# The Snowflake Data Share

Media and publishing businesses are sitting on a goldmine of data. To turn that data into value, business outcomes, and revenue, you must be able to unify the data for a complete view. But traditionally, legacy technology and data silos have made getting it all in one place challenging for analytics, actionable insights, and decision-making.

Snowflake offers a secure data sharing solution that allows account holders to share data seamlessly without compromising the integrity of the data.

## Unlock the power of your Omeda data to drive business outcomes

**Benefits of the Snowflake secure data sharing solution for Omeda clients include:**

- Seamless and secure access to your Omeda data to unify with other data sets to inform business decision-making

- Ability to analyze your audience and campaign performance using your preferred Business Intelligence tools to easily create reports and dashboards for making business-critical decisions

- Increase the accessibility and visibility of your audience and campaign performance data with other stakeholders within your organization to drive strategies and business outcomes

- Access Omeda data points, previously unavailable through other data sharing solutions, including broader historical data, enhanced personalization, lead scoring, and order details

- Streamline data access in Snowflake, saving time and money and eliminating security risks from using 3rd party tools, spreadsheets, and email to share data

## What is the Snowflake data share?

The Snowflake secure data share—built for the cloud—enables you to quickly, easily, and securely unite your data from multiple sources and provide secure data access to authorized members of your organization for collaboration and informed decisions.

And coming in Q1 2025, Omeda will integrate directly with Snowflake to provide mutual clients with near real-time access to their audience data. This new capability provides Omeda clients with greater access to their audience data in and out of Omeda, empowering greater collaboration among teams to use the data for decision-making, and generating actionable analytics and insights for advertisers and strategic campaigns.

## How it works

**1** | Partner with your Omeda Client Success Manager (CSM) to enable access to your Omeda data in Snowflake.

**2** | Omeda delivers your data to Snowflake once daily.

**3** | Omeda data will be read-only and not downloadable.

**4** | In your Snowflake account, you'll accept your Omeda share.

**5** | Access and query your Omeda data immediately within your Snowflake account using standard Snowflake role-based access controls to grant access as needed.

## What Omeda data will be available in Snowflake

**The following Omeda data points will be available in Snowflake, including:**

- Subscriptions
- Contact Info
- Email and SMS Behavioral Data
- Web Behavioral Data including Personalization & Metering Engagement data
- Lead Scoring Data
- Demographics

Object-specific data for Products, Behaviors, Attributes, Deployments, Personalizations & Meters, and Demographics will also be available.

## Have questions or need more information? Reach out to your Omeda CSM or **sales@omeda.com**.

## omeda

## About Omeda

Omeda is a SaaS provider delivering the platform and expertise required to maximize the value of media and publishing businesses' most critical asset - their audience. The platform of choice for B2B and B2C professionals, Omeda's integrated solution, which includes a customer data platform, workflow automation, email automation, and subscription management, provides the professional tools and controls required to maximize a media business' diverse revenue streams, power 24/7 audience development, and orchestrate precise targeting for measurable results. Our platform is built by passionate audience pros, workflow masters, and data nerds who partner with our customers to grow and thrive in a disruptive media world.

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**Because Audience Matters**