MERKLE + **snowflake**

CONTACT

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Who Is Merkle

Merkle, a global leader in customer experience transformation, leverages data, analytics, and technology to deliver personalized experiences that drive growth.

By combining advanced Customer 360 marketing solutions with strategic insights, Merkle empowers organizations to better understand and engage their audiences—fostering stronger customer relationships and delivering measurable impact.

What sets Merkle apart is that it's not only a Snowflake partner but also a Snowflake customer. This firsthand experience gives Merkle a deeper understanding of the platform and uniquely positions it to unlock Snowflake's full value for clients.

Capabilities *Powered by Snowflake and Native Apps*

Our partnership brings together Merkle's data-driven marketing expertise with Snowflake's cloud-native AI data platform to unlock smarter, faster, and more personalized customer experiences.

Advanced Analytics & Machine Learning

Apply Merkle's advanced analytics frameworks on Snowflake's performance-optimized infrastructure, using ML algorithms and modeling to uncover customer behavior patterns and predict future outcomes.

Data Enrichment

Enrich your first-party data with highly accurate predictive and descriptive insights available in the Snowflake Marketplace—unlocking deeper customer understanding and smarter marketing decisions.

Data Management

Seamlessly ingest and integrate first-, second-, and third-party data into Snowflake's single data environment, creating a unified view of customers for more robust insights.

Privacy & Compliance

Augment Snowflake's secure data-sharing and governance with Merkle's implementation and advisory services.

Identity Resolution

Match individuals across data sources to create a unified ID, enabling brands recognize them across platforms and deliver personalized experiences

Personalized Activation

Deliver personalized, omnichannel messages powered by Snowflake's real-time data capabilities—engage the right customers at the right moment and in the right place

AI Readiness

Co-create an AI-ready data strategy by assessing the current state, identifying gaps, and providing actionable recommendations.

Target Audience

Primary Prospecting Focus:

Analytics, Data Science, Data Engineering, Marketing, and Advertising Teams

Primary Buyers:

CDO, CTO, CMO, VP of Marketing, IT, Data, and Data Science

Qualifying Questions

• How do you use customer data for insights, segmentation, and modeling?
• Do you have a single customer view across all devices and touchpoints?
• What MarTech stack do you use, and are there any capability gaps?
• How do you personalize the customer experience, and is it in real time?
• What are your primary KPIs for improving engagement and marketing ROI?

Resources

Merkle & Snowflake https://www.merkle.com/en/about-us/partnerships/snowflake.html
Merkury https://merkury.dentsu.com/
Snowflake Marketplace https://app.snowflake.com/marketplace/listings/Merkle

MERKURY

Merkury is our person-based identity and data platform that empowers businesses to transform customer data into scalable insights and activation.
By unifying data within Snowflake's secure, cloud-based platform and leveraging Merkury's composable identity capabilities, businesses can deliver highly personalized experiences that drive growth and lasting loyalty.

Why Is Important

Today's consumers expect brands to better understand them and deliver personalized experiences at every touchpoint. To meet these expectations, marketers are increasingly bringing identity and data capabilities in-house. Client-owned ID graphs have become a critical competitive advantage—not just a nice-to-have. Instead of spending days sending first-party data to external partners for enrichment, businesses need faster, more seamless solutions. Merkury makes this possible by empowering marketers, advertisers, and publishers to build and activate identity directly within their own environments through a composable identity and data platform.
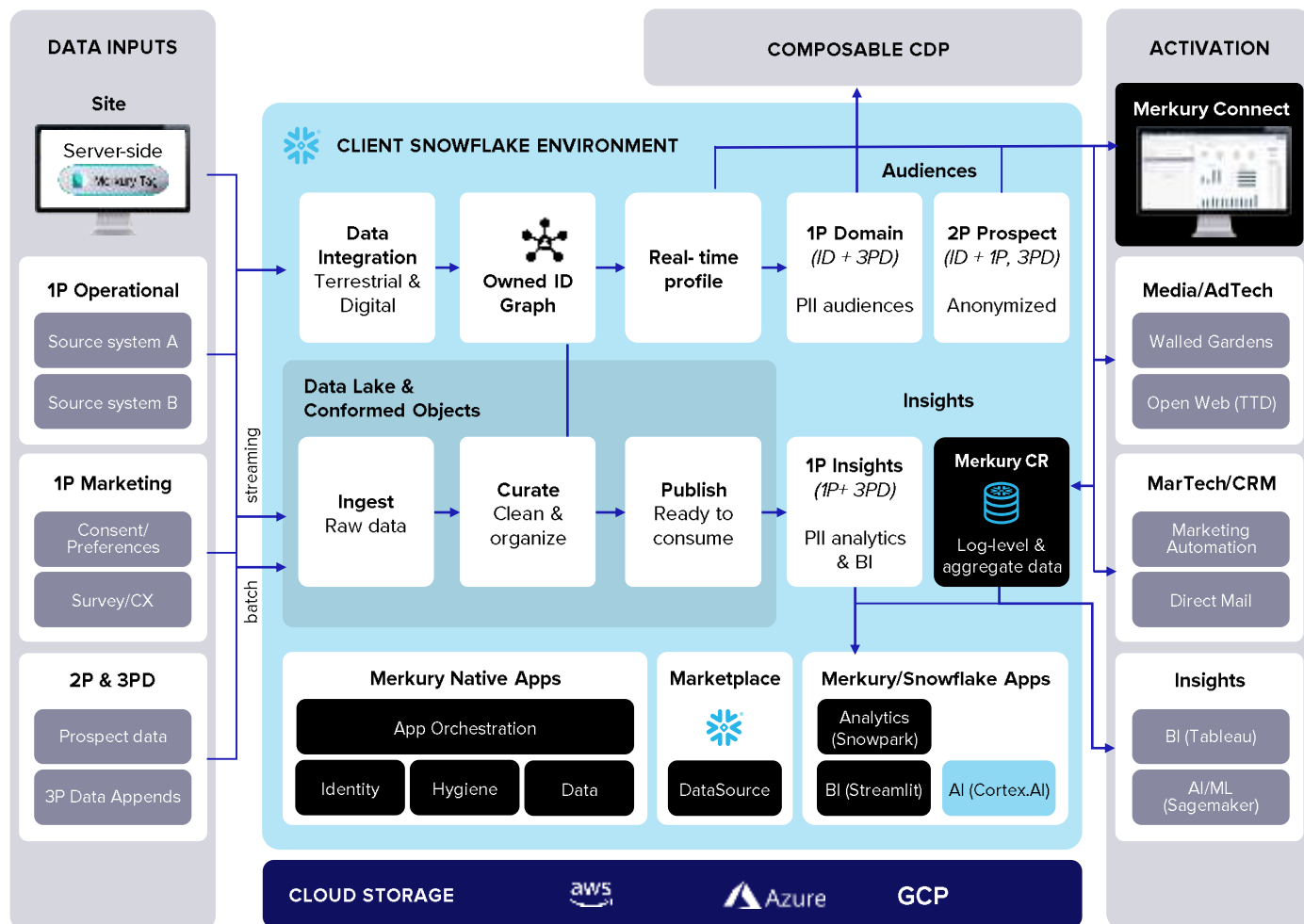
Merkury's Composable Platform goes beyond solving marketing, advertising, and data challenges—it integrates solutions directly into your environment through Native Apps, accelerators, Marketplace offerings, services.

Problems	How we help
NATIVE APP	
Fragmented IDs	Create a unified client-specific master person-ID for seamless use across enterprise databases, analytics, and MarTech/AdTech platforms
Identity Ownership	Offer Enterprise ID Graphs to unify offline & online identifiers, attributes & interactions, powered by 268M+ person-IDs
Disparate & Incomplete Data	Cleanse, de-dupe, and organize 1st party data with hygiene and ID resolution to a person and household ID
Activation	Audience syndication to AdTech/MarTech platforms and publishers, personalization tools, CDPs & more
Measurement	Merkury Clean Room provides a privacy-safe environment that unifies first-party, second-party, and third-party data for analysis and measurement
MARKETPLACE	
Limited Data	Access 10k+ consumer and B2B attributes to improve audience insights, segmentation, and modeling
ACCELERATOR	
Unknown Site Visitors	Identify 60%+ of unauthenticated site visitors to a person ID in real-time with confidence scores
Prospecting	Access the entire U.S. 18+ population prospect universe in your environment, with 10k+ attributes ready for use across multiple channels.
Personalization	Deliver addressable, omnichannel personalized experiences across sites, apps, TV, email, media and service
SERVICE	
Data Science & AI	Create advanced audience segments, ML models, and AI-driven analytics powered by identity and data
Media Attribution	Gain insights into cross-channel, person-based reach and frequency, with closed-loop measurement from exposure to sales.

MERKURY

**You've already modernized your data infrastructure in the Snowflake AI Data Cloud.
It's time for your identity resolution & 3rd-party data services to evolve for the AI age.**

■ Mercury ■ Snowflake

DATA INPUTS

Site
Server-side
Merkury Tag

1P Operational
Source system A
Source system B

1P Marketing
Consent/Preferences
Survey/CX

2P & 3PD
Prospect data
3P Data Appends

streaming
batch

COMPOSABLE CDP

ACTIVATION

Merkury Connect

Media/AdTech
Walled Gardens
Open Web (TTD)

MarTech/CRM
Marketing Automation
Direct Mail

Insights
BI (Tableau)
AI/ML (Sagemaker)

❄ CLIENT SNOWFLAKE ENVIRONMENT

Audiences

Data Integration
Terrestrial & Digital

Owned ID Graph

Real-time profile

1P Domain
(ID + 3PD)
PII audiences

2P Prospect
(ID + 1P, 3PD)
Anonymized

Data Lake & Conformed Objects

Ingest
Raw data

Curate
Clean & organize

Publish
Ready to consume

Insights

1P Insights
(1P+ 3PD)
PII analytics & BI

Merkury CR
Log-level & aggregate data

Merkury Native Apps
App Orchestration
Identity | Hygiene | Data

Marketplace
❄
DataSource

Merkury/Snowflake Apps
Analytics (Snowpark)
BI (Streamlit) | AI (Cortex.AI)

CLOUD STORAGE
aws ▲ Azure GCP

Only Truly Complete Solution
Our E2E identity and hygiene includes USPS NCOA and everything you need to activate.

Precise control and optionality
Our orchestration app enables you to build to your exact specs and coordinate across apps.

Fast, Secure & AI Ready
Resolve and enrich data without sending PII outside & bring AI models right to your data.

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