

Similarweb Recognized as a Leader in Snowflake's Modern Marketing Data Stack Report

Similarweb enables joint customers to build leading solutions on Snowflake's AI Data Cloud that incorporate data and insights about web and app trends and comparisons

TEL AVIV, Israel & NEW YORK--(BUSINESS WIRE)-- Similarweb today announced that it has been recognized as a leader in the [Modern Marketing Data Stack 2025: How Leading Marketers Are Thriving In a World Redefined By AI, Privacy and Data Gravity](#) executed and launched by [Snowflake](#), the AI Data Cloud company. Similarweb was recognized in the Enrichment & Hygiene category for its ability to enrich and validate any data set with digital market data.

The third annual edition of Snowflake's Modern Marketing Data Stack report identifies the technologies, tools, and platforms used by Snowflake customers to show how marketers and advertisers can leverage the Snowflake AI Data Cloud with accompanying partner solutions to serve existing customers and convert valuable prospects. Snowflake analyzed usage patterns from a pool of approximately 9,800 customers as of April 2024 and identified 10 technology categories that organizations consider when building their marketing data stacks to capitalize on AI. The extensive report highlights three core factors throughout the industry that mark a significant departure from the martech ecosystem highlighted in the inaugural report in 2022, creating a new normal where AI, data gravity, and privacy are intertwined.

The report offers details on how this paradigm shift is giving rise to new trends in the marketing landscape, from truly data-empowered marketers to innovative measurement techniques for marketing effectiveness. The categories include:

Marketing and Advertising Tools & Platforms

- Analytics & Data Capture
- Enrichment & Hygiene
- Identity & Onboarding
- Customer Data Platforms
- Marketing & Customer Engagement
- Programmatic Solutions
- Measurement & Optimization

Data Tools & Platforms

- Integration & Modeling
- Consent Management
- Business Intelligence

The report explores each of these categories that comprise the Modern Marketing Data Stack, highlighting AI Data Cloud Product Partners and their solutions as "leaders" or "ones

to watch” within each category. The report also details how current Snowflake customers leverage a number of these partner technologies to enable data-driven marketing strategies and informed business decisions. Snowflake’s report provides a concrete overview of the partner technology providers and data providers marketers choose to create their data stacks.

“In a new age of innovation, we’re witnessing a changing of the guard around AI and how marketers capitalize on this massive opportunity as the very shape of the marketing stack evolves, leveraging the Snowflake AI Data Cloud to access and act on data directly where it resides,” said Denise Persson, Chief Marketing Officer at Snowflake. “In combination with the Snowflake AI Data Cloud, Similarweb can help marketers make immediate tactical changes and plan longer-term strategic changes. As a leader in the Enrichment category, Similarweb allows our joint customers to stay ahead of disruptive changes in digital marketing and take full advantage of the opportunities posed by AI.”

Similarweb was identified in Snowflake’s report as a leader in the Enrichment category for adding digital market intelligence to any analysis.

“Participating in Snowflake’s ecosystem is important to Similarweb’s Data-as-a-Service strategy, and it’s wonderful that Snowflake has recognized us as a leader in its 2025 Modern Marketing Data Stack report,” said Or Offer, CEO of Similarweb. “The success of digital marketing in the AI era hinges on quality data, and data about web and app performance is an important contribution we make to the Snowflake AI Data Cloud. We encourage our joint customers to build their marketing data stacks on Snowflake’s AI Data Cloud as a way of integrating Similarweb data with other sources.”

Click [here](#) to read *The Modern Marketing Data Stack 2025: How Leading Marketers Are Thriving In a World Redefined By AI, Privacy and Data Gravity*.

About Similarweb

Similarweb powers businesses to win their markets with Digital Data. By providing essential web and app data, analytics, and insights, we empower our users to discover business opportunities, identify competitive threats, optimize strategy, acquire the right customers, and increase monetization. Similarweb products are integrated into users’ workflow, powered by advanced technology, and based on leading comprehensive Digital Data.

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