rudderstack

Rudderstack helps companies collect and manage customer event data in Snowflake.

Take control of your customer data with full privacy capabilities.

- Give data teams control over customer data, from ingestion to transformation
- Power in-house solutions for a truly customized customer data operation
- Prioritize data governance, security, and compliance for sensitive customer data

Customers can combine RudderStack and Snowflake for a modern customer data experience:

rudderstack | snowflake

Easy, reliable integration
Connect and move data from source systems to Snowflake smoothly while avoiding breakdowns and manual fixes

CDP and native app built for Snowflake
Streaming capabilities for real-time data and a native app for identity stitching at scale

Powerful combination for data teams
Use RS SDKs to centralize customer data and SQL/Python to bring technical expertise to bear, all with the speed and scale of the cloud

Scalability and flexibility
Use Snowflake's powerful compute clusters to scale customer data operations to meet data demands and budgets

Use Cases	Customer Journey analytics	Marketing analytics	Product analytics	Advanced Data projects
	End-to-end behavior tracking and analysis	Customer analytics, multi-touch attribution, and ROAS tracking	Feature adoption & user engagement	Data collection and event tracking to feed AI/ML models

> " RudderStack supercharged our ability to identify our customers as they moved between our apps and online storefronts, creating a richer, more complete customer journey. "
>
> — Wei Zhou
> Director of Data Engineering at Wyze

Learn more at **rudderstack.com/integration/snowflake**

Schedule a demo ↗