



## About Client

Snowflake's Data Cloud lets organisations easily mobilise and share data with high performance and scalability across multiple public clouds. It supports data warehousing, lakes, engineering, science, application development, and sharing, unifying siloed data and enabling powerful analytics.

## Challenges

Snowflake wants to boost its brand visibility and engagement in the Indian startup community. It wants to showcase its Data Cloud solutions. Focus on creating engaging content like articles, videos, and events to highlight real-world use cases. The goal is to connect with startups and entrepreneurs, demonstrating Snowflake's value.

## Solution Offerings

YourStory elevated Snowflake's presence by onboarding it to sponsor TechSparks in 2022 and 2023, engaging attendees directly.

It spotlighted Snowflake's Data Cloud solutions through sector-specific case studies and fintech roundtables in Delhi, Mumbai, and Bengaluru.

This highlighted Snowflake's prowess in financial services data, deepening its ties within the startup ecosystem.

## Impact/Results

1. [Snowflake](#) significantly increased its brand recognition and market penetration in the Indian startup ecosystem.
2. Through TechSparks sponsorship and targeted content like case studies and fintech roundtables, Snowflake successfully demonstrated its capabilities in managing financial services data.
3. Moreover, an increasing number of customers requested case study videos, allowing them to share their success stories. In return, Snowflake gained valuable insights into how its solutions foster customer growth, further cementing its reputation as a trusted provider in the sector.