

CASE STUDY

INDUSTRY:



Healthcare &
Life Sciences Technology

PLATFORM:



Healthcare company partners with Infostrux and Snowflake to centralize all of their sales and marketing data

The Background

Recently, a client of ours set up an eCommerce website where customers now have the ability to purchase directly. Historically, customers could only purchase through sales people at conferences.

To drive traffic to their new eCommerce site, they ran various advertising campaigns. This resulted in an increase of traffic to their site, which also increased the amount of data they were capturing.

One challenge they faced was integrating all of their data into one single source of truth for reporting and analytics.

They also wanted to measure the success of their marketing activities.

The Challenges

With multiple marketing activities there were two main challenges:

1. They were only able to track the last customer touchpoint, and not able to capture the entire buyer's journey. This created blindspots in their marketing attribution.

Ideally, they would like to measure all the attribution touchpoints within the last three months leading up to the sale. It would also be helpful to then distribute the associated revenue. Having this level of visibility would enable them to optimize their marketing spend.

2. Data from their legacy sales channels was being entered manually by different people. Data from their website was in a different format. They were not able to easily combine and integrate all their data sources.

As part of this first phase, built a Snowflake foundation with the focus of having a secure data architecture on top of AWS.

This provided the company with a secure and reliable data platform, which allowed them to protect their data from intentional or unintentional harm.

In addition to these technical pillars, we created a common set of definitions for the various groups of the company.

This allowed us to integrate and standardize sales and marketing data into a consistent model.

Now they have reliable and easy-to-use data that is commonly understood across the organization.

The end result was that they gained a cloud data platform with near-infinite scalability to meet their future needs.

The Results

As a Premier Snowflake partner, Infostrux has experience working with similar organizations to address and resolve these types of challenges.

The first thing we did was ingest the data from their website, social media, and events into Snowflake.



**THEY GAINED A DATA
PLATFORM WHERE THEY CAN
NOW INTEGRATE ALL OF THEIR
SALES AND MARKETING DATA**

Gaining full visibility

They now had full visibility into which marketing channels were most effective.

They could see all their customer segments and determine cost of acquisition and the lifetime value of each segment.

Due to the collaborative approach Infostrux used, one of the key benefits of this project was we transferred our knowledge to their developers so they are now self sufficient.

Snowflake Premier Services Partner

Infostrux is a Snowflake Premier Services Partner, building and operating reliable 'as code' data cloud solutions for business intelligence, data analytics, and data product use cases. Our data engineers and architects are SnowPro certified professionals ready to take on challenging projects.

