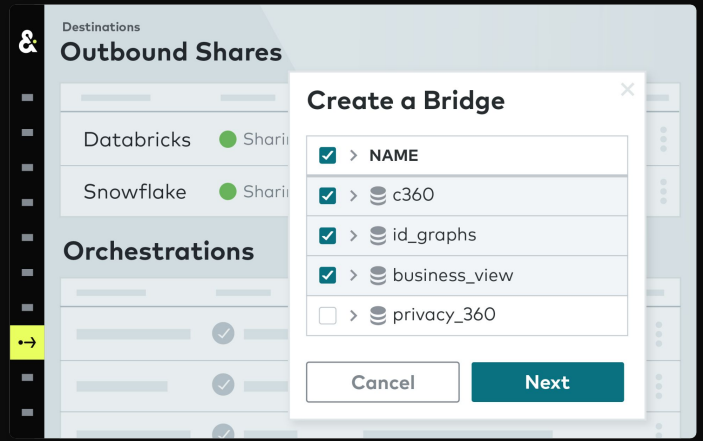


INTRODUCING THE FIRST

Lakehouse CDP

Build a composable tech stack around Snowflake

[Learn More](#)



Plug A CDP Into Snowflake To Enrich And Activate Data Without Replication

Automate Identity Resolution

Easily maintain high data quality in Snowflake. Unify raw customer data and produce a stable, universal identifier with AI-powered identity resolution.

55%

Improvement in accuracy of customer profiles from deduplication*

Build Data Assets Quickly

Quickly shape data for activation. Leverage pre-built industry and use case data assets that can be easily shared with and enriched in Snowflake.

\$1.6M

Average productivity gains by automating time-consuming data consolidation tasks*

Sync Enriched Data Anywhere

Effortlessly activate high-quality data from Amperity with native reverse ETL tools or share with Snowflake for further enrichment and activation from there.

15%

Increased revenue per email due to improved personalization**

Keep Data Secure and Flowing

Safely share data between Snowflake and Amperity without replication to track every data transformation and get advice on how to resolve customer data errors.

80%

Productivity improvements for ongoing customer data management**

"The Amperity-Snowflake partnership offers us **ultimate flexibility** in how we leverage Amperity's **single customer view** to power Servco's analytics and marketing. We're excited to use Snowflake to **seamlessly flow data** into our data visualization ecosystem and further democratize access to high-quality customer analytics across our teams."

SERVCO

Peter Dooher, SVP of Digital

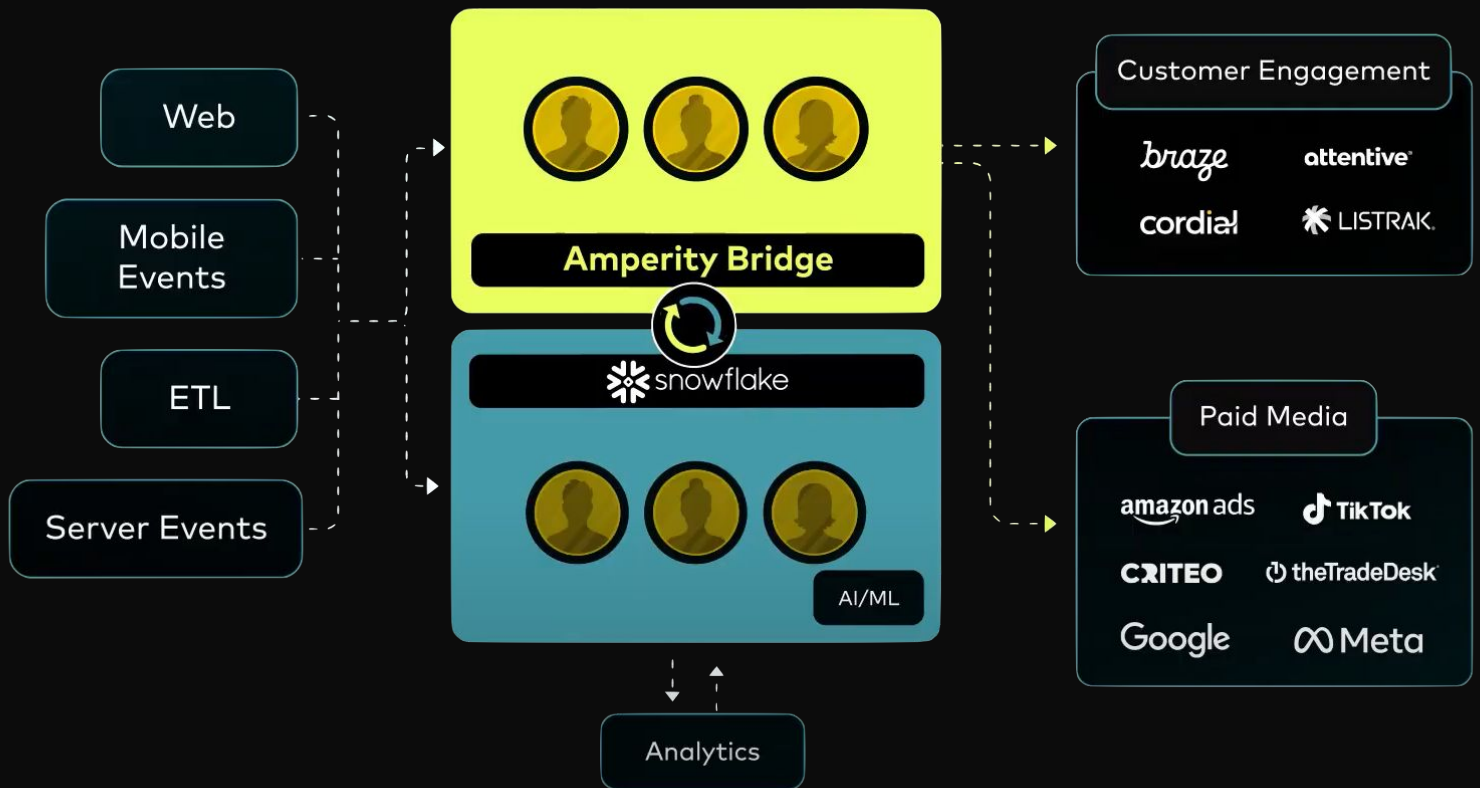
* Source: Forrester TEI of The Amperity Customer Data Platform

** Source: Forrester TEI of Amperity Customer Data Management





Enable zero-copy data sharing to and from Snowflake



AI-Powered Data Enrichment And Improved Governance With Amperity Bridge

Fast Setup

Connect Amperity to Snowflake in minutes using sharing keys instead of integrations. Accelerate time-to-value by gaining access to view and shape data quickly.

Zero Copy

Control access to shared tables without replicating data across platforms. Save time building pipelines and save money by only storing data in a single place.

Scalable

Enrich massive volumes of data quickly since data is not moved or transformed from where it resides. Model customer data directly in Snowflake or Amperity.

Live Data

View customer data at rest in each environment through a shared catalog. Start exploring and querying data without waiting for refreshes or updates.