Connect your customer data from Snowflake to Retina

Snowflake is a cloud data warehouse that can be used to efficiently centralize, store, and query data.

Retina integrates with and enriches your Snowflake data, so it can be available within BI dashboards and other systems.

To integrate Retina with Snowflake:

- Ensure that your Snowflake roles follow Snowflake best practices. In particular, the ACCOUNTADMIN role should not be used to create data warehouses, schemas, or tables.
- Create a user and role for Retina with the appropriate read and write permissions.
- Send the following to Retina: snowflake account name, username, and password. Then, we will confirm access.

Often, it makes sense to prepare a separate set of tables for Retina to read from within Snowflake, so that you can control the business logic for that data.

To write from Retina back into Snowflake, we find it common to use the Snowflake bulk loading feature. Retina can also write back model outputs directly into Snowflake if needed.

Schedule a call to learn more about how **Retina** connects with **Snowflake** and how you can optimize your business strategies with real-time customer lifetime value metrics.