

Brands Leveraging Acquia IQ

Acquia IQ enables many different direct query use cases.

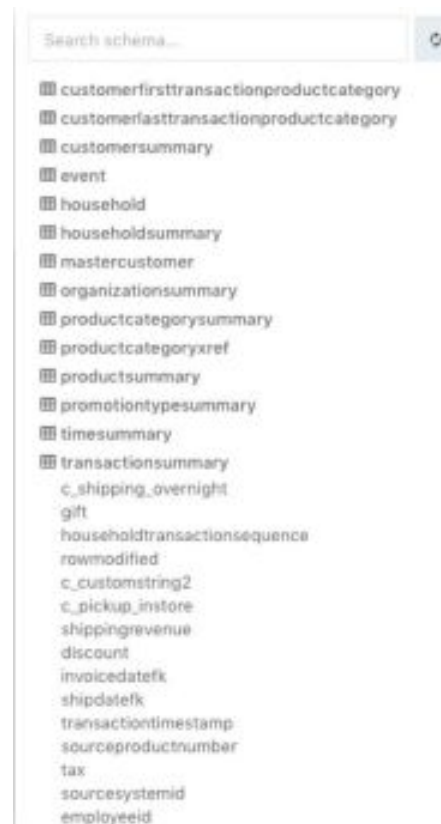
Here are some example analyses created by Acquia customers who are omni-channel B2C brands:

- Find trends on products bought in customers' first order vs. second order
- Calculate retention rate by sales channels, customer segments, and buying frequency
- Create customer segments based on acquisition channel and analyze when/why/how they become multi-channel customers
- Calculate and analyze customer segments based on buying behavior over a specific timeframe
- Perform market basket analysis to gain insights on what products are bought in the same transaction.

Connect External BI and Analytics platforms through Snowflake Data Sharing

Acquia IQ uses Snowflake for ultra-fast query performance and enables data sharing to truly unlock the potential of your data. Acquia CDP data is shared from Acquia CDP's Snowflake account (data-provider) into your Snowflake account (data-consumer). With secure data sharing, data doesn't move, eliminating the cost, headache, and delays associated with legacy data sharing methods that deliver only slices of stale data. Instead, data is immediately available for use in your Snowflake account - no transformation, data movement, loading, or reconstruction required. You could also bring external data into your Snowflake account to query against Acquia CDP's data. A common example of this use-case includes comparing actual financial performance data in Acquia CDP to financial forecasts that are not fed to Acquia CDP. As a result of this innovative architecture, all your data can be analyzed through a broad array of business intelligence tools, advanced analytics platforms, programmatic interfaces and SQL editors.

Through data sharing, you can build your own custom machine learning models on top of Acquia CDP's cleansed, deduped and processed data. Given the versatility of supported data science tools, Snowflake can easily become an integral part of your existing Machine Learning stack. Some example models created by Acquia CDP customers include predicted lifetime value (pLTV), and likelihood to buy (LTB) from certain product categories or during certain holidays. The results of these custom models can also be fed back to Acquia CDP for use in Actions campaigns, Metrics reports / dashboards and 360 profiles.



Example Systems That Can Leverage IQ Data Sharing

