

YESPARK MARKETING TEAMS NOW HAVE SELF-SERVICE ACCESS TO THEIR CUSTOMER DATA FOR ACTIVATION THANKS TO SNOWFLAKE AND DINMO

INFORMATION TECHNOLOGY AND SERVICES

yespark

COMPANY Yespark

LOCATION Paris, France

SNOWFLAKE WORKLOAD USED



Yespark is a French Tech marketplace that specializes in the monthly rental of parking spaces. The platform facilitates the process by allowing users to access parking spots via a smartphone app, simplifying the rental experience with features like no deposit and flexible terms.

STORY HIGHLIGHTS:

Zero pipeline maintenance

DinMo helps Yespark manage data pipelines from their Snowflake data warehouse to their activation tools, without worrying about performance and maintenance

Self-service access to data

Together, Snowflake and DinMo enable Yespark marketing teams to create, manage and sync their customer audiences and events to their marketing platforms, freeing up time for data teams

Customer data accessible and leveraged

With DinMo, over 30 segments queried on their Snowflake data warehouse are refreshed in their 3 marketing platforms every day.

“ We needed a way to access our Snowflake data and autonomously create and sync our audiences with all our advertising platforms. DinMo stood out with its intuitive interface and the speed of implementation. We have been able to activate our first audience in less than 1 hour.

—Raphael Simon
Head of Acquisition, Yespark

CHALLENGE:

Inability to leverage their customer data to optimize acquisition campaigns

With the coming end of third-party cookies and a digital environment already saturated, Yespark was facing an ever-higher customer acquisition costs. They wanted to leverage their first-party data, stored in their Snowflake data warehouse, to limit these impact.

That being said, Yespark was looking for a solution to segment the data available in their Snowflake data warehouse and automatically send these segments to advertising platforms.

The data team was a bottleneck, spending too much time writing SQL queries rather than focusing on more added-value initiatives.

Audience and event segments were to be sent to Meta, Google Ads and Twitter. This meant maintaining 6 data pipelines (as there are several APIs for these platforms) and the data team didn't (and still don't) have the time and resources to do it.

Marketing teams needed to find a solution that they could operate on their own.

SOLUTION:

Snowflake for data warehousing and DinMo for segmentation and activation

Yespark selected Snowflake and DinMo. With DinMo, anyone within the marketing team can use a visual segment builder to create new segments. They can autonomously sync their audiences and events data to all their platforms.

More than 100

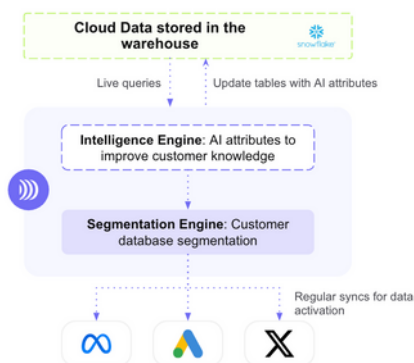
Number of marketing campaigns using customer data directly from Snowflake

6,000

Number of queries generated by non-tech people over a six-month period

Less than 1 minute

Time required to build a segment without technical expertise



Yespark data team ingests data into Snowflake coming from various sources: app, website, CRM, phone calls, etc. Then, marketing team uses DinMo to gain seamless access to that data.

According to Yespark's Head of Acquisition, Raphael Simon, "DinMo is a game changer. Any customer data arriving in our Snowflake data warehouse can be used in a marketing platform, in near real time."

A solution that supports many marketing use cases

Yespark began by simply sending the list of its customers to its ad platforms, so that they could use them as signals or for exclusion.

Yet when they realized that segmenting their customer Snowflake database was as simple as drag-and-drop, they started creating new audiences. This has opened up new marketing opportunities, with a much better personalization. Much finer audiences are now used for retargeting, lookalike and exclusion. More than 100 campaigns are now running!

But their Snowflake data warehouse does not just store customer data! Marketing teams can now send their conversions events to Google Ads and Meta Ads and even adjust their values to optimize the algorithms (and so get better results).

Yespark now uses DinMo as a complete data activation platform. Their marketing teams leverage it to analyze their customer data, discover new growth opportunities and implement marketing initiatives.

RESULTS:

Flexibility and self-service for marketing teams

Gone are data bottlenecks for segmentation purposes. Dead are manual csv imports for data activation.

Yespark's marketing teams now have a complete access to their customer data and can use it to create, manage and sync data to their favorite tools. Over a 6-months, more than 6000 queries were performed by non-tech users to create and sync their segments to marketing platforms.

Better data for better customer acquisition

By centralizing all data in their Snowflake data warehouse, Yespark was able to create a 360° view of each customer.

This means better customer knowledge: enriched attributes, better understanding of expectations and needs.

By using this data in their marketing platforms, the Yespark teams were able to take advantage of a matching rate of over 90% and reduce their acquisition costs by 20%.

FUTURE:

Enrich customer data with predictive metrics

While Yespark has improved its Customer Acquisition Cost, Yespark would like to eventually go one step further, by enriching Customer profiles with AI predictions to improve LTV and reduce churn. Using its proprietary data science models, DinMo will be able to query the data in Snowflake, predict custom metrics and store the results in the data warehouse.

ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake's Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, use Snowflake Data Cloud to power their businesses. Learn more at snowflake.com.