

# **Snowflake is now public!**

**Our question – do  
they run good  
Facebook ads?**

**RIGHT  
PERCENT**

A quick slide  
overview of  
Snowflake's  
Facebook ads.

**We've run over \$50m of B2B ad spend for dozens of companies.**

**This commentary comes from that experience.**



# What makes a good B2B ad?

## ad?

Take a look at the parts of an ad below:

**Zenefits**  
Sponsored · 🌐

This is the ultimate downloadable calendar for HR professionals.  
...See More

**THIS MONTH**

**The Essential 2020 HR Calendar**

ZENEFITS.COM/CALENDAR  
Downloadable 2020 Calendar For HR Professionals

DOWNLOAD

**Main Copy**

**Main Visual**

**Visual Headline**

**Subhead/CTA**

The **visual headline** is the most important part - it should get the business decision maker's attention instantly as they scroll.

## For Childcare Directors



Health screens at drop off,  
without the stress

 brightwheel

## Snowflake Time

There's a lot more best practices, but with that, let's jump into Snowflake!



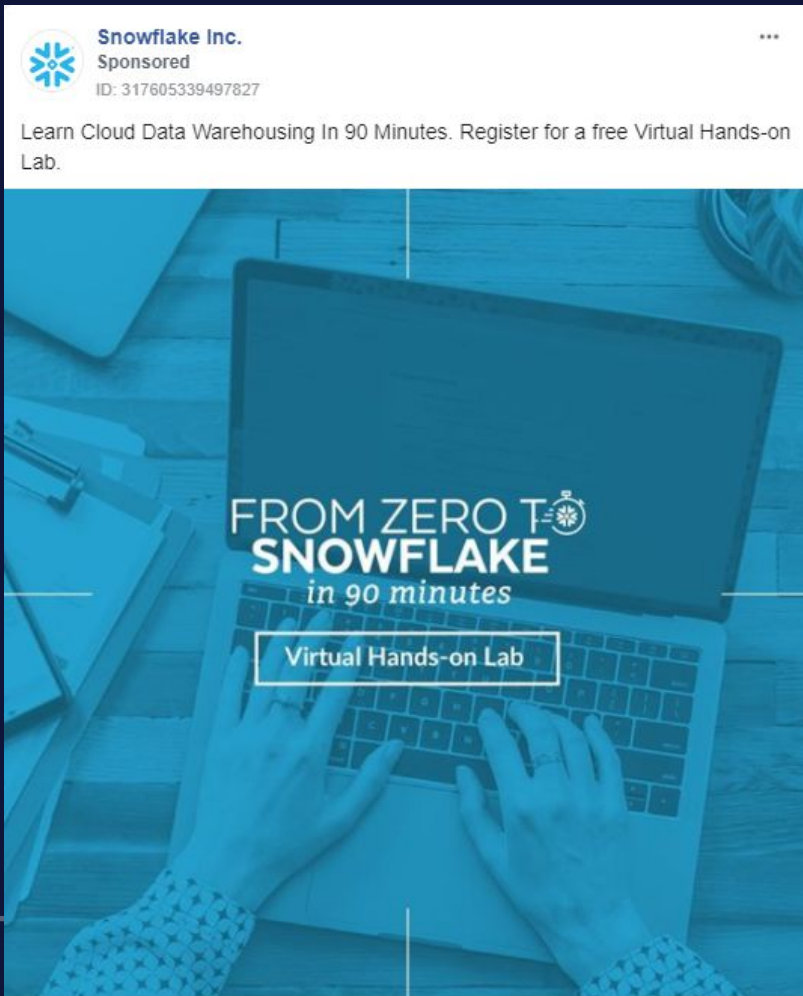
# Overall Summary

- Snowflake has good visual headlines in general.
- Some need tweaking to really hit their target audience.
- Mixing up their Main Visual's a bit would reduce ad fatigue and improve performance.

See specific ad commentary below  
- and an overall rating at the end!


This ad would work well to activate customers who have already signed up.

It would be really bad at prospecting, because customers don't care about your brand name - they care about solving their problems!



 **Snowflake Inc.**  
Sponsored  
ID: 317605339497827

Learn Cloud Data Warehousing In 90 Minutes. Register for a free Virtual Hands-on Lab.

**FROM ZERO TO **  
**SNOWFLAKE**  
in 90 minutes

Virtual Hands-on Lab

7

The AWS branding is great because it's widely recognized and will get the attention of the target audience (devs who use AWS)



**Snowflake Inc.**  
Sponsored

Snowflake and AWS (Amazon SageMaker) are bringing instructors together to show how to build data-intensive applications with ML. Sign up today and get actionable insights!

aws PARTNER  
DEV DAY



snowflake

**BUILDING MODERN  
MACHINE LEARNING  
APPLICATIONS**

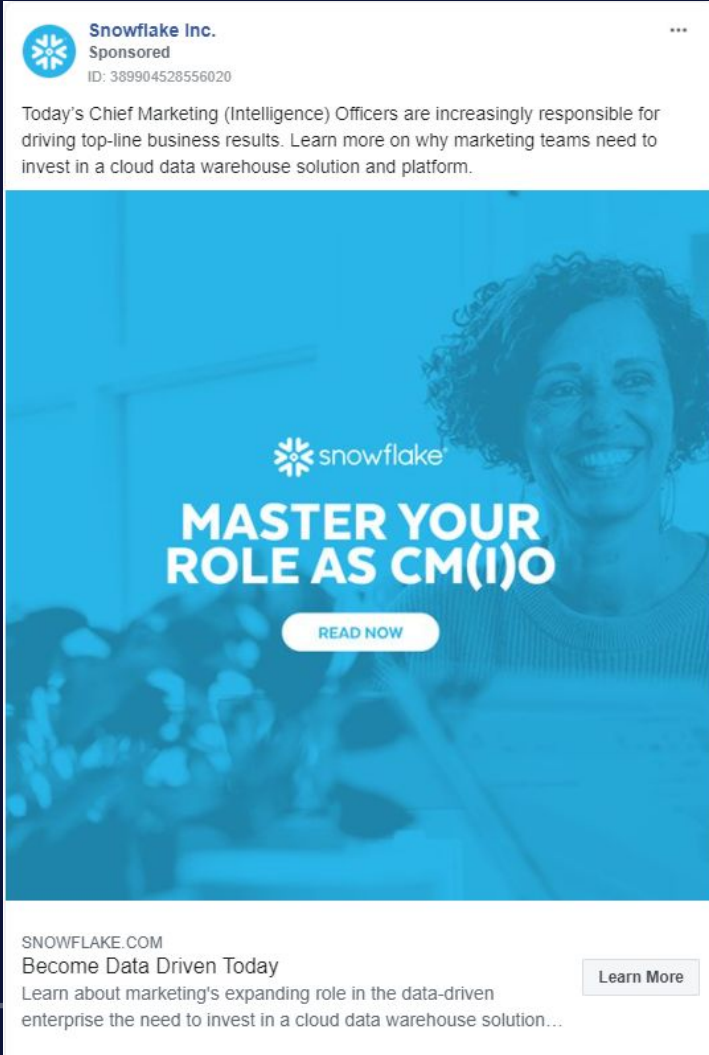
[SNOWFLAKE.COM](https://www.snowflake.com)


Join Us Online - September 23rd

[Sign Up](#)




I LOVE how targeted the visual headline is here. A more specific headline (“Master Being a Data-Driven CMO”) might work even better.



 **Snowflake Inc.**  
Sponsored  
ID: 389904528556020

Today's Chief Marketing (Intelligence) Officers are increasingly responsible for driving top-line business results. Learn more on why marketing teams need to invest in a cloud data warehouse solution and platform.

  
**MASTER YOUR  
ROLE AS CM(I)O**

[READ NOW](#)

SNOWFLAKE.COM  
Become Data Driven Today

Learn about marketing's expanding role in the data-driven enterprise the need to invest in a cloud data warehouse solution...

[Learn More](#)

Good ad to retarget free trial users, but it would perform much better in 1:1 image size. Snowflake knows this since most of their ads are 1:1, but thought I would still point it out.



**Snowflake Inc.**

Sponsored

ID: 240171557074713



Need help with running your Snowflake Free Trial? Grab the guide to learn how to maximize your abilities.



# TEST-DRIVING SNOWFLAKE

Learn How to Maximize  
your Free Trial

LEARN MORE



SNOWFLAKE.COM

Tips To Maximize Your Snowflake Free Trial

Learn how to use Snowflake to its highest potential.

Download

This is actually pretty good. “Dummies” books have an anchored value, so making that free would be effective. And anyone who cares about data lakes is probably a target customer.



Snowflake Inc.

Sponsored

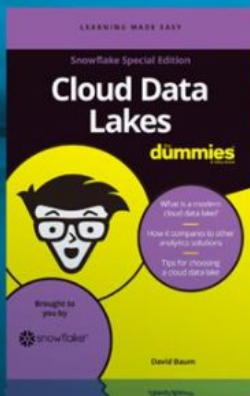
ID: 359230001747453

...

Learn how to enable a modern data lake with a modern data platform and instantly integrate all your data with ease.



## YOUR FREE GUIDE TO MODERN DATA LAKES



SNOWFLAKE.COM

Cloud Data Lakes for Dummies Guide

Learn More

ROI is always good, but this needs to be more specific on who should click it. What role could take efforts to get this ROI? Who is the ad for?

 **Snowflake Inc.**  
Sponsored  
ID: 303463684221344

Forrester reveals a customer ROI of 612% and total benefits of over \$21 million over three years for Snowflake's cloud data platform. Learn how customers leveraged Snowflake today!

 snowflake

**2020 STUDY**  
The Total Economic Impact™  
of Snowflake's Cloud Data Platform

**612% ROI**



**OVER THREE YEARS**

**DOWNLOAD THE STUDY**

 FORRESTER

SNOWFLAKE.COM  
Read the 2020 Forrester Report

Download

# Overall Rating: 7/10

Good, but not great, visual headlines + low variety of Main Visuals.



Thanks for reading!

Feel free to reach out below  
with any questions.

GET IN  
TOUCH

[growth@right  
percent.com](mailto:growth@rightpercent.com)

[rightpercent.c  
om](http://rightpercent.com)