

aws marketplace

Snowplow

Reviews, tips, and advice from real users



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Product Recap



Snowplow

Snowplow Recap

Snowplow is a data collection platform known for its ability to gather rich, event-level data across websites and applications in real-time, offering unique insights and advanced analytics capabilities for users.

Snowplow provides a powerful framework for capturing and managing complex data streams. Its architecture supports the collection, storage, and processing of high-quality, granular data. Users benefit from the high level of detail it provides, which enables sophisticated analytics and supports data-driven decision making. With Snowplow, organizations can gain a clearer understanding of user behavior and refine their marketing strategies efficiently.

What are the key features of Snowplow?

- **Real-Time Data Collection:** Allows immediate insights and faster reaction times.
- **Scalable Architecture:** Supports growing data needs without compromising performance.
- **Data Enrichment:** Enhances raw data with added context for deeper insights.
- **Open Source:** Provides flexibility and customization opportunities for users.
- **Privacy Compliance:** Ensures data handling aligns with privacy regulations.

What are the benefits to consider?

- **Improved Analytics Accuracy:** Detailed data collection delivers more precise insights.
- **Enhanced Decision Making:** Actionable data leads to informed business strategies.
- **Cost-Efficiency:** Focused data processing can optimize operating costs.
- **Customizable Data Pipelines:** Tailors data streams to business requirements.

Industries implement Snowplow by integrating it with their existing data infrastructure to complement their analytics and intelligence operations. For e-commerce, Snowplow helps in understanding customer journeys, while in finance, it assists with risk assessment and fraud detection. In media, it supports content personalization by analyzing viewer preferences and engagement.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Snowplow has impacted my organization positively, very well. For DPG Media, it is the most important data source that we have, delivering a lot of value in the company.”



Karine Karine

Product Owner at Karine Caimo

- ✓ “Snowplow is doing perfectly what it says it is doing; it meets everything it promises and develops the product all the time.”



Verified user

Web Analyst at a media company with 1,001-5,000 employees

- ✓ “Snowplow is excellent at what it is designed for: full control over data collection and processing, strong schema-driven tracking, and works really well with warehouse-first stacks like Google BigQuery.”



Neil Rajurkar

Lead Automation Engineer at a tech services company with 201-500 employees

What users had to say about valuable features:

“Snowplow has been a game-changer for us because it handles the basics like sessionization and user IDs perfectly while giving us the freedom to build custom schemas. Our business is pretty complex, and previous tools always forced us into rigid event structures that just didn't fit. Now, we can model our data to actually match how our business works, which saves us from having to do a ton of messy cleanup on the back end.

One of the biggest shifts has been in how we handle data quality. Tools like Snowplow Mini let our developers and analysts debug in real-time without needing to mess around with proxy tools or catch traffic manually. Because the developers have direct visibility during implementation, the data is much cleaner from the start. Our data engineers also have way better oversight of the entire pipeline than they ever did before.

The documentation is also genuinely impressive. It's actually useful for both the people implementing the code and the analysts using the data, which is a rare find compared to a lot of the big players in the space. By moving everything into a single, enriched Snowplow pipeline, we've finally gotten rid of the "multiple sources of truth" headache. We're now capturing parts of the business that were too complex for our old tools, giving us a much more accurate and trustworthy view of what's actually happening..”

Verified user

Web Analyst at a media company with 1,001-5,000 employees

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“Snowplow offers the best features in that you are completely free to make your own data model, track the way you want to track, and control the way the data comes to Snowflake so you are the complete owner of the raw data without being forced into a certain data model.

“Having that level of flexibility impacts our team's work and projects as we needed quite a lot of people that were really good in Snowplow. However, from the moment that you completely understood the technical aspects, you were completely free to set up your own Snowplow environment and track the way you wanted to track and what you wanted to track, which is not possible with Google Analytics and Adobe Analytics, for example.

“Snowplow has impacted my organization positively, very well. For DPG Media, it is the most important data source that we have, delivering a lot of value in the company. We are making data mesh products on this data all over the company. I think for advertisement, it is really the most important source of data..”

Karine Karine

Product Owner at Karine Caimo

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“I used flexible schema-driven tracking with Iglu schemas, which allowed us to maintain good governance over heavy environments. The warehouse-first approach works well with tools like Google BigQuery and Looker, making it easier for deep analytics and modeling.

“The primary strengths are full data ownership, where you can control collection, storage, and processing. There is no vendor lock-in. Snowplow offers flexible schema-driven tracking using Iglu schemas with a strong data structure, providing good governance over heavy environments. The warehouse-first approach works well with Google BigQuery and Looker, making it suitable for deep analytics and modeling. The highly customizable pipeline supports complex event enrichment and transformation.

“Full data ownership combined with flexible schema-driven tracking made collection and storage easier without vendor locking, which facilitated individual company storage. Since Snowplow uses flexible schema-driven tracking with Iglu schemas, I could name components differently for tracking particular components. This approach was one of the best use cases for our implementation..”

Neil Rajurkar

Lead Automation Engineer at a tech services company with 201-500 employees

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Other Solutions Considered

“We previously used several tools, and we switched because it got too expensive for us and also it was not as flexible as we wanted our data collection to be..”

Verified user

Web Analyst at a media company with 1,001-5,000 employees

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“Unfortunately, I was not present when the company chose Snowplow. After I joined, my data engineer and I decided to move from Snowplow to Avo Segments..”

Neil Rajurkar

Lead Automation Engineer at a tech services company with 201-500 employees

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“Before choosing Snowplow, I evaluated other options, including Google Analytics, which was another option, but it was very expensive, along with Google BigQuery..”

Karine Karine

Product Owner at Karine Caimo

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“We looked at standard analytics suites and CDPs, but they were too rigid. Standard tools forced us into "one-size-fits-all" models that required constant cleaning, while CDPs acted as expensive middlemen with limited customization. We ultimately chose this approach because total data ownership and the ability to model our specific business logic were more important than out-of-the-box reports..”

Verified user

Web Analyst at a media company with 1,001-5,000 employees

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ROI

Real user quotes about their ROI:

“There is no direct ROI involved. However, the costs associated with Snowplow include engineering time and slow event deliveries, which result in low adoption rates..”

Neil Rajurkar

Lead Automation Engineer at a tech services company with 201-500 employees

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“I have seen a return on investment, but that is difficult to quantify. I would not say fewer employees, but we saved money because Google Analytics was much more expensive. The time to deliver real-time data and value helped a lot..”

Karine Karine

Product Owner at Karine Caimo

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Use Case

“I have used Snowplow for almost three to four years, focusing exclusively on event tracking. Beyond event tracking, I used Snowplow to track consumer behavior as well, which definitely helped us leverage the business..”

Neil Rajurkar

Lead Automation Engineer at a tech services company with 201-500 employees

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“Snowplow is used for all of our data collection on our digital services. We have a streaming service that has several different applications including TV applications, mobile applications, and a browser, from which we collect data. We collect both media consumption and more generic basic web analytics data such as page views. Basically, we collect all of our digital data with Snowplow..”

Verified user

Web Analyst at a media company with 1,001-5,000 employees

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“My main use case for Snowplow is user behavior tracking at DPG Media on all their websites and apps as well as on television streaming. We stream the data to Snowflake in real time and stitch the data as well. From there, it is used for many use cases in the company.

“For example, we tracked the scroll depth of pages and the time on pages, sending it to Snowplow. Many other use cases were developed. The data was stitched in a profile service on AWS and then utilized to segment for advertisements..”

Karine Karine

Product Owner at Karine Caimo

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“We did quite a lot ourselves. Snowplow's whole setup was done by ourselves. I know that Snowplow now offers a stitching service, but at DPG Media, we did that ourselves. We did the streaming ourselves and the whole data model, etc. Snowplow's whole setup was custom-made for DPG Media..”

Karine Karine

Product Owner at Karine Caimo

[Read full review](#) 

Customer Service and Support

“Lately, we have not needed that much customer support, but in the beginning of our implementation project, we had people from Snowplow working directly with us, and it was really helpful..”

Verified user

Web Analyst at a media company with 1,001-5,000 employees

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“Snowplow is deployed in my organization on a private cloud managed by Snowplow on AWS.

“My experience with pricing, setup cost, and licensing was very good. The only issue that we had at a certain moment was that Snowplow was offering more services and asking us to pay more, but we did not use all these services. We had a discussion with them, but they were very open to discussing with us and negotiating a new contract.

“Snowplow's customer support is also very good. We had an account manager available, so the experience was very good..”

Karine Karine

Product Owner at Karine Caimo

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Other Advice

“Snowplow actually does exactly what it promises. We’ve piloted several other tools in the past, but this was the only one that fit our use case perfectly. It’s ideal if you have complex data needs and want total control over your structures, especially when it comes to enriching data with [CRM](#) or operational sources.

I wasn’t involved in the procurement side, so I’m not sure about the specific licensing, but I know we chose it because it was the most cost-effective option for handling billions of events. It’s a 10/10 for us..”

Verified user

Web Analyst at a media company with 1,001-5,000 employees

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“Snowplow is not plug and play. Depending on team maturity, I would recommend using it only if you have strong data engineering capabilities, an ownership mindset for infrastructure, and the capacity to maintain the pipeline long-term. Otherwise, you will spend more time maintaining than gaining value.

“Snowplow is a strong option with the right setup, but it is important to go in with the right expectations. It works well for organizations wanting full control over their data and having a mature data engineering function to support it. However, it should be treated more like infrastructure than a simple analytics tool because it requires ongoing maintenance across collectors, pipelines, and schema management. I would strongly recommend investing early in schema governance and thinking about how quickly product teams can access and use the data, as this often becomes the limiting factor. If the goal is fast iteration and self-serve analytics, then managed stacks like Segments and [Mixpanel](#) may provide better ROI with much lower operational overhead.

“Snowplow is not a bad tool. It is simply a very specific tool. Snowplow is excellent at what it is designed for: full control over data collection and processing, strong schema-driven tracking, and works really well with warehouse-first stacks like Google BigQuery. It is highly scalable for large data-mature organizations, but it comes with trade-offs including higher operational overhead requiring ongoing engineering investment, slower iteration for product analytics, and it is not naturally self-serve for non-technical teams.

“Overall, Snowplow is a very capable platform but needs the right environment to deliver value. It is best suited to organizations wanting full control over their data and having engineering resources to manage and scale the pipeline. In my case, the operational overhead and slower time to insight made it less effective, especially as I aimed for faster iteration and more self-serve analytics. I used to maintain a sheet just to track Snowplow events and where they triggered, which involved very much manual work. The main takeaway for me is that the right choice depends on team structure and priorities. Snowplow is strong technically but not always the best fit for product-led workflows. If improvements are needed, since Snowplow is an overall powerful tool, moving to a managed stack has significantly improved our situation since moving from Snowplow to Avo.

“I can say that Snowplow is great if you are building a data platform, but if your goal is fast, self-serve product analytics, simpler managed solutions usually deliver better ROI. For my use case with this product, I would rate it 6.5 out of 10..”

Neil Rajurkar

Lead Automation Engineer at a tech services company with 201-500 employees

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Top Industries

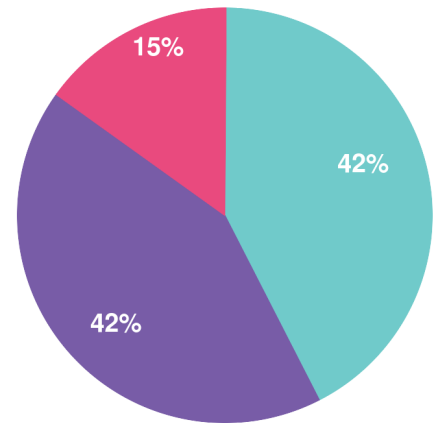
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Company Size

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Large Enterprise Midsized Enterprise Small Business

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