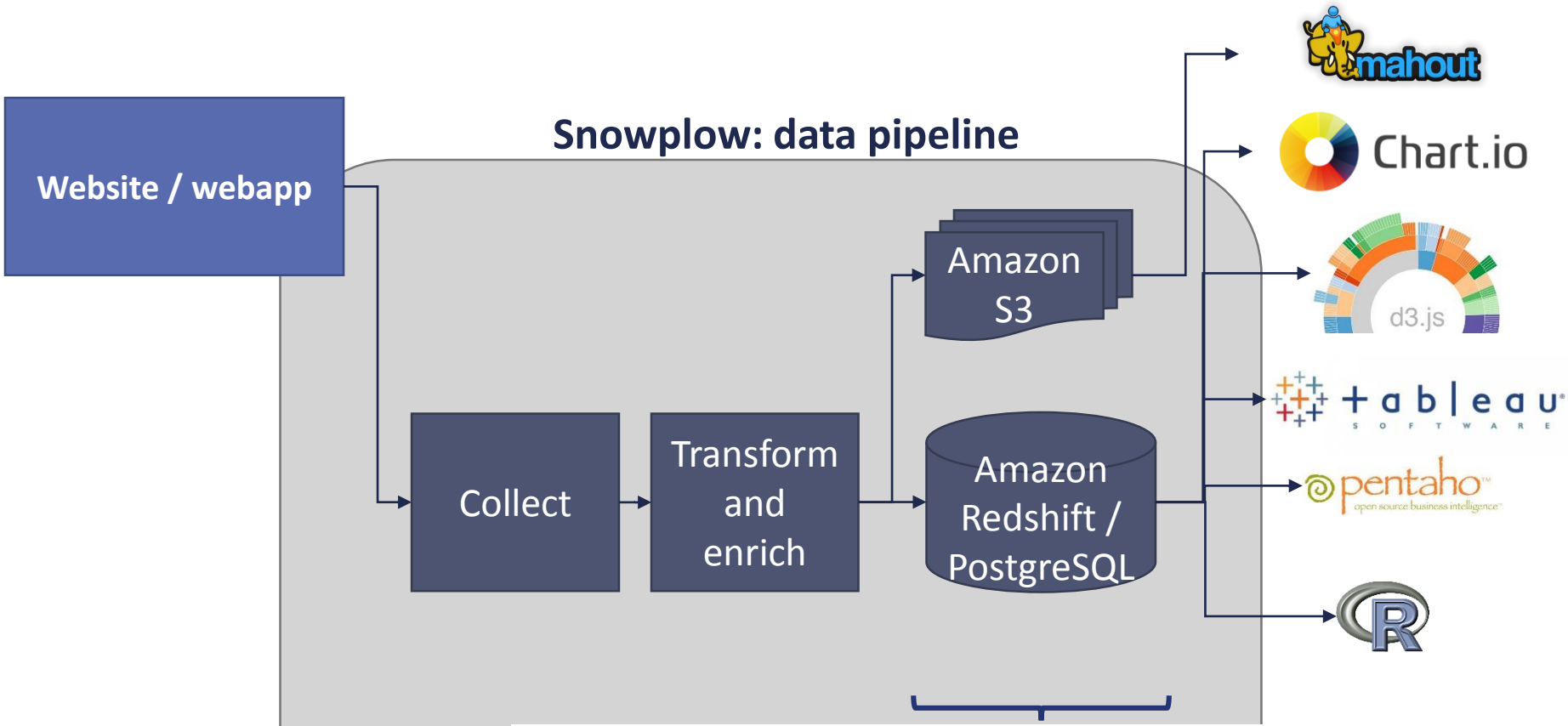
Introducing Snowplow Analytics

A scalable, open source event (incl. web) analytics platform

Today, Snowplow is a web analytics platform



- Your granular, event-level and customer-level data, in your **own** datawarehouse
- Connect ***any*** analytics tool to your data
- Join your web analytics data with *any* other data set

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Snowplow was born out of our frustration with traditional web analytics tools…

- Limited set of reports that don't answer business questions
  - Traffic levels by source
  - Conversion levels
  - Bounce rates
  - Pages / visit

- Web analytics tools don't understand the entities that matter to business
  - Customers, intentions, behaviours, articles, videos, authors, subjects, services…
  - …vs pages, conversions, goals, clicks, transactions

- Web analytics tools are siloed
  - Hard to integrate with other data sets incl. digital (marketing spend, ad server data), customer data (CRM), financial data (cost of goods, customer lifetime value)

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…and out of the opportunities to tame big data new technologies presented

These tools make it possible to capture, transform, store and analyse *all* your granular, event-level data, to you can perform *any* analysis

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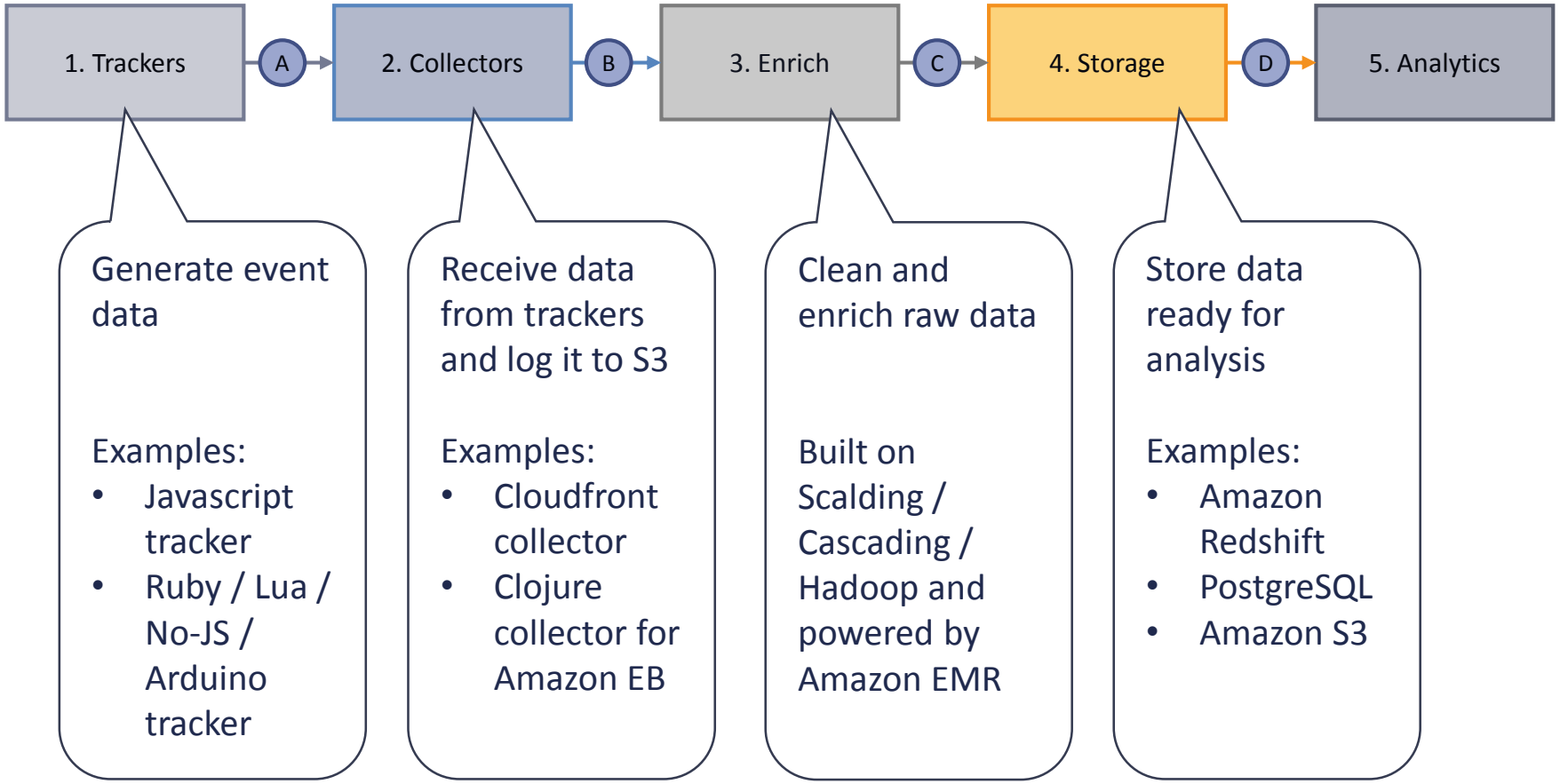
Snowplow is composed of a set of loosely coupled subsystems, architected to be robust and scalable



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A – D Standardised data protocols

Snowplow is open source and cloud-based

- Download the code from Github

- Setup Snowplow on your own AWS account

- Own your own data, in your own data warehouse
- Large community of people contributing code and ideas

Benefits of open source:
- Low cost
- Own your data
- Lack of lock-in

Benefits of cloud services (AWS):
- Scalable
- Elastic
- Easy to deploy

So what does Snowplow let you do, that is hard / impossible with other web analytics tools?

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Examples

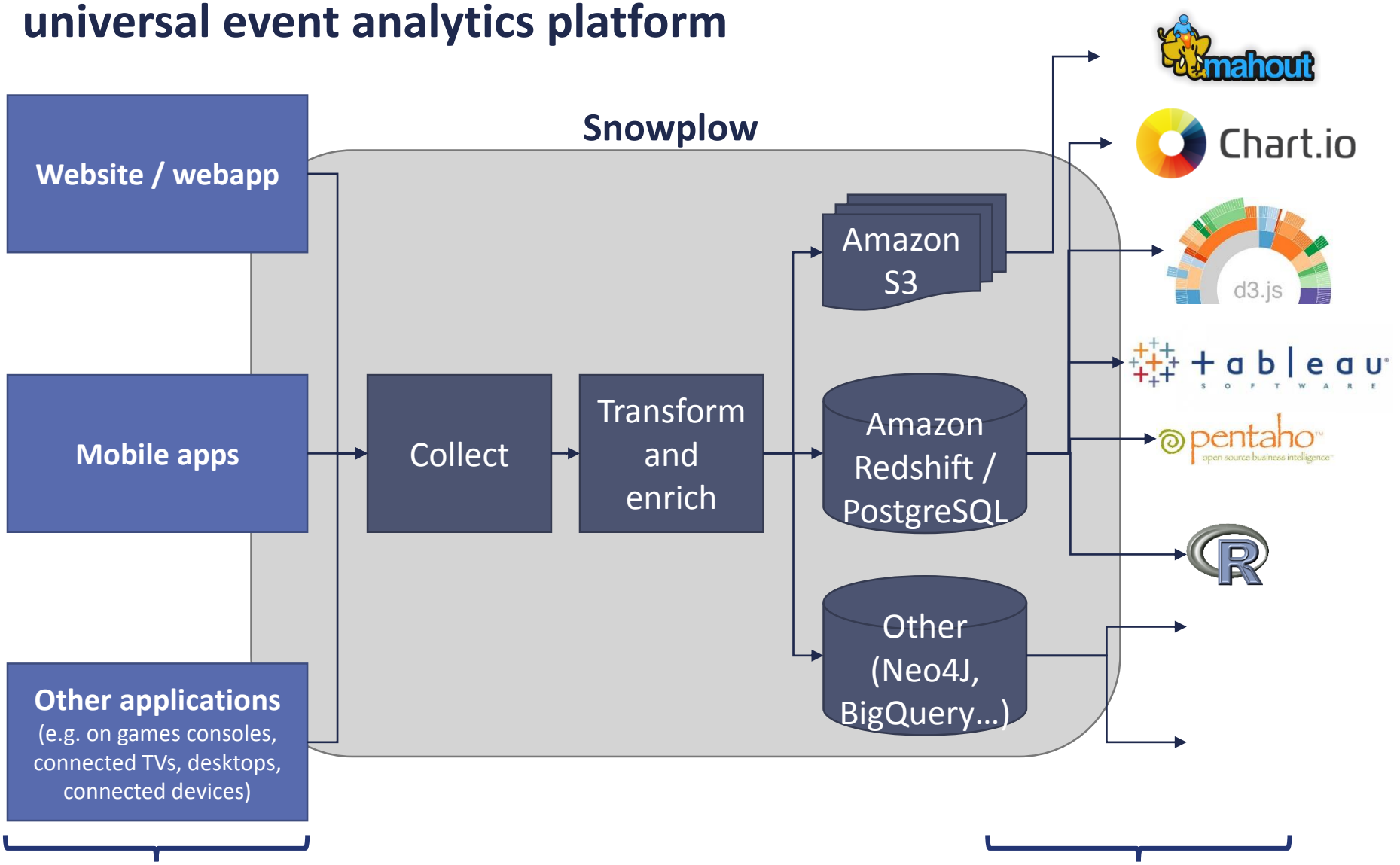
- Drill into individual user journeys, including across different domains, sessions and devices

- Segment audience by behaviour e.g. distinguish users who visit your site to learn more about your services, vs those that come to purchase, vs those who've already purchased, but have support questions

- Measure the return on ad spend, including developing and testing attribution models, and tracking customer value over their lifetimes

- Identify "sliding doors" moments in a customer journey e.g. those that are predictive of them churning

Snowplow is developing from a web analytics platform into a universal event analytics platform



Capture event data from *any* connected device

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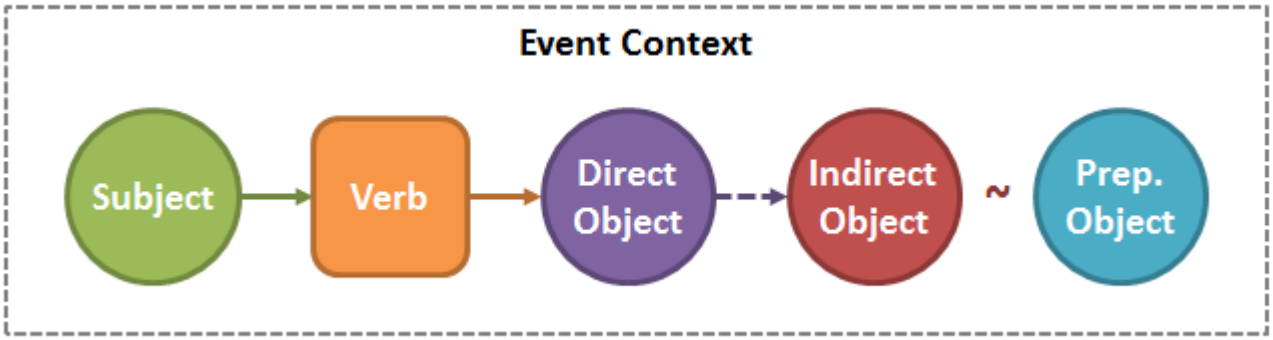
Perform analysis across *all* your event-stream data

Developing an event dictionary and grammar is an essential part of that project

- In order to become a universal event analytics platform, it is helpful to standardize the way we describe digital events
- This is an enormous project: the universe of digital events is huge! (And growing)
- This needs to be a collaborative project. (Standardization helps us all) Standard should be open
- As a first step, we've started working on an event grammar, that borrows heavily from linguistics, to describe digital events



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Join us!

- Use Snowplow Analytics to collect and warehouse your web analytics and other digital event data

- Help us develop and deliver an event grammar and event dictionary make it easy for you to express and analyse the events on your customer's journeys

- Questions?

http://snowplowanalytics.com

https://github.com/snowplow/snowplow

@snowplowdata

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