

\$71k Saving by Transforming Media & Advertising Analytics Utilising Snowflake Data Mesh



Implementation Of Snowflake-based Data Platform Cuts Costs, Transforms Client Acquisitions and Speeds Up Bidding Process.

Challenge

- Fragmented data silos hindered timely reporting on media spend and advertising performance.
- High operational costs and limited scalability in legacy platforms.
- Inconsistent infrastructure setup was impacting reliability and speed.



Solution

- Designed and delivered a modern Snowflake-based data mesh architecture.
- Leveraged code generation, **CICD**, and **Infrastructure as Code** for automation and consistency.
- Built cost-efficient native Snowflake pipelines with full ownership of platform delivery.



Outcome

- Cost Efficiency: Annual Snowflake cost saving - projected at just **\$2k compared to \$71k for similar platforms.**
- Robust, scalable reporting across advertising spend and compliance metrics.
- Platform became a strategic asset in client acquisition and bidding processes.

