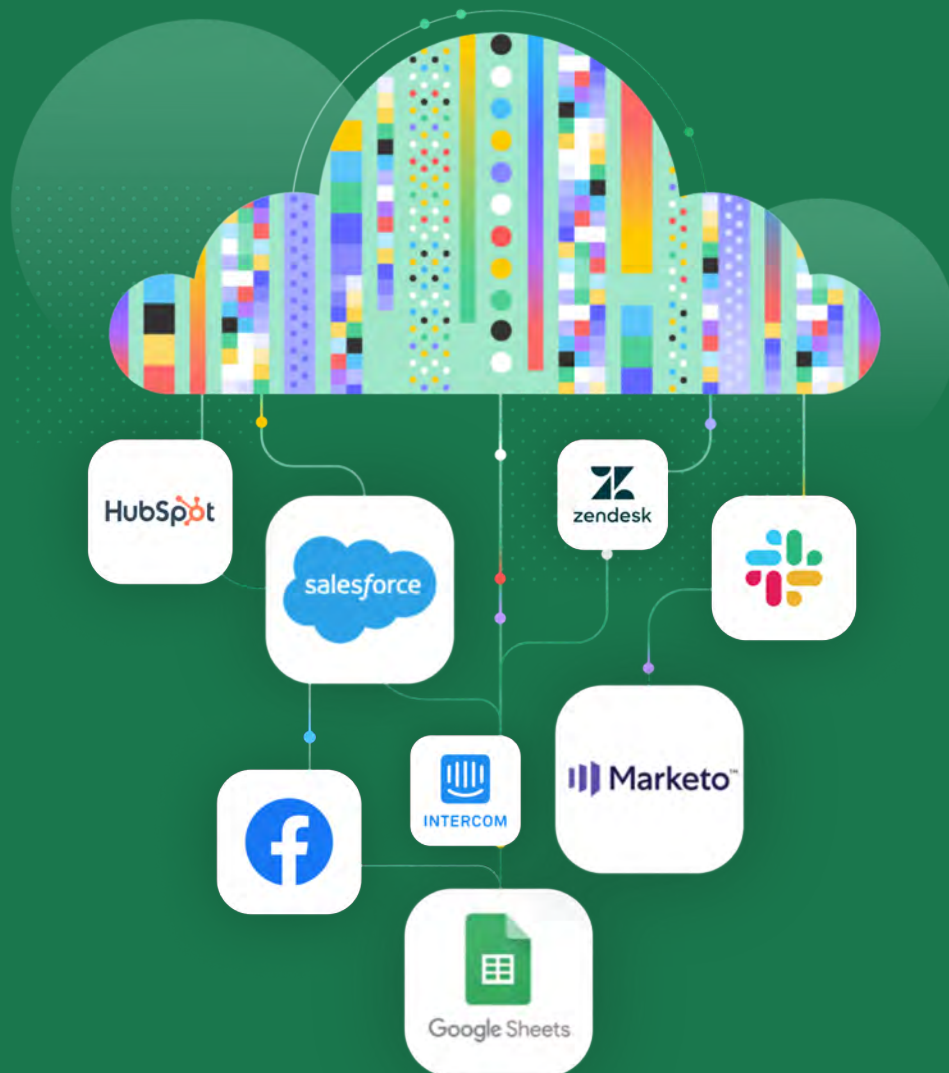


SEEKWELL

# Analytics, Meet Operations

Sync your data warehouse with all your  
favorite business apps



# The missing piece of your data and analytics stack

Your data warehouse is full of valuable data just waiting to be analyzed. But once you find the insights, how do you feed them back into the apps that business teams use to drive their operations every day?

SeekWell is the missing piece, enabling you to easily automate your customer data workflows faster than ever.

**Slader**  
HOMEWORK SOLVED

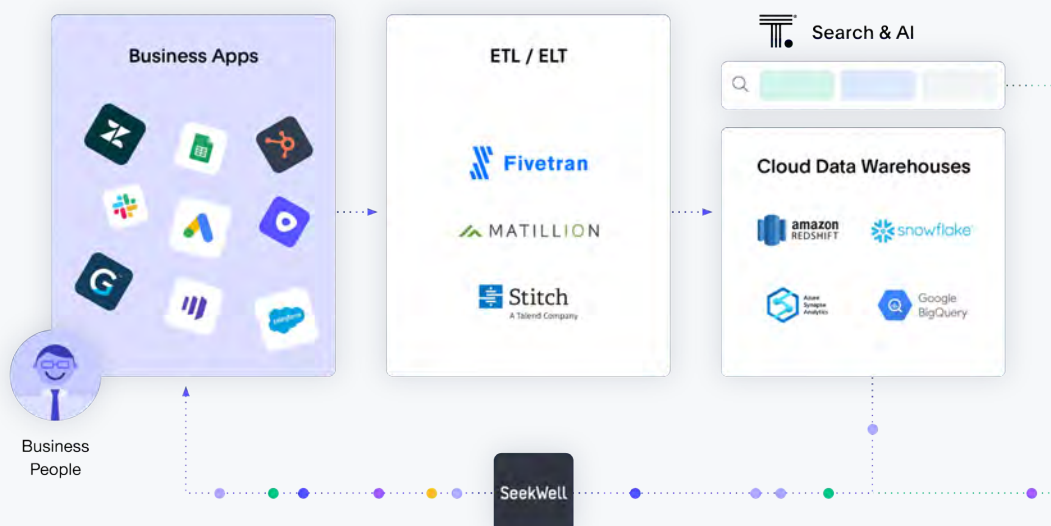
"SeekWell is the perfect analytics and visualization tool for product people who know SQL. That's because SeekWell is Google Sheets + SQL. Easy as that. Building beautiful real-time dashboards has never been so easy."



Sam Brand,  
Director of Product Management

## Bring data into new apps quickly and easily

Marketing, Sales, Customer Support and other business teams use dozens or even hundreds of apps every day, and they are always looking for the next app to give them a competitive advantage. Rather than building and maintaining integrations between all of these applications and your data stores, you can use SeekWell's pre-built connectors. Popular integrations include Google Sheets, Salesforce, Zendesk, Slack and HubSpot.



# No scripts. No APIs. Just business outcomes.

Automatically publish SQL & dbt models from your warehouse without any coding, deciphering external APIs, or maintaining custom scripts. Drop your SQL or dbt model into SeekWell, select a source, select a destination, and schedule it to run as frequently as necessary. Your business apps will always have the most up-to-date data, and you don't have to build or maintain any of the piping.

## < Google Sheets

SELECT

```
{{customer_id}} "customer_id",  
{{first_name}} "first_name",  
{{last_name}} "last_name",  
{{email}} "email",  
{{state}} "state",  
{{balance}} "balance",  
{{growth}} "growth"
```

```
FROM "PMMDB"."RETAILBANKING"."DIM_RB_ACCOUNTS" "ta_2"  
JOIN "PMMDB"."RETAILBANKING"."DIM_RB_CUSTOMERS" "ta_1"
```

```
ON "ta_2"."CUSTOMER_ID" = "ta_1"."CUSTOMER_ID"
```

```
WHERE (( "ta_2"."BALANCE" - "ta_2"."BALANCE_12_MONTHS" ) / NULLIF( "ta_2"."BALANCE_12_M
```

GROUP BY

```
"customer_id",  
"first_name",  
"last_name",  
"email",  
"state"
```

```
ORDER BY "customer_id" ASC
```

Results

Chart

Run 56 times, returned 172 rows in 4.93 seconds 2 days ago

T customer_id	T first_name	T last_name	T email	T state	# balance
362488	Sabrina	Lessor	sabrinai@yahoo.com	Texas	75592.5
367349	Carlos	Rubinow	c.rubinow@yahoo.com	New Jersey	173166.25
369523	Matthias	Buda	mbuda@gmail.com	New York	245547.49
371472	Khaleesi	Klich	kklich@outlook.com	Wyoming	71934.2

## Source

Snowflake - PMM

## Destination

Super Savers → SeekWellScratch!A1

## Repeat

Daily at not selected

## Tags

Add tag

## Parameters

value → customer\_id → "ta\_1"."CUSTOMER\_ID"

value → first\_name →  
"ta\_1"."CUSTOMER\_FIRST\_NAME"

value → last\_name →  
"ta\_1"."CUSTOMER\_LAST\_NAME"

value → email → "ta\_1"."EMAIL"

value → state → "ta\_1"."STATE"

value → balance → avg("ta\_2"."BALANCE")

value → growth → avg((( "ta\_2"."BALANCE" -  
"ta\_2"."BALANCE\_12\_MONTHS" ) /  
NULLIF( "ta\_2"."BALANCE\_12\_MONTHS", 0.0 )))

Add parameter

## Take action on your data from the apps your team loves

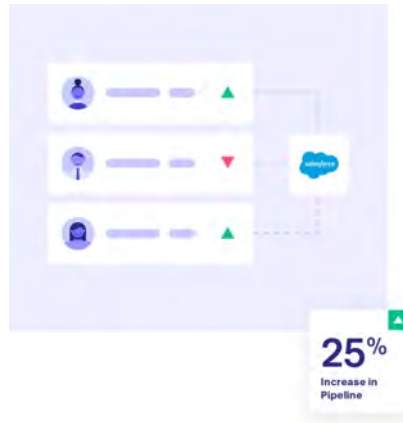
Send data where your business team needs it, including Google Sheets, Excel, Slack email and more.

## Marketing



Build hyper-targeted segments in seconds and sync with ad platforms to improve conversions.

## Sales



Automate custom lead scoring models, and bring product usage data into your Sales apps.

## Customer Success



Improve customer adoption and engagement with personalized offers.

## Security and simplicity

SeekWell does not store your data. Simply connect to your data warehouse, pick a destination, and map your SQL columns to fields in your apps.

- **Visibility & Control** - You always have clear insight into what automations are running and details to resolve any errors.
- **Monitoring** - SeekWell can send you alerts through tools like Slack and PagerDuty when data syncs break.



## Supported data warehouses

Supported data warehouses include Snowflake, Redshift, BigQuery, MySQL, Postgres, and Microsoft SQL Server.



You can also query Google Sheets, Excel, and CSV files just like SQL tables. You can even query across databases and files.

Try SeekWell for free today at  
[www.thoughtspot.com/seekwell](http://www.thoughtspot.com/seekwell)

SeekWell by ThoughtSpot is the easiest reverse ETL solution for using SQL to move data between your data warehouses and the business apps you use every day. You can now easily move data between Snowflake, PostgreSQL, Amazon Redshift, Google BigQuery and other popular databases to apps such as Google Sheets, Excel, Salesforce, Hubspot, Slack, and more. With SeekWell, all it takes is a few lines of SQL.