



# How to Make Marketing Fall in Love with Data Modeling

How we built our “Hightouch Rewind” Campaign

# Speakers

Data Engineers  
+  
Data Enthusiasts



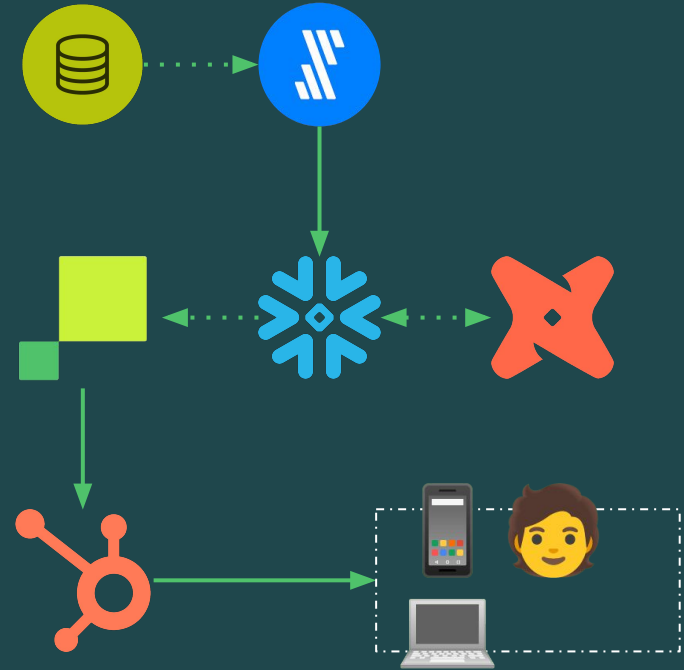
**Meredith Alder**



**Erik Edelmann**

# The Agenda

1. Hightouch Rewind
2. Preparing the Data
3. Configuring Sources and Destinations
4. Configuring and testing the Sync
5. Configuring and testing the Email
6. Launching the Campaign!



# Hightouch Rewind

## 2022 Hightouch Rewind

Let's look back on your year in Data Activation

[Share your Rewind](#)

8

Workspace  
Collaborators

5

Active Destinations

36K

Sync Runs Completed

24

Enabled Syncs

138M

Records Synced\*

4.1B

Rows Queried\*

6

Audiences Created

### Amazing work activating your data pipelines!

High fives, fist bumps, happy dances all around! We look forward to solving even more of your use cases in the new year and hope you have a joyful holiday season.

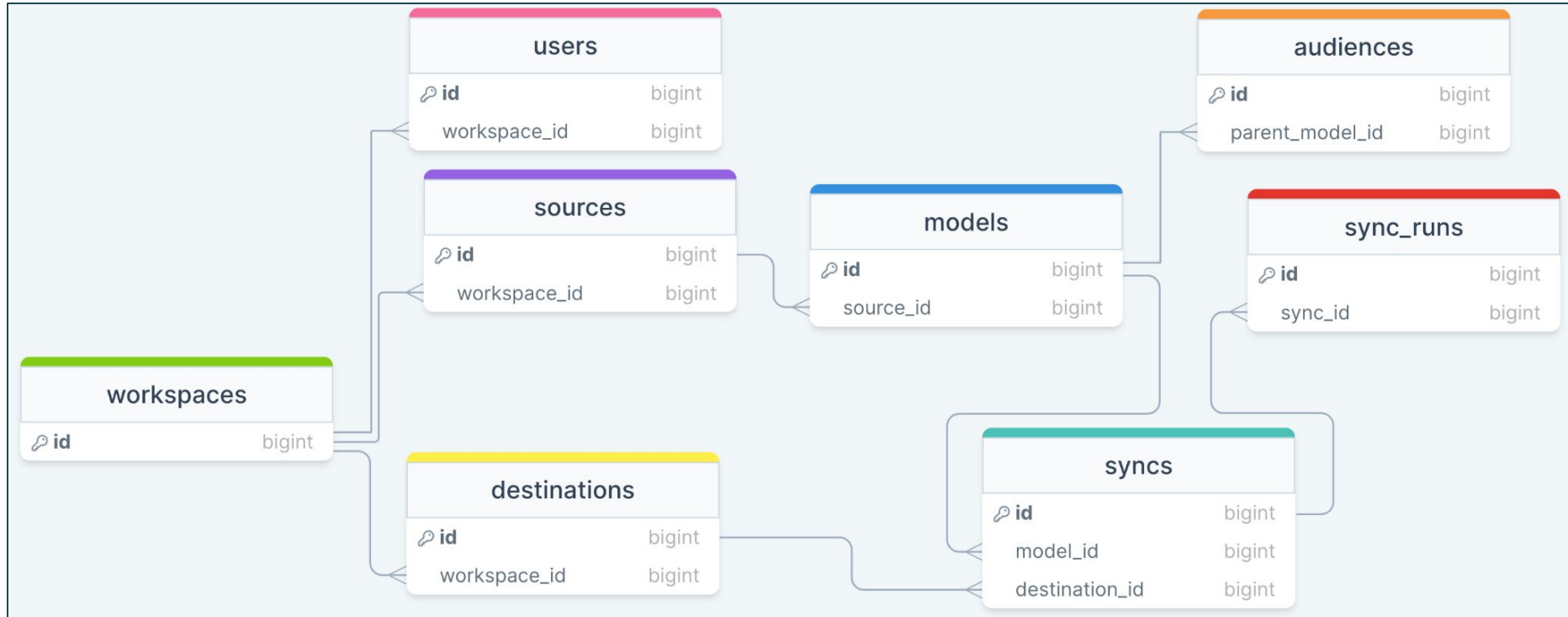
Share your #Hightouch22Rewind with your friends on social media!

[Share your Rewind](#)

Happy Holidays,

Team Hightouch

# Preparing the Data



## Preparing the Data

```
{{ config (materialized='view') }}  
  
{% set rewind_campaign_year = 'date_part('year', current_date)' %}  
  
...  
  
select  
  {{ rewind_campaign_year }} as rewind_campaign_year  
  , email  
  , organization_id  
  , total users as current workspace collaborators  
  , total_active_destinations as current_active_destinations  
  , total_enabled_syncs as current enabled syncs  
  , new_audiences_created_ytd as ytd audiences created  
  , new_sync_runs_completed_ytd as ytd_sync_runs  
  , new_operations_completed_ytd as ytd records synced  
  , new_rows_queried_ytd as ytd_rows_queried  
from  
  paid_active_with_emails
```

## Preparing the Data



# Configuring Sources + Destinations

STEP 4

## Provide your Snowflake credentials

### Username

This can be your personal Snowflake login or a dedicated user for Hightouch. At minimum, this user must have read access to the data you wish to sync. If using the Lightning engine, you must also grant the additional permissions described above.

ht\_user

### Role (optional)

This role will be used when executing queries in Snowflake. If left blank, Hightouch will use the user's default role.

ENGINEER

### Authentication method

We recommend password authentication for easier setup. RSA key pair authentication is also supported for environments with enhanced security requirements.

- Password (recommended)  
 RSA key pair

### Password

This is the password for the user specified above.

.....

Edit



Destinations / Hubspot Master (Use this One)

## Hubspot Master (Use this One)



HubSpot

Last updated: 09/06/2022 by NG

Slug: [hubspot-mast...](#) 

+ Add labels

Configuration

Syncs 5

### Authentication method

- OAuth  
 OAuth with enterprise scopes

### Reauthorize connection



Log in to HubSpot

## Configuring Sources + Destinations

# Configuring & Testing Model + Sync

snowflake

- marketing.activation
- metrics.activation\_by\_age
- core.active\_syncs
- metrics.active\_workspace\_current
- metrics.active\_workspace\_details
- metrics.active\_workspaces
- marketing.active\_workspaces\_by\_attribution\_category
- core.activities
- marketing.ad\_conversions
- staging.amplitude\_pageviews

```

Name          annual_rewind_campaign
dbt Unique ID model.hightouch.annual_rewind_ca
Repository    https://github.com/hightouchio/hig

2
3
4
5 with
6
7 audiences_created as (
8 select
9     workspace_id
10    , count(distinct model_id) as e
11 from
12    analytics.core.models
    
```

How should records between query results and records in HubSpot be matched?

Records in the query results and destination are matched when the ID value is equivalent. Note that syncing is significantly faster with the recommended unique ID fields.

Annual Rewind Campaign

EMAIL

---

Which columns would you like to sync to HubSpot fields?

Configure how the columns in your query results should be mapped to fields in HubSpot.

Annual Rewind Campaign

|  |   |  |   |
|--|---|--|---|
| <input type="text" value="CURRENT_WORKSPACE_COLLABORATORS"/> | → | <input type="text" value="workspace_collaborators"/> | × |
| <input type="text" value="CURRENT_ACTIVE_DESTINATIONS"/>     | → | <input type="text" value="active_destinations"/>     | × |
| <input type="text" value="CURRENT_ENABLED_SYNCS"/>           | → | <input type="text" value="enabled_syncs"/>           | × |
| <input type="text" value="YTD_AUDIENCES_CREATED"/>           | → | <input type="text" value="audiences_created"/>       | × |
| <input type="text" value="YTD_SYNC_RUNS"/>                   | → | <input type="text" value="sync_runs_completed"/>     | × |
| <input type="text" value="YTD_RECORDS_SYNCED"/>              | → | <input type="text" value="records_synced"/>          | × |
| <input type="text" value="YTD_ROWS_QUERIED"/>                | → | <input type="text" value="rows_queried"/>            | × |

## Configuring & Testing Hightouch Model + Sync

MODEL Annual Rewind Campaign → 
 DESTINATION Hubspot Master (Use This One) Contacts
ENABLED  ... ▶ Run

SYNC ID 205241 | SCHEDULE Manual | SLUG annual-rewind-... | MODE Update | + Add labels

Runs Configuration Schedule Activity Alerts Sync logs

### Schedule type

- Manual**  
Trigger your sync manually in the Hightouch app or using our API
- Interval**  
Schedule your sync to run on a set interval (e.g., once per hour)
- Custom recurrence**  
Schedule your sync to run on specific days (e.g., Mondays at 9am)
- Cron expression**  
Schedule your sync using a cron expression
- dbt Cloud**  
Automatically trigger your sync upon completion of a dbt Cloud job
- Fivetran**  
Automatically trigger your sync upon completion of a Fivetran job

### Test a row

Annual Rewind Campaign → HubSpot Sync as added row ▼

Select a row to sync: EMAIL: [REDACTED].com ↕

|                         |        |            |
|-------------------------|--------|------------|
| EMAIL                   | STRING | [REDACTED] |
| YTD_ROWS_QUERIED        | NUMBER | 1408497517 |
| YTD_RECORDS_SYNCED      | NUMBER | 1028332901 |
| YTD_SYNC_RUNS           | NUMBER | 80031      |
| YTD_AUDIENCES_SYNCED    | NULL   | null       |
| CURRENT_ENABLED         | NUMBER | 127        |
| CURRENT_ACTIVE_CONTACTS | NUMBER | 2          |

Request (2023-03-13T02:47:45.811Z)

< 1 / 2 >

POST https://api.hubapi.com/crm/v3/objects/contacts/batch/read

```

1- {
2-   "inputs": [
3-     {
4-       "id": "[REDACTED].com"
5-     }
6-   ],
7-   "properties": [

```

Response 200 OK (2023-03-13T02:47:45.881Z)

```

1- {
2-   "status": "COMPLETE",
3-   "results": [
4-     {
5-       "id": "4395201",
6-       "properties": {
7-         "createdate": "2023-01-10T05:48:03.467Z",
8-         "email": "[REDACTED].com",
9-         "hs_additional_emails": null,
10-        "hs_object_id": "4395201",
11-        "lastmodifieddate": "2023-03-11T06:43:35.309Z"

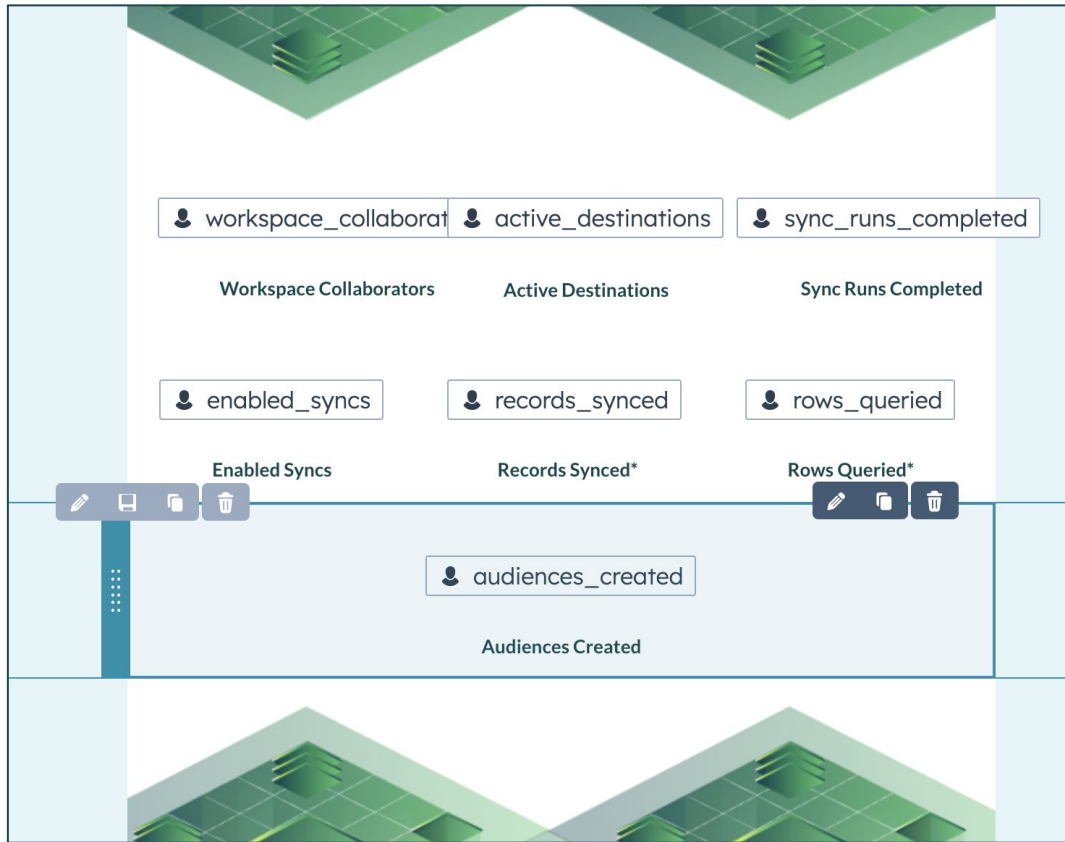
```

SUCCESS The sync to HubSpot was successfully completed.

Close

## Configuring & Testing Hightouch Model + Sync

# Configuring & Testing Email



The screenshot shows a dashboard with several metrics and their corresponding property names:

- workspace\_collaborators** (Workspace Collaborators)
- active\_destinations** (Active Destinations)
- sync\_runs\_completed** (Sync Runs Completed)
- enabled\_syncs** (Enabled Syncs)
- records\_synced** (Records Synced\*)
- rows\_queried** (Rows Queried\*)
- audiences\_created** (Audiences Created)

Each metric is represented by a card with a person icon and a text label below it. The dashboard also features a sidebar with icons for edit, save, copy, and delete, and a vertical menu on the left.

## 2022 Rewind Campaign 8 properties

active\_destinations

5

audiences\_created

6

enabled\_syncs

24

records\_synced

138M

rewind\_test

rows\_queried

4.1B

sync\_runs\_completed

36K

workspace\_collaborators

8

## Configuring & Testing Email

**Launch Campaign!**



## Takeaways

- Creating personalized product-utilization campaigns (like Spotify Wrapped) can be easy
- Your first party product data is valuable - make the best use of it from your data warehouse
- Activate that data (and any other) with a data activation platform like Hightouch



# Questions?



**Thank You!**



The logo for Hightouch, featuring a stylized icon of two overlapping squares (one yellow, one green) to the left of the word "hightouch" in a white, lowercase, sans-serif font.

hightouch