

# HOW SNOWFLAKE'S DATA CLOUD LOWERED CAC BY 50% AND SPEED UP DATA-DRIVEN DECISIONS BY 50%

INTERNET



**COMPANY** Yesware  
**LOCATION** Boston, Massachusetts

## SNOWFLAKE WORKLOADS USED



Yesware is an all-in-one toolkit that gives sales professionals everything they need to prospect, schedule meetings, and follow up from their email inboxes. The software is provided as an add-on for Office 365 and Gmail. For teams, Yesware gives sales management the power to track, analyze, and standardize what's working across the Sales team.

## STORY HIGHLIGHTS:

### Instant elasticity

Yesware can instantly, cost-effectively, and near-ininitely scale storage and compute.

### Near-zero maintenance

Snowflake helped Yesware reduce the need for dedicated resources to manage infrastructure.

### Single view of analytics data

Snowflake provides Yesware with a 360-degree view of the customer, enabling the Marketing team to evaluate user behavior at each stage of the sales funnel.

“Our goal was to have a 360-degree view of the customer, from first introduction all the way through the customer lifecycle. By consolidating data from our MarTech vendors into Snowflake, we're able to make better decisions faster and measure whether they moved the needle.”

—IAN ADAMS, VP of Sales & Marketing, Yesware

## CHALLENGE:

### Data in separate silos

Yesware teams have used a number of analytics solutions, including Mixpanel, Heap, and Amplitude. The solutions operated in silos, and data was not shared across them. The Engineering team used Mixpanel, but didn't have access to the Marketing team's data. The Marketing team used Heap, but didn't have access to the Product team's data. Other teams had their own tools that created more silos.

According to Yesware's VP of Sales & Marketing, Ian Adams, “It was a disaster. If people have to go into a bunch of different systems to find data, they stop doing it because it's too complicated and time-consuming. Decisions are made on gut feelings, not on data.”

This lack of interconnected marketing analytics data impacted the business. According to Adams, “We spent a lot of money on marketing campaigns that didn't produce desired results.”

While the Marketing team was challenged by the siloes of analytics data, the IT team struggled with its cloud data platform. According to Yesware's Director of Engineering, Mike Karolow, “We found it extremely difficult to develop iteratively. It was a constant process of creating, destroying, and rebuilding clusters as we tried modeling our data. What we needed was a platform that provides separation of data storage from computation.”

50%

Reduction in customer acquisition costs

4

Years of page-view and trial data loaded into Snowflake

50%

Faster decisions

## SOLUTION:

### Consolidated data that provides a 360-degree customer view

The Snowflake Data Cloud provides a flexible and modern platform with elastic scalability and per-second pricing. By consolidating data into Snowflake, Yesware brought together all its marketing and product analytics systems. It uses Sigma (from Snowflake partner Sigma Computing) as its BI tool to connect marketing and product activity.

Yesware loaded four years of page-view and trial data into Snowflake from its customer data platform. Within days, Yesware was able to sessionize all the data, associating page views with anonymous IDs and tracking events.

Yesware added data from other systems, including Customer.io, Google Analytics, Salesforce, Zendesk, and Google and Facebook ads. Yesware now has a 360-degree view of the customer at each stage of the sales funnel. It can analyze every touchpoint, past and present, and see the results of every interaction.

For the IT team, Snowflake provides everything their prior platform did not: separation of storage from compute, instant elasticity for storage and compute, and per-second pricing. "We're very familiar with the value added by cloud-hosted data services and as such, we were drawn to Snowflake's model. Snowflake isn't just a platform; it's a service that partnered with us as we grew," Karolow said.

**"We can pinpoint in real time which marketing channels are working, which aren't, and where we should pivot to achieve the best ROI."**

—IAN ADAMS, VP of Sales & Marketing, Yesware

## RESULTS:

### CAC reduced by 50% and faster data-driven decisions

With a single view of customer data (provided by Snowflake) and BI insights (provided by Sigma), Yesware has lowered its customer acquisition cost (CAC) by 50%. According to Adams, "We can pinpoint in real time which marketing channels are working, which aren't, and where we should pivot to achieve the best ROI." In addition to more-efficient advertising spend, Yesware has accelerated its data-driven decisions by 50%.

### New marketing insights

By breaking down silos across its marketing analytics systems, Yesware derives marketing insights that were not possible when data was disconnected. For example, Yesware discovered that users were starting a trial from its plugin's listing in Google's Chrome Web Store. These trial users were bypassing the marketing site completely. Without Snowflake and Sigma, Yesware wouldn't have discovered this.

### Seamless storage of semi-structured data

Unlike other platforms, Snowflake supports the seamless storage of semi-structured data (for example, JSON), avoiding the time, overhead, and potential errors associated with data transformation.

According to Karolow, "The ability for us to load large data lakes of Amazon S3-backed JSON directly into Snowflake, and then query it performantly as though it were columnar, has been immensely freeing." Karolow's team has saved time by eliminating data transformation and discovering new business insights backed by data.

**"In addition to decreasing customer acquisition cost by 50%, we're building better products, designing them in better ways, and instrumenting customer success processes to respond to the customer faster."**

—IAN ADAMS, VP of Sales & Marketing, Yesware

## FUTURE:

### Securely sharing data with customers

Going forward, Yesware is planning to leverage Snowflake Secure Data Sharing to give customers direct access to their data. "This is an exciting area for us to explore," said Karolow.

## 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)