**imagino launches new AI functionalities in integration with Snowflake**
*The two companies intend to leverage AI to make data*
*more accessible to their customers*

imagino, a French company specialising in the management and activation of customer data, is launching new AI functionalities with Snowflake. After three years of technological and commercial partnership, this new offering is part of a shared drive to simplify access to data while making the most of the use of AI. The expansion will take place in the French and English-speaking markets.

**AI serve data: imagino integrates Snowflake Cortex AI**

From 1 October 2024, the imagino platform will include two Snowflake Cortex AI functionalities to simplify the work of marketers and make the access and activation of data easier; a response to the growing needs of businesses in terms of AI and data management. New features include:

- [Cortex AI](#) will create personalised marketing content for all imagino and Snowflake joint customers, who will be offered, for example, an email subject directly from the content of the email. This will enable marketers to personalise their campaigns to maximise their impact.

- [Cortex Analyst](#) (in public preview until the end of 2024), which transforms text into SQL language, will make it possible for customers to query the data in prompt mode to generate specific queries. Data querying has never been so easy to obtain information in near real time.

**Continuing to better equip business teams**

imagino uses the data of its customer, hosted in the Snowflake cloud and integrates it into its interface, without having to duplicate it. The data remains stored with the customer, enabling its security, but can be queried transparently and efficiently. In this way, the two companies offer a single solution for using, unifying and activating data easily and efficiently. The strength of the integration between Snowflake and imagino lies in the provision of a logical intelligence layer for business teams. imagino gives marketing teams back their autonomy so that they can focus on high value-added tasks, thereby increasing their productivity and operational performance.

imagino customers have observed three main benefits:

- Time savings: when it comes to implementation, they can reduce their time-to-value by a factor of 3, allowing companies to focus on what's essential.
- Reduced costs: fewer technical resources are needed, freeing up the full potential of business teams.
- Simplified access to AI tools: marketing teams can now integrate AI into their day-to-day operations, particularly for content creation.

This is what Moez Hamad, Chief Data & AI Officer at Jules confirms: "*The collaboration between Jules, imagino and Snowflake has been incredibly beneficial for our marketing teams, optimising our processes and accelerating return on investment. Our project was completed in just three months, whereas we had initially estimated an implementation time of nine months. This success far exceeds our expectations and is testimony to the immediate positive impact of this strategic collaboration*."

Jules is not the only company to benefit from the power of this partnership. Other companies such as Diptyque, Norauto and RATP Dev are reaping the many benefits of the collaboration between the two data specialists.

"*Customer satisfaction is essential to us, and by strengthening our work with imagino, we will be able to offer our customers everything they need in terms of unifying and managing the data hosted on our cloud. Our compatibility has been further demonstrated by the new AI features we have developed together*" says Thomas Gourand, vice president and country manager of Snowflake France.

**Next steps in the strategic partnership**

imagino, which recently established a presence in the UK and aims to expand into the US before the end of the year following its €25m fundraising in June 2024, is also developing features specific to the English-speaking countries. The imagino application is expected to be available in 2025 on Snowflake's Native App and will become the first Single Customer View (SCV) available on this platform, allowing customers to use imagino's data collection and unification functionalities directly from the Snowflake interface.

"*We have developed an interface that is 100% compatible with the Snowflake platform, and our performance in the production phase is unrivalled. This partnership strengthens our international ambitions. Establishing a presence in the United States alongside the biggest players in the market is a good way of accelerating our growth and highlighting our value proposition and unique expertise. It's a key step that underlines our commitment to becoming a key global player in data and marketing automation.*" says Benoît Gourdon, imagino's Global VP Strategic Alliances.

**About imagino**
imagino, a French company founded in 2017, offers a customer data management platform and a campaign management solution designed to connect, unify and activate customer data. These two tools meet the needs of professionals in marketing, finance and customer relations departments, enabling them to deliver a seamless, personalised experience to their customers. With a system of automation and the creation of a unified view, imagino enables companies to regain control of their customer data to reduce time-to-value, lower initial investment and accelerate return on investment.

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