



PathFactory™



snowflake

BETTER TOGETHER

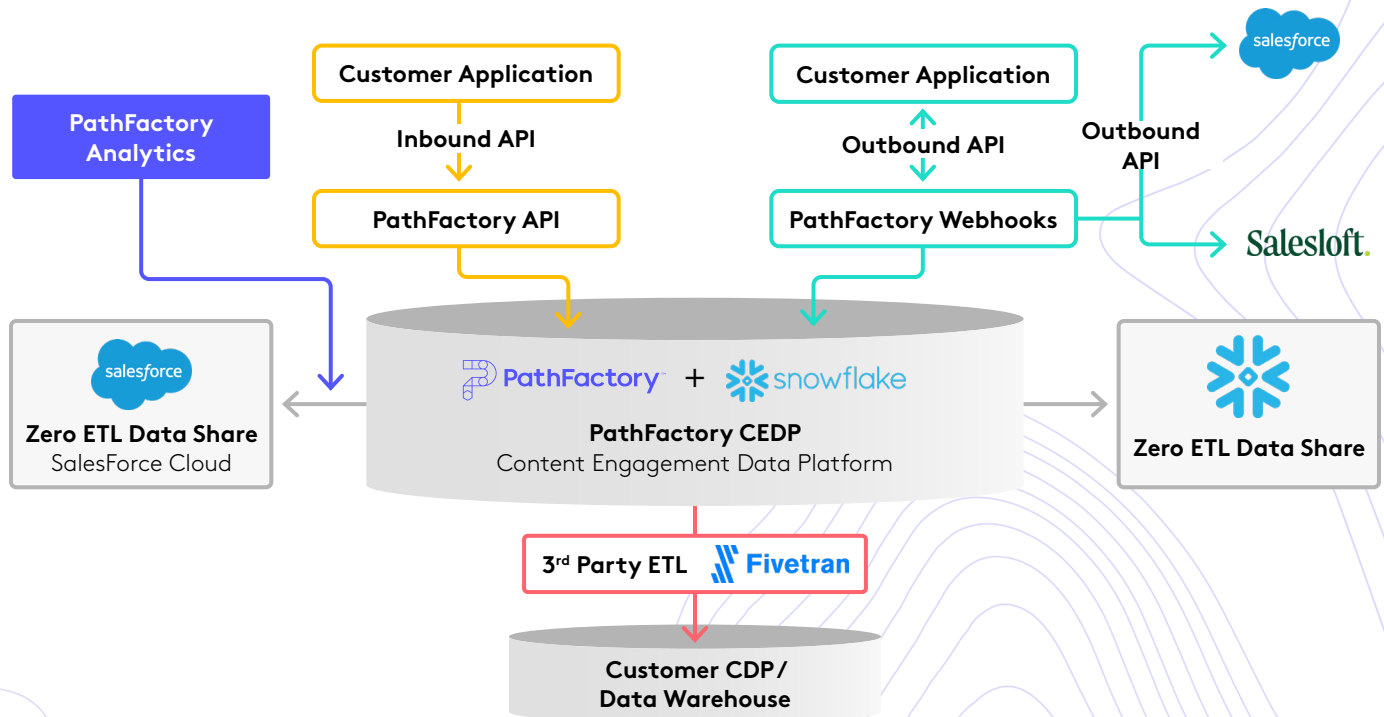
## Advanced Content Engagement Data Without Barriers

Introducing a Zero ETL Data Sharing capability that redefines how businesses access, analyze, and leverage PathFactory's Content Engagement Data through Snowflake.

By integrating PathFactory and Snowflake, customers will directly access critical content and engagement data (including metadata, visitor behaviors, and advanced analytics) within their Snowflake Data Cloud environment.

The Zero Copy integration eliminates traditional data extraction, transformation, and loading (ETL) processes, ensuring faster, more secure, and more efficient data sharing.

### MAKING DATA SHARING EASIER



### Benefits Of Integrating

- 1 Zero ETL Efficiency**  
PathFactory customers can easily share data with Snowflake across major cloud providers ensuring flexibility and scalability.
- 2 Enhanced Analytics**  
Businesses gain actionable insights into page views, sessions, and visitor behaviors via Snowflake's powerful analytics capabilities.
- 3 Streamlined Integrations**  
Use PathFactory's APIs and webhooks alongside Snowflake's infrastructure to connect data with platforms like Salesforce and SalesLoft.

Ready to see us in action?

Request a Demo