

Semarchy MDM in Snowflake for Retail

Golden Customer Records that Drive ROI.



The Retail Data Challenge

Your customer data is everywhere—loyalty programs, e-commerce, POS, CRM, and more. But when that data is fragmented, duplicated, and inconsistent, it creates roadblocks:

Personalized campaigns fall flat –

offers miss the mark when the same customer exists under multiple IDs.

Loyalty points get lost –

customers don't see their true program value.

Compliance is at risk –

conflicting records make it harder to manage consent and privacy requests.

Up to 30% of customer records in retail are duplicated or incomplete.

This leads to inaccurate personalization, wasted loyalty points, and higher customer frustration.

Brands lose 20–25% of their marketing budgets due to poor data quality.

Without clean Golden Records, retailers end up targeting duplicates or delivering irrelevant offers.

The Solution: Semarchy MDM Native for Snowflake

With Semarchy running directly in Snowflake, you can create **Golden Customer Records** without moving data outside your cloud.



Snowflake Warehouse

Pushdown-optimized matching, merging, validation, and enrichment run directly in your Snowflake compute for maximum performance.



Snowpark Container Services

No-code UIs, workflows, and stewardship apps run inside Snowflake—no external servers needed.



Browser-Based xDM Interface

Business users manage data models, rules, and workflows securely via a browser without IT dependency.



Snowflake Storage & Security

All data stays in Snowflake with full access controls, masking, and audit logging for governance and compliance.

Match & merge duplicates across every channel and system.

Govern & enrich customer data with built-in stewardship.

Ensure one trusted record per customer to power every decision.

The Retail Business Value



Boost Loyalty

Merge duplicate IDs so customers see the true value of their rewards.



Drive Personalization

Leverage accurate Golden Records for AI-driven, relevant customer offers.



Ensure Compliance

Respond quickly and confidently to consent and “right to be forgotten” requests.



Maximize Marketing ROI

Stop wasting spend on duplicates or irrelevant campaigns.



Zero Data Movement

Master your data where it already lives—no extraction or copying needed, saving time and reducing complexity.



Pushdown Processing

All transformations, matching, merging, and validations execute natively in Snowflake, ensuring high performance and predictable costs.



Simplified Deployment & Maintenance

Deploy Semarchy xDM from Snowflake Marketplace in minutes; updates, scaling, and monitoring happen via familiar Snowflake workflows.



Unified Governance & Enrichment

Ensure consistent, high-quality customer data across all systems for smarter business decisions.

Real Results with Semarchy + Snowflake

US Fashion Retailer

20% Campaign ROI Uplift

By unifying over **3M+ customer records** in just 8 weeks using Semarchy inside Snowflake, the retailer built Golden Customer Records that powered accurate personalization, reduced churn in loyalty programs, and ensured faster compliance with privacy requests.

[Read the full story here](#)

Consumer Goods & Retail Brand

15% Marketing ROI Improvement

By deploying a centralized MDM solution, the brand unified fragmented customer and product data across global systems. This enabled accurate demand forecasting, stronger personalization, and improved loyalty engagement—driving measurable ROI and operational efficiency.

[Read the full story here](#)

Why Credencys



Strategic partner of Semarchy & Snowflake

10+ years of expertise in Retail MDM & PIM implementations

Ready-to-use accelerators & frameworks for faster time-to-value

Take the Next Step

See how Golden Customer Records inside Snowflake can transform your retail business.

[Book a 30-minute session with our experts today.](#)