

Ecosystem Acceleration

Approaching the Modern Data Stack for Live Analytics



Sibel Atasoy Wuersch

Head of Data
Frontify



CJ Wehtje

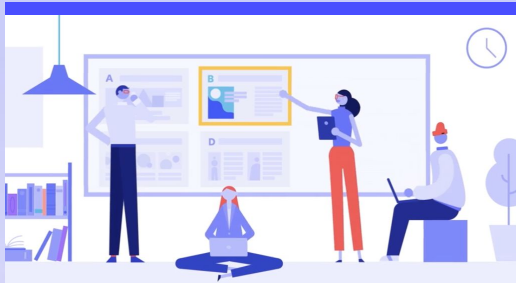
Senior Business
Intelligence Manager
Snowflake



Mealca Gebreselassie

Customer Marketing, EMEA
ThoughtSpot

In the new decade of data brings new BI & Analytics imperatives



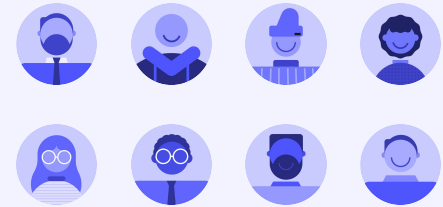
Digital transformation is
essential

69% accelerated



Data volume is exploding

18 ZB in 2018
200 ZB in 2025



Insights for every role & at the
point of impact



The modern data ecosystem fuels performance and scale

‘Good enough’ doesn’t cut it

Best-of-breed powers transparency, impact

Cloud-native is a given

Integrate with any cloud data source or application

Follow the three E’s

Easy to access, Easy to use, Easy to build

Today's speakers



CJ Wehtje

Sr. Business Intelligence Manager
Snowflake



Sibel Atasoy Wuersch

Head of Data
Frontify



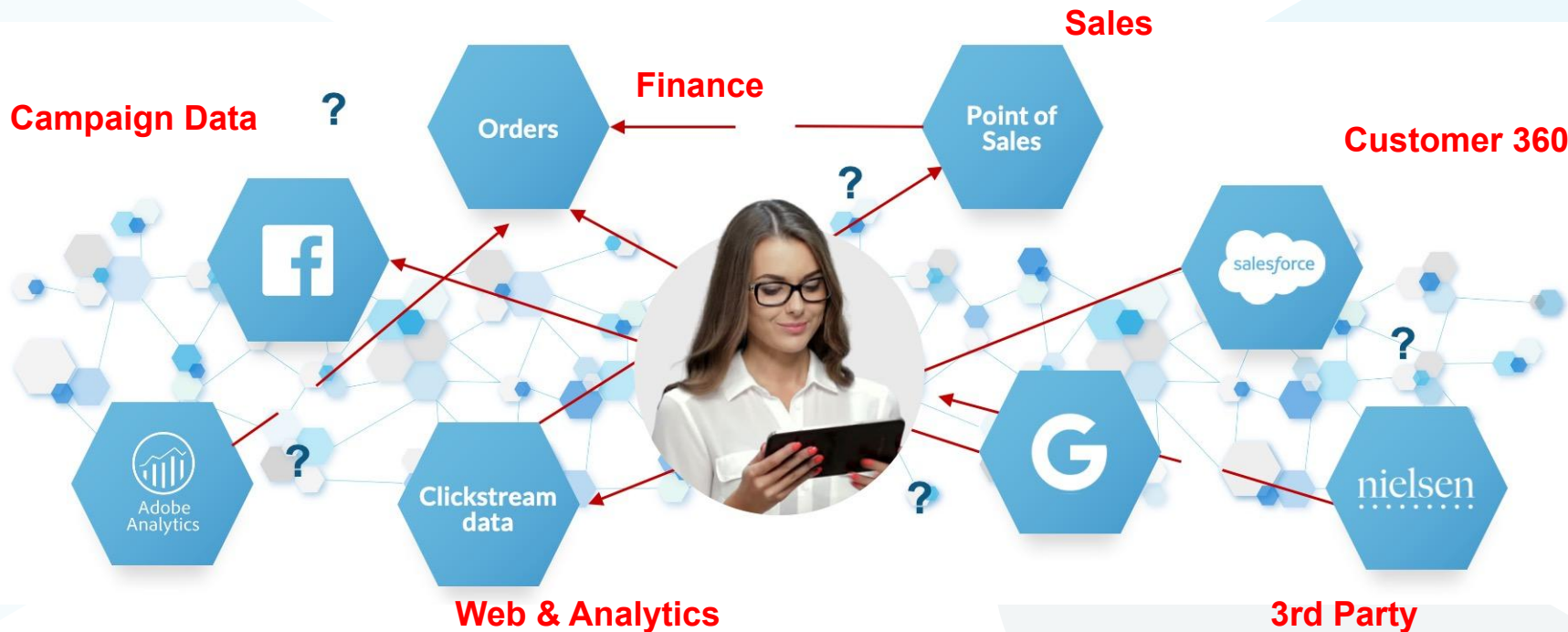
Marketing Intelligence Approach to the Modern Data Stack

CJ WEHTJE | MARCH 2022

BREAKING DOWN SILOS IN DATA CLOUD



FRAGMENTED DATA IS THE ROOT CAUSE PROBLEM FOR DATA-DRIVEN MARKETING

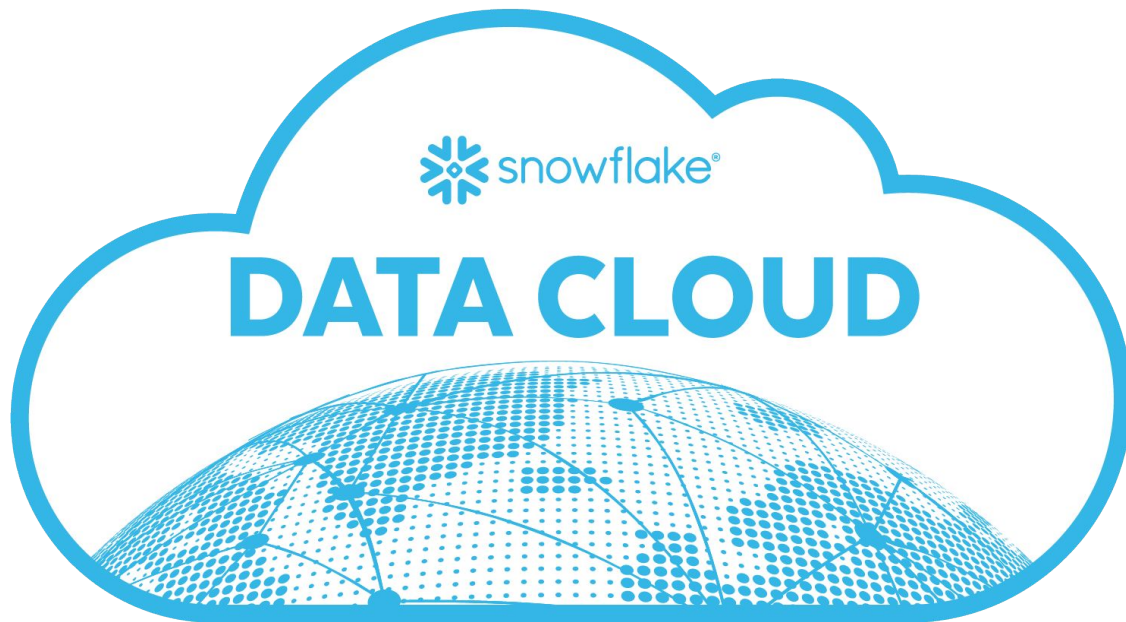


ENTERPRISE-WIDE DATA STRATEGY IS REQUIRED

ALIGN MARKETING, CUSTOMER, AND ENTERPRISE DATA



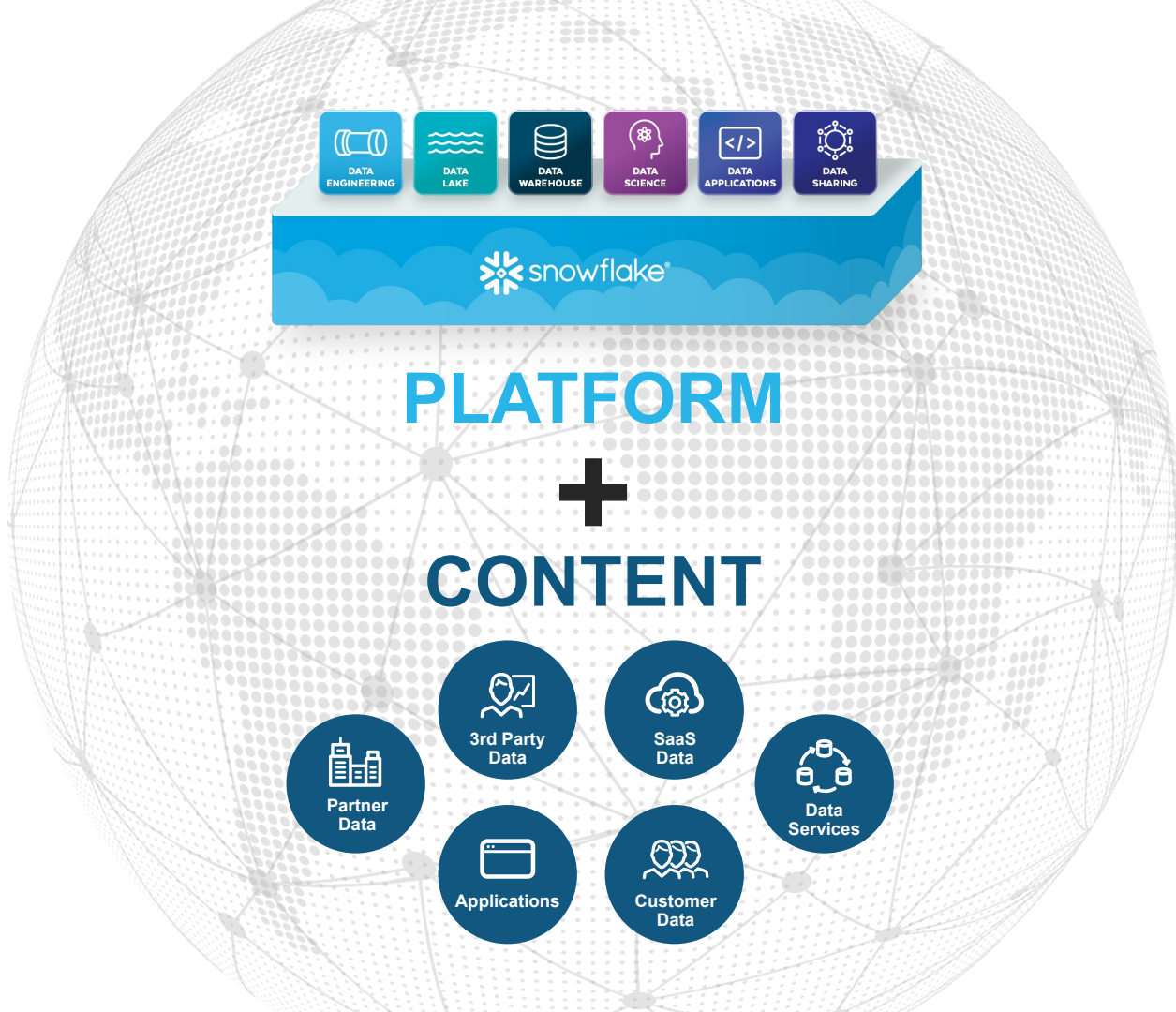
THE DATA CLOUD IS A GLOBAL NETWORK



One global, unified system connecting companies and data providers to relevant data for their business



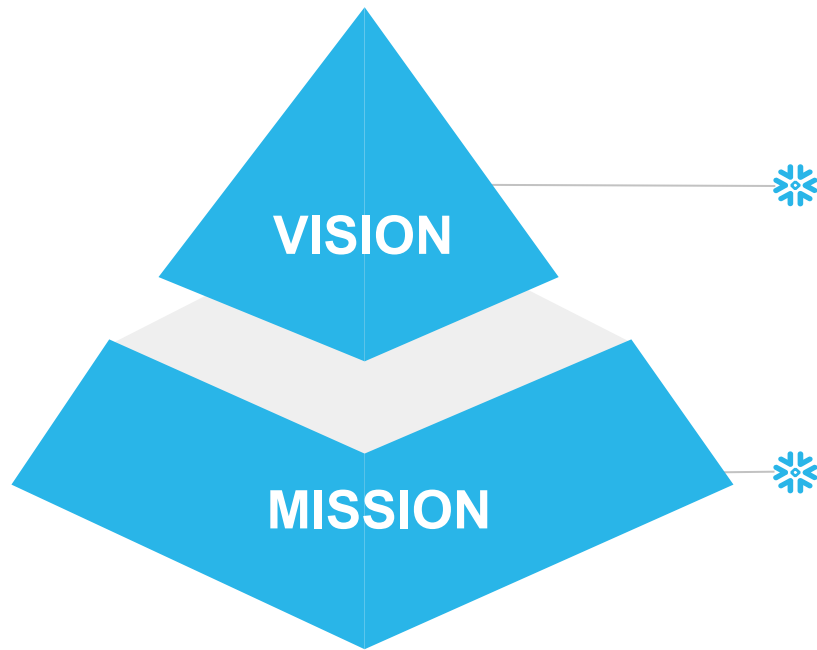
ELEMENTS OF THE DATA CLOUD



CREATING THE MODERN DATA STACK



CREATE THE MOST INSIGHTS-DRIVE TEAM WITH A MODERN DATA STACK



Predict real time ROI to dynamically **optimize** all marketing programs and **disrupt** aged B2B marketing analytics practices

Core Marketing Pillar

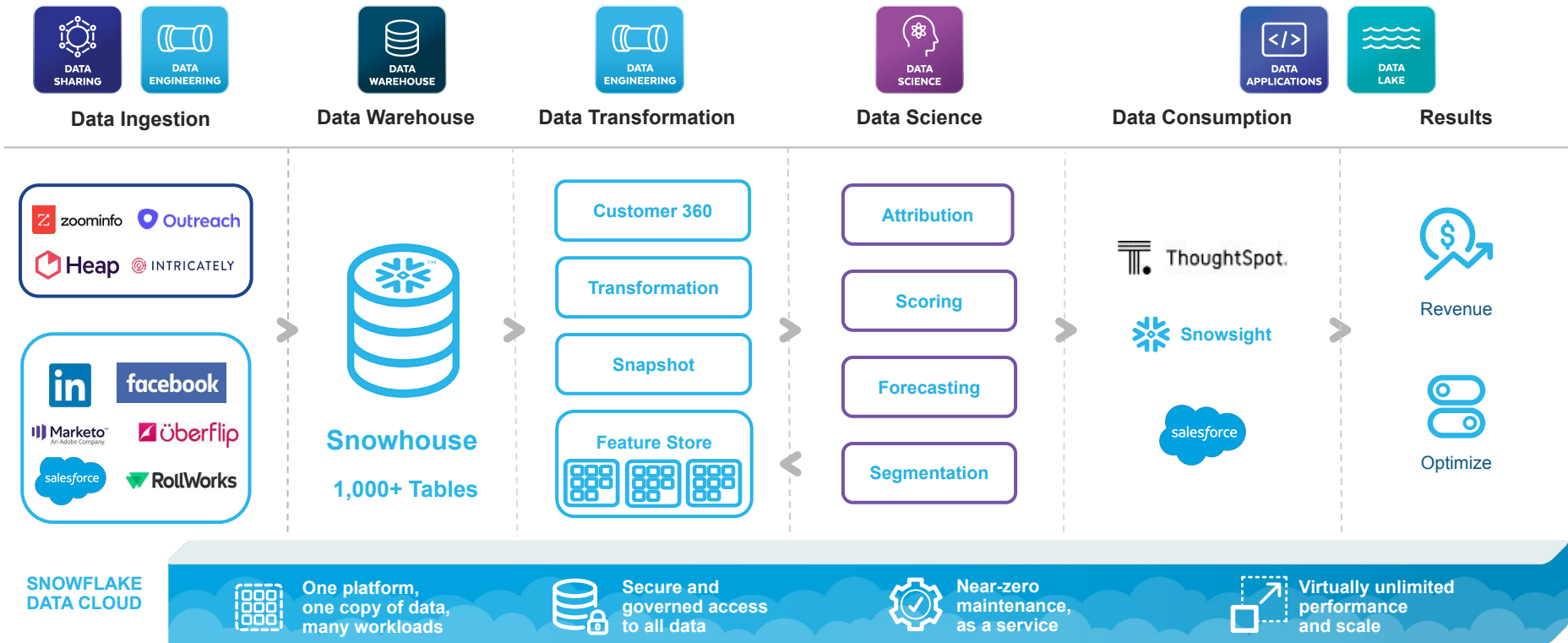


Build scalable solutions and models to enable Snowflake marketing to **become the industry's most insights-driven team**



MARKETING ANALYTICS ECOSYSTEM

POWERED BY DATA CLOUD

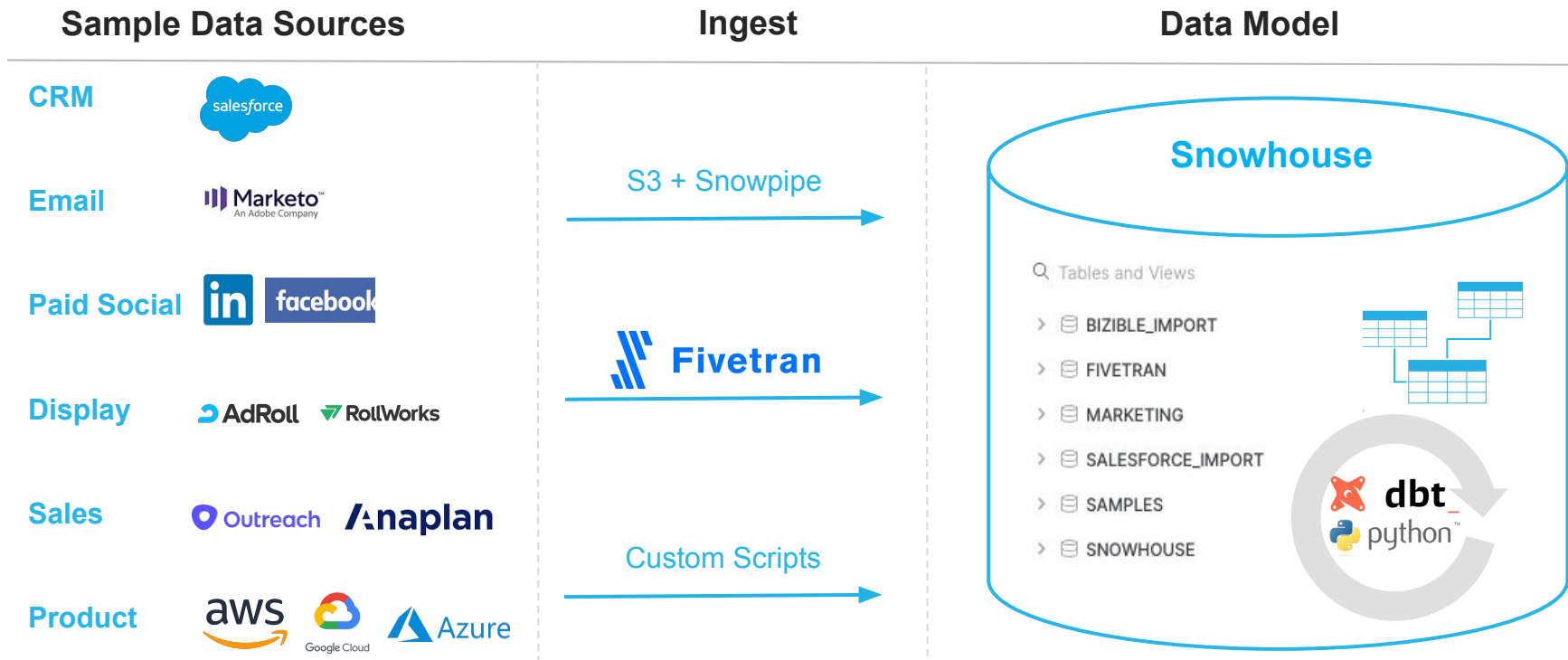


FOUR STEPS TO SELF-SERVICE WITH THOUGHTSPOT



#1

UNIFY ALL DATA ON SINGLE PLATFORM

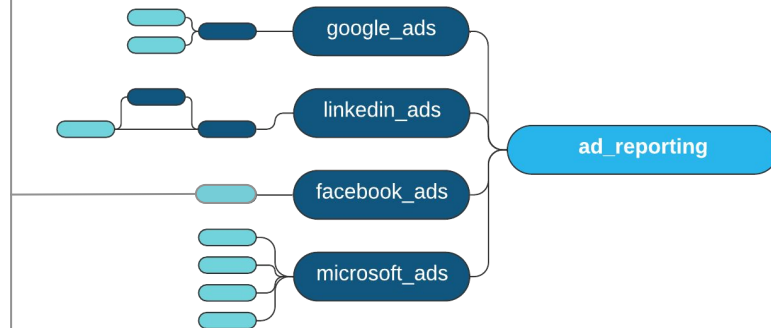


CREATE MODEL IN SNOWFLAKE

Create and schedule models to run with dbt and Airflow

```
1  select distinct
2      utm_source || utm_campaign || utm_medium || utm_content || utm_term as join_key
3      , case
4          when lower(utm_source) = 'linkedin'
5            and lower(utm_medium) = 'paysocial'
6            then 'LinkedIn'
7          when lower(utm_source) = 'facebook'
8            and lower(utm_medium) = 'paysocial'
9            then 'Facebook'
10         when lower(utm_source) = 'google'
11           and lower(utm_medium) = 'paidsearch'
12           then 'Google Search'
13         when lower(utm_source) = 'gda'
14           and lower(utm_medium) = 'display'
15           then 'Google Display'
16         when lower(utm_source) = 'bing'
17           and lower(utm_medium) = 'paidsearch'
18           then 'Bing Search'
19         else 'Other'
20       end as channel
21      , case
22          when channel != 'Other'
23            then true
24          else false
25        end as paid_digital
26      , case split(lower(utm_campaign), '-') [0]
27          when 'na'
28            then 'North America'
29          when 'em'
30            then 'EMEA'
31          when 'ap'
32            then 'APJ'
33        end as region
34      , iff(len(split(utm_campaign, '-') [1]::string) > 2, null, split(utm_campaign, '-') [1]::string) as country
35      , iff(len(split(utm_campaign, '-') [2]::string) > 2, null, split(utm_campaign, '-') [2]::string) as language
36      , case
37          when lower(utm_content) rlike '.*(evglevergreen).*'
38            then 'Evergreen'
39          when lower(utm_content) ilike '%evp%'
40            then 'Physical Event'
```

With dbt, you can work directly within Snowflake to produce trusted datasets for reporting, ML modeling, and operational workflows.



#3

EXPOSE MODEL IN THOUGHTSPOT

Super simple to connect Snowflake and ThoughtSpot

Snowflake connection details
Add your account details and credentials to retrieve the list of tables. [Get help](#)

☒ Use Service Account ☐ Microsoft Azure AD OAuth ☐ Use OAuth

Account name or your Snowflake URL *
snowflake

User *
marketing_user

Password *

Role *
marketing_role

Warehouse *
marketing

Database
marketing

Database name is case sensitive

Advanced Config

Connection tips

- ✓ Make ThoughtSpot IP Address accessible from Snowflake
- ✓ Make the tables in Snowflake visible to this role
- ✓ Warehouse should have auto-resume set to 'true' and auto-suspend set to '5 minutes'

Your Data is safe

Connecting your warehouse to ThoughtSpot is safe and secure.

[Learn More](#)

Standardized reporting tables in Snowflake makes connecting and surfacing in ThoughtSpot simple

Worksheet
Ad Spend

[Edit Worksheet](#)

[Columns](#) [Joins](#) [Data samples](#) [Dependents](#) [Search Assist](#) [Custom actions](#)

COLUMN NAME	DESCRIPTION	DATA TYPE	COLUMN TYPE	ADDITIVE	AGGREGATION	HIDDEN
Dbt Source Relation	Click to edit	VARCHAR	ATTRIBUTE	<input type="radio"/> YES <input checked="" type="radio"/> NO	NONE	<input type="radio"/> YES <input checked="" type="radio"/> NO
Platform	Click to edit	VARCHAR	ATTRIBUTE	<input type="radio"/> YES <input checked="" type="radio"/> NO	NONE	<input type="radio"/> YES <input checked="" type="radio"/> NO
Date Day	Click to edit	DATE	ATTRIBUTE	<input type="radio"/> YES <input checked="" type="radio"/> NO	NONE	<input type="radio"/> YES <input checked="" type="radio"/> NO
Account Name	Click to edit	VARCHAR	ATTRIBUTE	<input type="radio"/> YES <input checked="" type="radio"/> NO	NONE	<input type="radio"/> YES <input checked="" type="radio"/> NO
Account Id	Click to edit	VARCHAR	ATTRIBUTE	<input type="radio"/> YES <input checked="" type="radio"/> NO	NONE	<input type="radio"/> YES <input checked="" type="radio"/> NO
Campaign Name	Click to edit	VARCHAR	ATTRIBUTE	<input type="radio"/> YES <input checked="" type="radio"/> NO	NONE	<input type="radio"/> YES <input checked="" type="radio"/> NO
Campaign Id	Click to edit	VARCHAR	ATTRIBUTE	<input type="radio"/> YES <input checked="" type="radio"/> NO	NONE	<input type="radio"/> YES <input checked="" type="radio"/> NO
Ad Group Name	Click to edit	VARCHAR	ATTRIBUTE	<input type="radio"/> YES <input checked="" type="radio"/> NO	NONE	<input type="radio"/> YES <input checked="" type="radio"/> NO
Ad Group Id	Click to edit	VARCHAR	ATTRIBUTE	<input type="radio"/> YES <input checked="" type="radio"/> NO	NONE	<input type="radio"/> YES <input checked="" type="radio"/> NO
Base Url	Click to edit	VARCHAR	ATTRIBUTE	<input type="radio"/> YES <input checked="" type="radio"/> NO	NONE	<input type="radio"/> YES <input checked="" type="radio"/> NO
Url Host	Click to edit	VARCHAR	ATTRIBUTE	<input type="radio"/> YES <input checked="" type="radio"/> NO	NONE	<input type="radio"/> YES <input checked="" type="radio"/> NO
Url Path	Click to edit	VARCHAR	ATTRIBUTE	<input type="radio"/> YES <input checked="" type="radio"/> NO	NONE	<input type="radio"/> YES <input checked="" type="radio"/> NO
Utm Source	Click to edit	VARCHAR	ATTRIBUTE	<input type="radio"/> YES <input checked="" type="radio"/> NO	NONE	<input type="radio"/> YES <input checked="" type="radio"/> NO

Interface makes it easy to explore and find data and Snowflake enables fast query performance



#4

ENABLE SELF-SERVICE ANALYTICS

HOMEANSWERSLIVEBOARDSSPOTIQMONITORDATAADMINDEVELOP

Search data

Search answers and Liveboards

?

C

WORKSHEET

Ad Spend

Edit Worksheet

Columns

Joins

Data samples

Dependents

Search Assist

Custom actions

COLUMN NAME	DESCRIPTION	DATA TYPE	COLUMN TYPE	ADDITIVE	AGGREGATION	HIDDEN	SYNONYMS	SUGGEST VALUES IN SEARCH	GEO CONFIG	INDEX PRIORITY	FORMAT PATER
Dbt Source Relation	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>NO</div>	None	1	
Platform	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>YES</div>	None	1	
Date Day	Click to edit	DATE	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>NO</div>	None	1	Click to edit
Account Name	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>YES</div>	None	1	
Account Id	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>NO</div>	None	1	
Campaign Name	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>YES</div>	None	1	
Campaign Id	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>NO</div>	None	1	
Ad Group Name	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>YES</div>	None	1	
Ad Group Id	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>YES</div>	None	1	
Base Url	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>YES</div>	None	1	
Url Host	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>YES</div>	None	1	
Url Path	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>YES</div>	None	1	
Utm Source	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>YES</div>	None	1	
Utm Medium	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>YES</div>	None	1	
Utm Campaign	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>YES</div>	None	1	
Utm Content	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>YES</div>	None	1	
Utm Term	Click to edit	VARCHAR	ATTRIBUTE	<div><div></div>NO</div>	NONE	<div><div></div>NO</div>	Click to edit	<div><div></div>YES</div>	None	1	
Clicks	Click to edit	INT64	MEASURE	<div><div></div>YES</div>	SUM	<div><div></div>NO</div>	Click to edit	<div><div></div>NO</div>	None	1	Click to edit



“

Thoughtspot is a game-changer for my team of digital performance marketers, because we have the data at our fingertips to optimize campaigns — saving time and money for Snowflake.

Amy Wong
Director, Demand Generation at Snowflake



FOUR STEPS TO SELF-SERVICE RECAP

01

Unify all data

02

Create model in Snowflake

03

Expose model in Thoughtspot

04

Monitor in near real-time





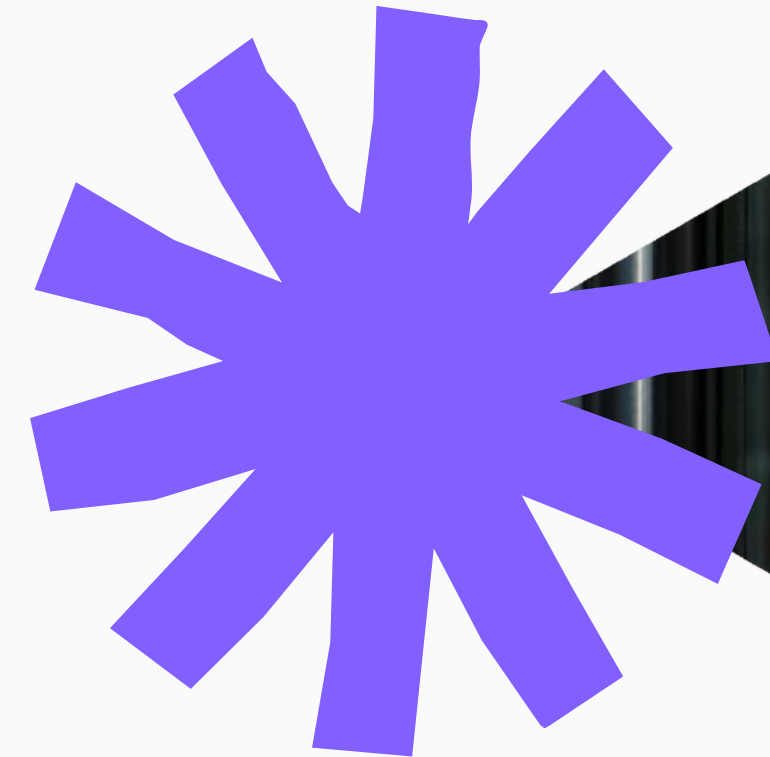
THANK YOU





Building a Modern Data Ecosystem

Going Beyond the Tech

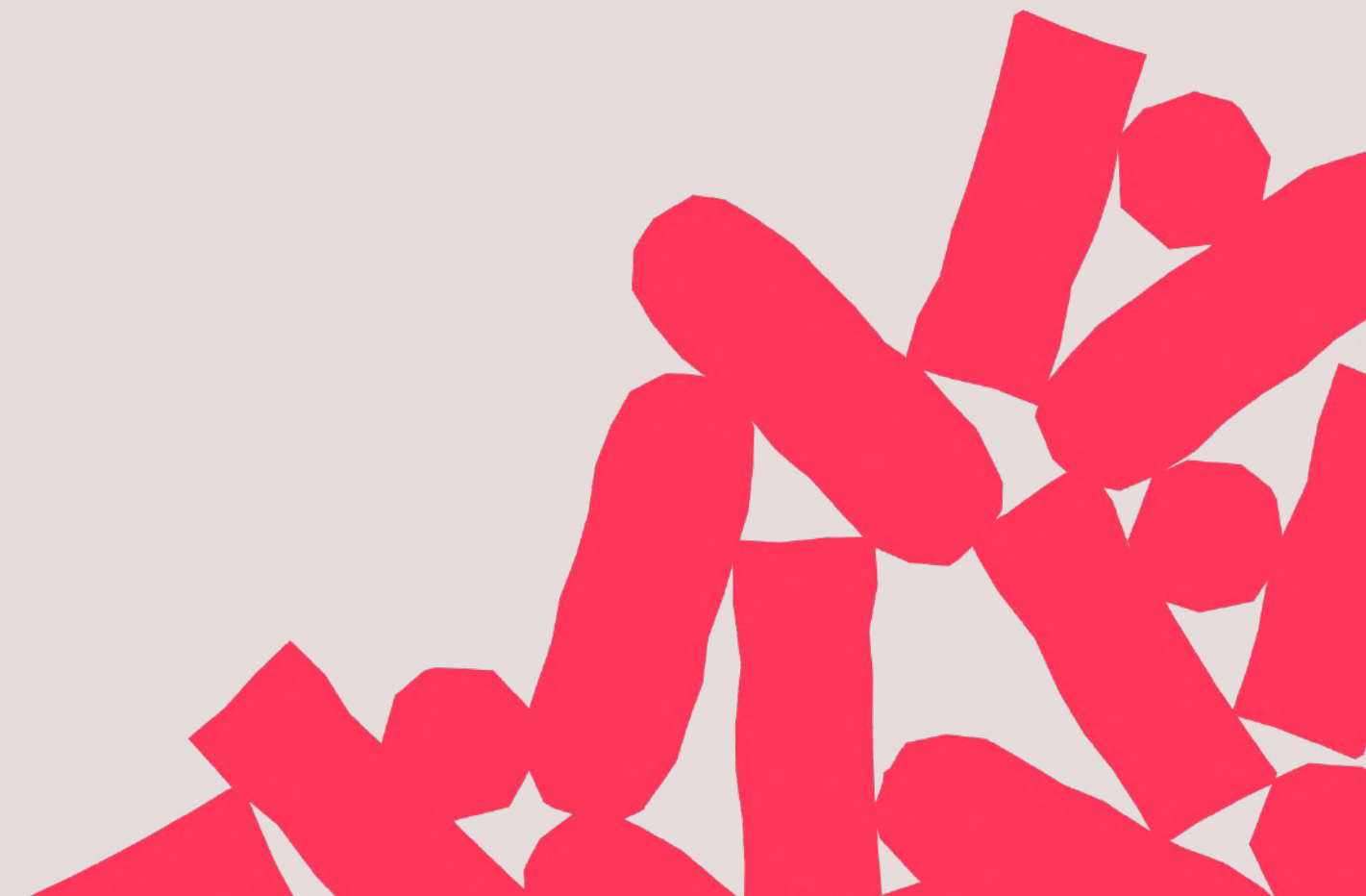


Where
Brands
Live



The Modern Data Ecosystem is...

- ... unique**
- ... robust and scalable**
- ... flexible and adaptable**
- ... inclusive and empowering**
- ... much more than technology**





About Us

Who we are and what we do



Swiss
Company

Founded
2013

St.Gallen

New York

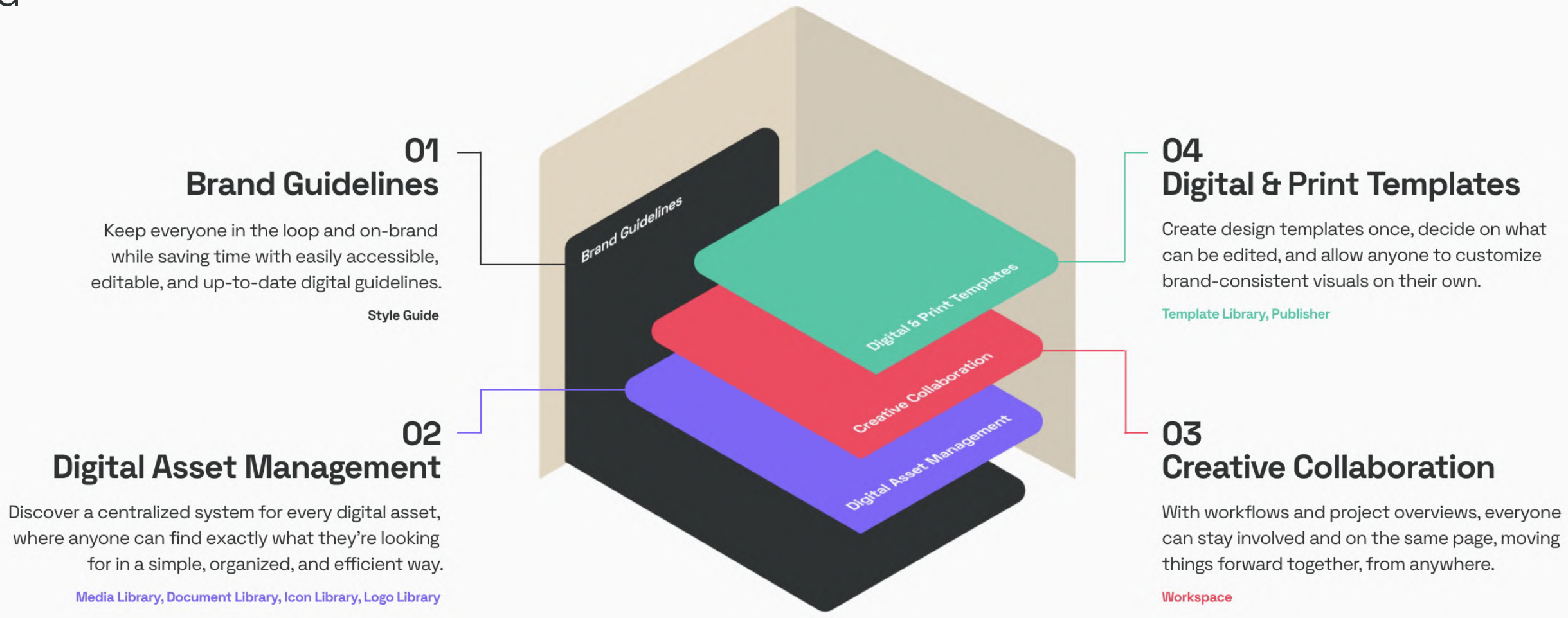
270+brand
professionals

London



What is Frontify?

Frontify provides an all-in-one brand management software for increased brand consistency, efficiency, and design collaboration.



Frontify Vision

**A world where
everyone
is a part of
building beloved
brands.**



Data Team Vision

**A Frontify where
everyone
is making an
impact with data
on our success.**



Our Journey

What we set out to achieve and what we did

The Challenge

**Empower everyone at
Frontify with fast, self-
service insights from one
version of data truth.**



The Essentials



Our Starting Point

We were
starting from
scratch!

Data Stack

had latency issues, data inconsistencies and required constant fixes

Data Maturity

was in very early stages, all data sources were connected but not well-understood, data models and data marts did not exist, adoption rates on existing BI tool were very low

Team

was very small and not able to meet the growing and changing business needs



The Stack

Identifying and implementing the new data stack



The Team

Building a team with the core skills and responsibilities



The Culture

Building awareness and cultivating relationships to drive adoption

Self-Service Insights for Everyone

So we took the challenge!





The Frontify Data Ecosystem

The first components

The Modern Data Stack

Business Tools



Before



After



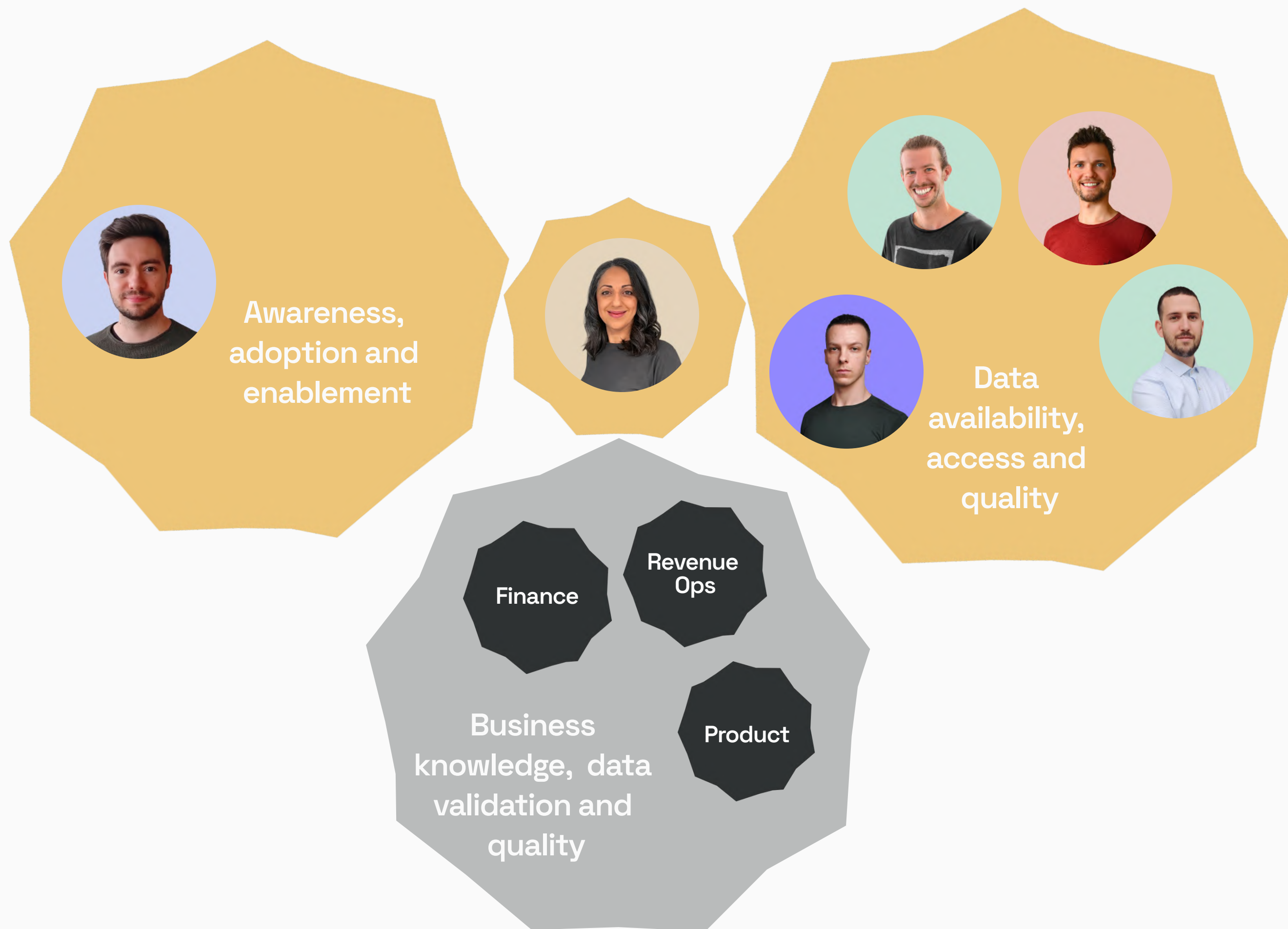
CLOUD

From ETL to ELT

True Self-Service

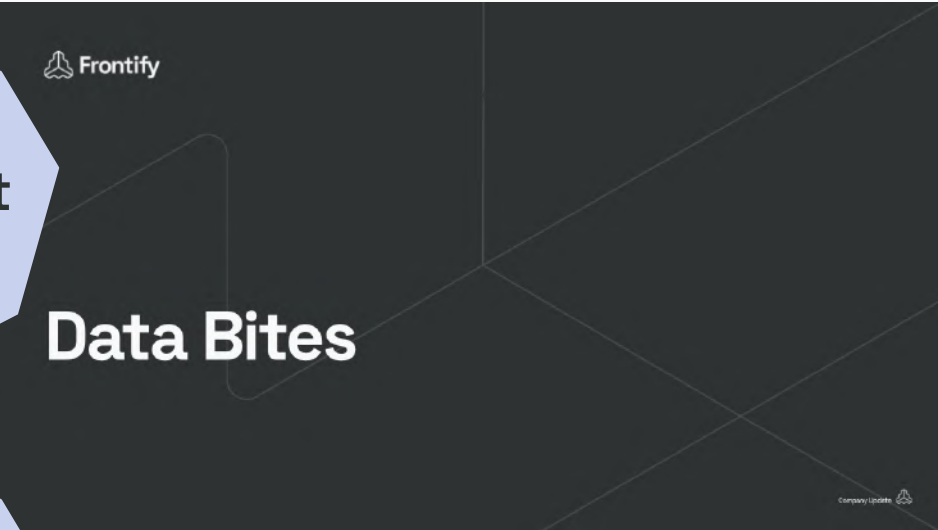
Right tool for the job

The Team

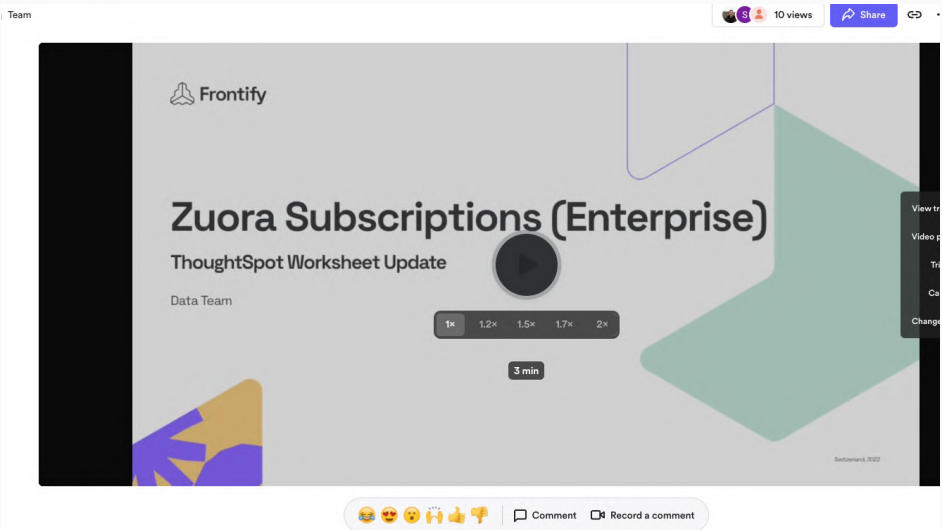


The Culture

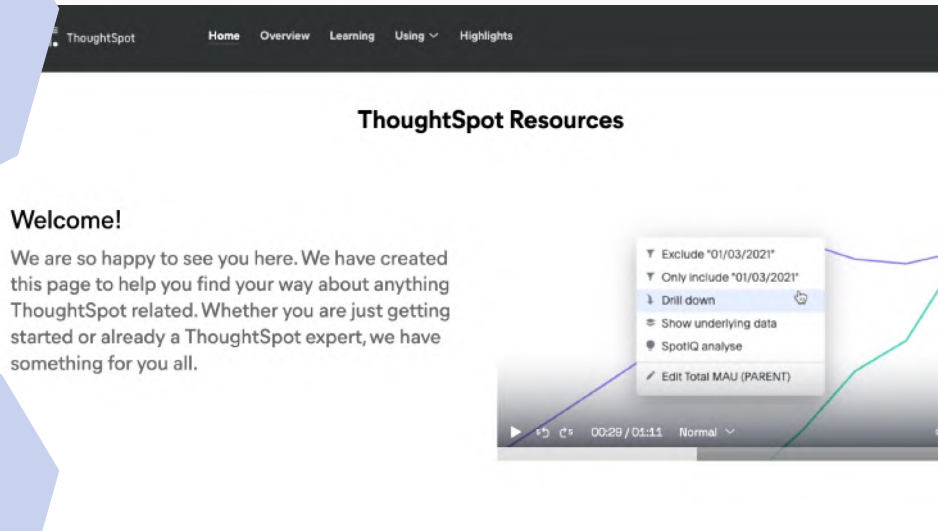
Experiment



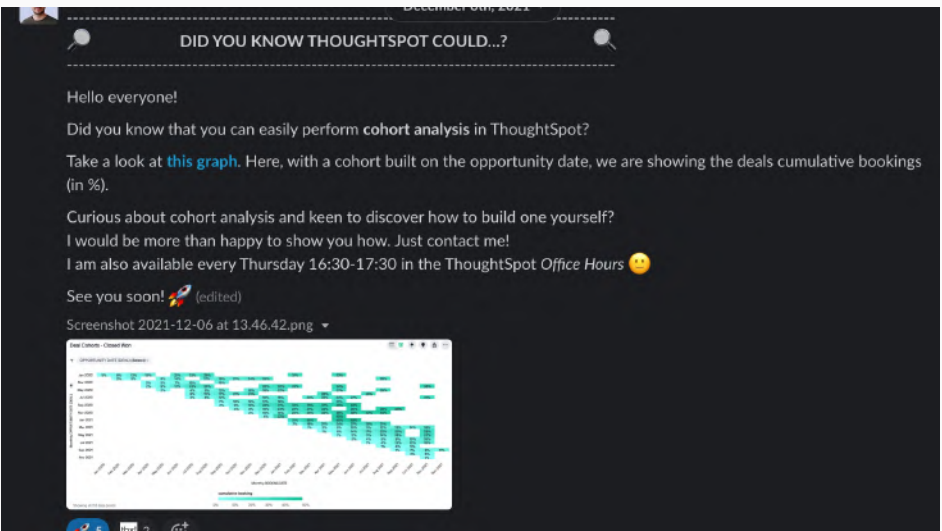
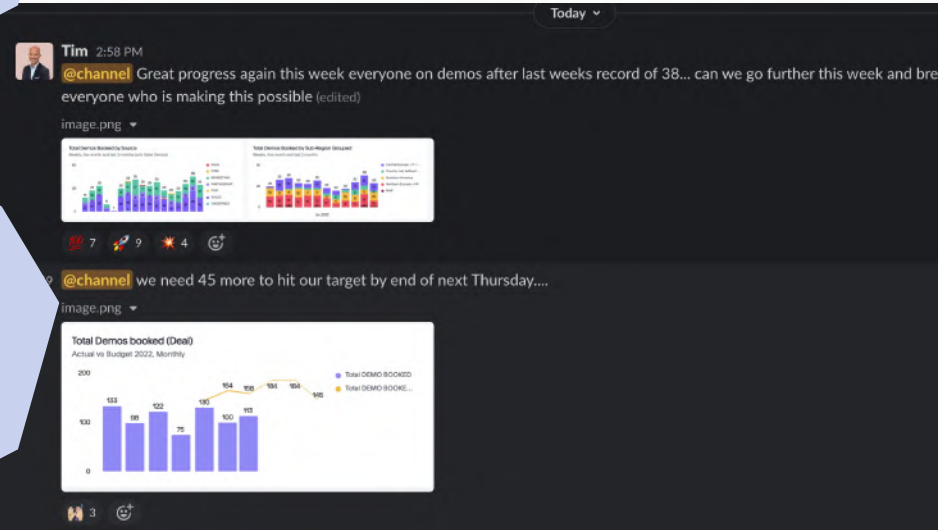
Listen



Learn



Adapt





Our ThoughtSpot Story

Some unique highlights

New
Worksheets

Zuora Subscriptions (Enterprise)

ThoughtSpot Worksheet Update

Data Team



1x

1.2x

1.5x

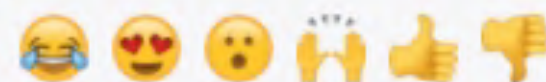
1.7x

2x

3 min

- View transcript (n) ≡
- Video preferences ≡
- Trim video (/) ✂
- Call-to-action ↗
- Change thumbnail 🖼

Switzerland, 2022



Comment

Record a comment



Bugboards

Deals Data Bugs - Bugboard



WIP Mission: If there are rows in this Board we have bugs. If there are no rows the data is clean to our knowledge.



Michal Lapinski +5

Deal Stage Negotiation but no ...



No data found.

Deal Stage Opportunity but no ...



No data found.

Deal Stage V

Explore



Deal Sta

DEAL STAGE (CURRENT)	Deal Url (deal)
Verbal Agreement	7627909783

Table has 1 rows

No Company assigned to deal (RevOps is on it, Ala)

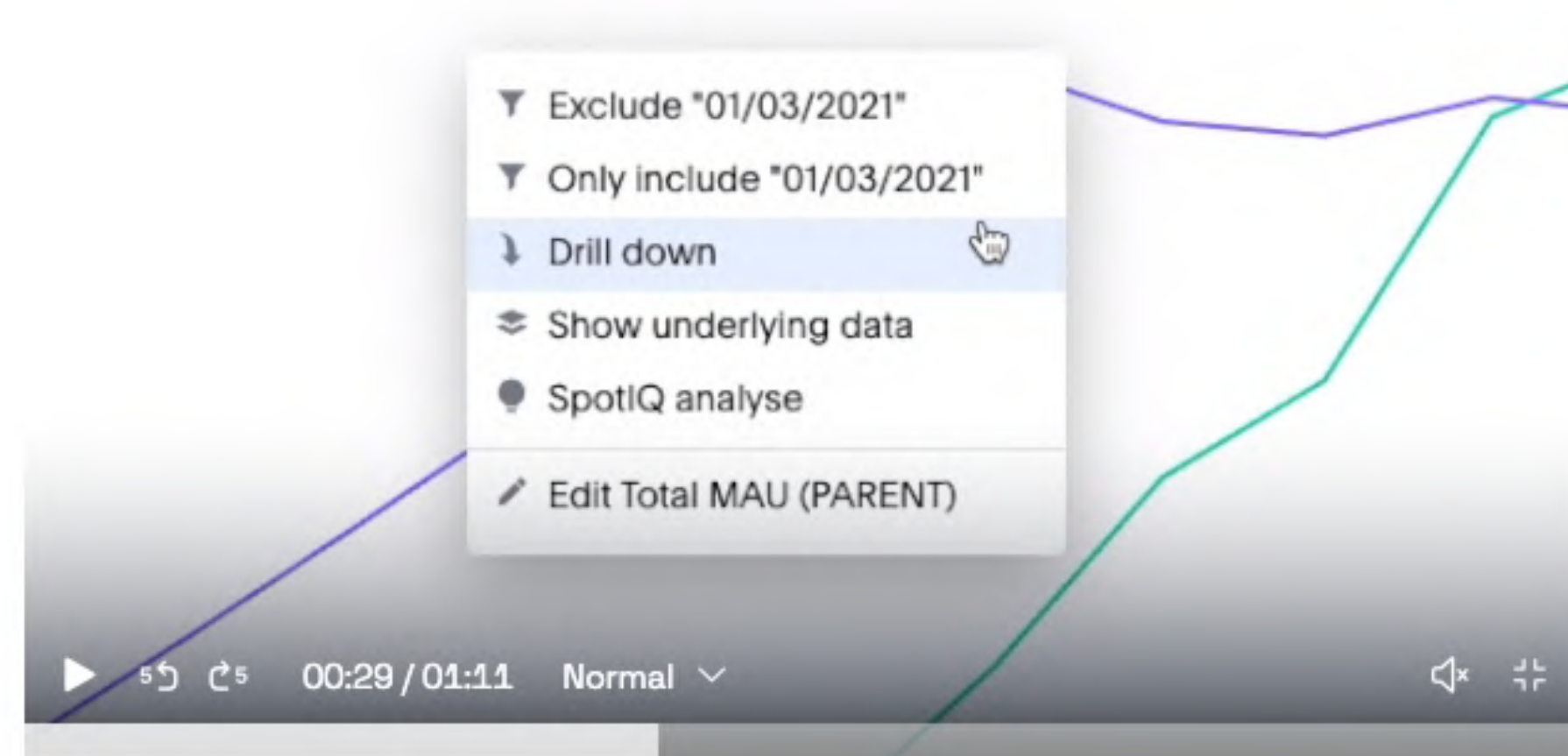
The first contact of the company of the deal has n



ThoughtSpot Resources

Welcome!

We are so happy to see you here. We have created this page to help you find your way about anything ThoughtSpot related. Whether you are just getting started or already a ThoughtSpot expert, we have something for you all.



OVERVIEW



Our Progress

Some numbers and final thoughts

Some numbers

Monthly
Active Users

85+

Monthly Ad Hoc
Searches

1.8K

Number of rows available
for analysis through MDS

660M



Departments with
Use Cases

5

Monthly Liveboard
Actions

1.4K

Average ThoughtSpot
query response time

22sec

Active Users from
Top Management


3


Monthly Actions by
Top 10 End Users

7K

Drill downs and further
insights with existing data

30min

 Frontify

 ThoughtSpot.

Frontify gains data trust, literacy, and insights with ThoughtSpot self-service

Modern Data Stack

- Pipeline: Fivetran
- Destination: Snowflake
- Analytics: ThoughtSpot
- Data sources: Hubspot, Zuora, Intercom and Recurly

What do brand leaders as diverse as Nationwide Building Software, Lufthansa, and Vodafone share in common? They know that consistency is the key to providing a positive, trusted brand experience that raises brand value. That's also why they work with Frontify, whose cloud software platform ensures that all the people and teams that access, share, publish, and maintain brand-related assets are always collaborating on the correct and most current versions.

THOUGHTSPOT IMPACT

- Data Insights and further deep dives that took a month now accessible within 30 minutes - a 99.9% improvement
- 40% of employees are active monthly ThoughtSpot users and seven are power users
- Trustworthy data becomes single source of truth
- Data team grows and is restructured to focus on scalability of data delivery, data quality, and data literacy

Fivetran helps fix pain points as Frontify grows its branding platform

 [Alexa Fogarty, DACH Customer Stories](#) March 1, 2022

An innovative platform for helping companies hone their brands is fine-tuning and scaling its offering with the help of the Modern Data Stack.



"No one asks the question 'is the data correct' anymore. We no longer get notifications that tell us loads have failed. Fivetran just works"



**It's much more
than technology.**





Thanks!

Sibel Atasoy Wuersch
Head of Data, Frontify
sibel.atasoy@frontify.com

