo ingests and analyzes large amounts of customer, marketing, and product usage data.

## STORY HIGHLIGHTS:

### Multi-cluster shared data architecture

Vimeo ingests and analyzes billions of streaming events per day without experiencing resource contention.

### Near-zero maintenance infrastructure

Snowflake frees technical staff to focus on projects that support revenue growth and improve the customer experience.

### Extensive network of connectors, drivers, and programming languages

Connecting Snowflake to a variety of data sources, BI tools, and business systems elevates data's impact at Vimeo.

## CHALLENGE:

### Keeping pace with billions of streaming video events

Vimeo's legacy on-premises data architecture limited the BI team's ability to develop meaningful reports for internal stakeholders. These data challenges made it impossible to gain a 360-degree view of each customer for data-driven decision-making.

Frequent outages delayed time to decision for Vimeo's executives and created stress for BI engineers. Data engineering challenges and time-consuming system maintenance diverted attention from higher impact initiatives. Increasing compute and storage was a capital-intensive process that required complex hardware upgrades and significant oversight by technical staff.

Siloed knowledge inhibited the scalability of Vimeo's BI engineering team. "We had to distribute know-how for running certain queries because it was easy to break the system," Vimeo's Head of Data, Lior Solomon, said.

Increased demand for data analytics combined with the acquisition of two startups compounded Vimeo's data challenges.

“Snowflake unlocks business opportunities at Vimeo by building trust that our data environment is stable and can scale elastically with no downtime incidents.”

—LIOR SOLOMON, Head of Data, Vimeo

Billions

Number of streaming video events ingested per day

200 million

Number of Vimeo users

Millions of dollars

Revenue growth influenced by data-driven reporting with Snowflake

## SOLUTION:

### Elevating data analytics and data science for a fraction of the effort

Realizing the need for a new data environment, Vimeo turned to Snowflake.

Snowflake's multi-cluster shared data architecture scaled instantly to handle Vimeo's data, users, and workloads. According to Solomon, "Snowflake is our platform for anything that involves data science, machine learning, and business decisions."

Snowflake's near-zero maintenance infrastructure improved Vimeo's uptime, reduced system administration, and eliminated concerns about stability. Connectivity to a variety of BI tools simplified data visualization and reporting.

Snowflake's Streams and Tasks feature made it possible to build a scalable change data capture (CDC) process that ingests fresh data from Vimeo's production databases. The Snowflake Connector for Kafka, Snowpipe, and bulk loading from Amazon S3 enabled near real-time data loading. Streamlining Vimeo's data pipeline reduced latency for reports that aggregate data from Salesforce, Amplitude, Google Analytics, and content delivery network (CDN) vendors.

Integrating with Singular and Simon Data enabled a data enrichment process that helps marketers refine Vimeo's customer acquisition models. Ingesting enriched data from Openprise provided valuable insights about enterprise-level customers.

## RESULTS:

### Using data analytics as a catalyst for millions of dollars in revenue growth

Powering data analytics with Snowflake increases Vimeo's ability to make data-driven decisions that accelerate growth—even during uncertain economic times. "With Snowflake, we were able to sustain our growth during COVID-19 with no outages and also open up new revenue channels," Solomon said.

Analyzing billions of streaming CDN events per day with Snowflake enables millions of dollars in revenue by identifying enterprise customers who require additional bandwidth. Vimeo's CRM team relies on data from Snowflake to develop effective upsell campaigns that engage customers who are likely to upgrade.

**"Snowflake Secure Data Sharing has empowered us to rapidly spin up new marketing campaigns, shortening project lead times from weeks to days. It's also allowed us to send out revenue-generating campaigns at a much higher velocity."**

—NATE CHRISTIAN, Sr. Director, Marketing Analytics, Vimeo

### Leveraging enriched marketing data to minimize customer acquisition costs

Pushing enriched data from Snowflake to Google Ads helps Vimeo's marketers improve targeting, manage acquisition costs, and build look-alike audiences that elevate campaign performance. According to Solomon, "We have a substantial media spend to acquire customers, and Snowflake is an important piece in facilitating a more complete view."

### Accelerating innovation with a 4x increase in data engineering talent

Increased demand for data-driven insights at Vimeo has led to a 4x expansion of Vimeo's BI engineering team. Overcoming data engineering challenges with Snowflake frees technical staff to focus on innovation. "We can go even faster now because we have the underlying infrastructure to run more queries, ingest more data, and create more business opportunities," Solomon said.

**"Tools like Snowpipe and Snowflake streams have become a core part of our data engineering tool set, helping us to reimagine our ETL practices."**

—EVAN CALZOLAIO, Data Engineer, Vimeo

## FUTURE:

### Reducing costs and increasing transparency

Leveraging Snowflake to reduce data costs is a top priority for Vimeo. Creating separate warehouses for each department will create additional transparency and simplify budgeting.

## 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://snowflake.com)