

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

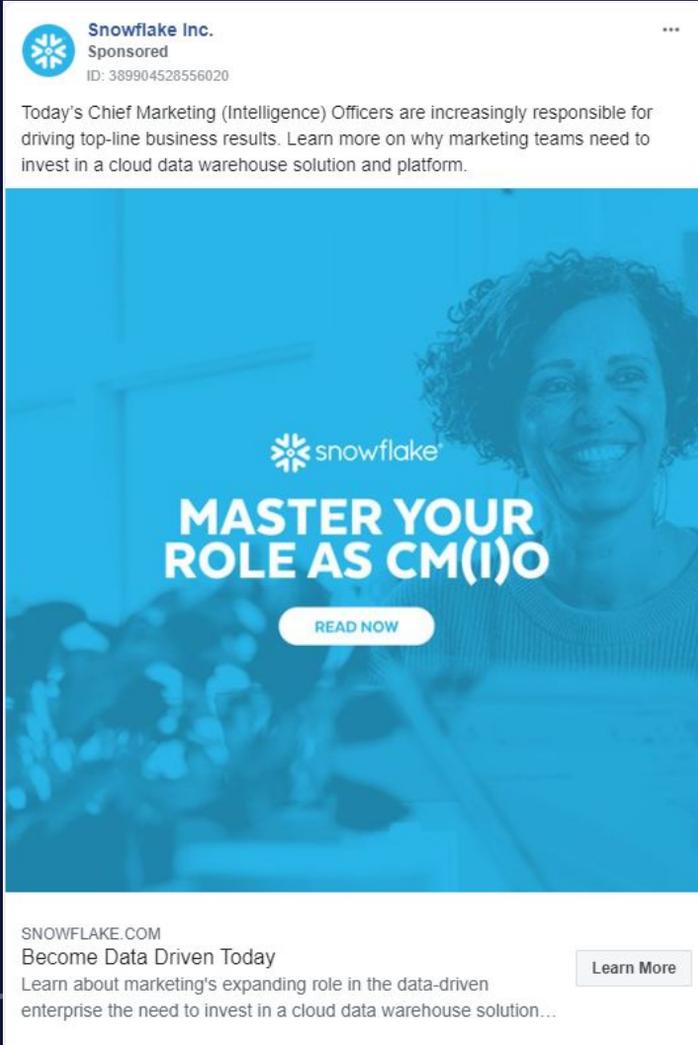
**BUILDING MODERN
MACHINE LEARNING
APPLICATIONS**

[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.

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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.

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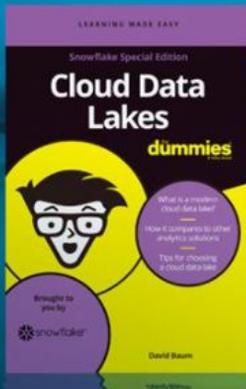
ID: 359230001747453

...

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.

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

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