

# case study

Scaling Digital Marketing From Launch  
Through Growth for Snowflake





Snowflake is the only data warehouse built for the cloud. Snowflake delivers the performance, concurrency and simplicity needed to store and analyze all of an organization's data in one location. Snowflake's technology combines the power of data warehousing, the flexibility of big data platforms and the elasticity of the cloud at a fraction of the cost of traditional solutions.

## the need

**In late 2014, Snowflake Computing was preparing for the public launch of the company. After selecting Marketo as their marketing automation platform, Snowflake's VP of Marketing Jon Bock wanted to move quickly in order to have Marketo and all core systems fully operational by launch day.**

## the challenge - - - - - ➔ engaging with a partner

According to Bock,

**“We needed Marketo functioning and optimized to scale when we started outbound marketing on day one.”**

Bock didn't have the time or expertise in-house to deploy Marketo, so he evaluated several Marketo Service Partners before selecting Digital Pi.

**“We chose Digital Pi because they had experience with startups, and their standardized approach for implementing Marketo appealed to us.”**



Bock realized that the timeline was too aggressive, but Digital Pi **successfully implemented Marketo** before Snowflake's launch, as planned. Bock observed, "we had everything in place from day one, and we were able to build on top of the **solid foundation** that Digital Pi created." After Snowflake launched, Digital Pi provided **complete Marketo services** and support to meet their day-to-day marketing operation and campaign development requirements.



DIGITAL PI  
TEAM

## building on success

In mid-2015, Melanie Marks, Director of Demand Generation at Snowflake joined the company. Marks formulated plans to increase the volume and velocity of demand-gen to support the company's revenue goals. Digital Pi was instrumental in helping Marks **single-handedly scale demand-gen** at a time of critical growth.

"Digital Pi was my right arm in terms of operational support," said Marks. "We met every week. In addition to executing our weekly plans, **the Digital Pi team responded to daily requests**, sometimes with no notice, making sure programs and data were set up properly and fed into Marketo to hit our deadlines."

**"We would have been lost without Digital Pi. Their team was always super responsive, super understanding of what we are trying to accomplish, and they always get the big picture."**

**Melanie Marks,**  
Director of Demand  
Generation at Snowflake

Marks commented that the underlying work performed by Digital Pi has required very few changes to keep up with the changing business and new people in operational roles. She explained that working for a start-up, you have no idea how quickly things are going to come.

**“One of the key benefits to working with Digital Pi is, never having to think about whether we have to hire another person. I could always pick up the phone when I needed to get something out the door, even on Saturdays or late at night. I’m grateful that Digital PI was able to turn on a dime.”**

– MELANIE MARKS

Director of Demand Generation at Snowflake

## why digital pi?

Digital Pi helps companies deliver **rapid, meaningful value** from marketing automation. We believe that marketing automation is at the intersection of every facet of marketing from content strategy to messaging. With our relentless focus on **connecting revenue to pipeline**, Digital Pi brings together marketing strategy, processes, data and applications to **make marketing automation work for your business.**



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