

# Precise.ai Recognized as “One to Watch” in Snowflake's Modern Marketing Data Stack Report

*Precise.ai enables joint customers to compliantly collect & permission first party data and build custom audience segments in Snowflake's AI Data Cloud to enhance ad targeting and marketing activation*

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New York, NY, October 22, 2024 — Precise.ai today announced that it has been recognized as a one to watch 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.

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.

**“Precise.ai's innovative approach to purpose and consent-driven data collection and privacy-focused audience targeting has distinguished them as a one to watch in the Consent Management category,” said Denise Persson, Chief Marketing Officer at Snowflake. “We look forward to seeing how Precise continues to innovate and shape the future of**

**martech, delivering impactful solutions for our joint customers anchored on trust and transparency.”**

**“Being recognized as a company to watch in Snowflake's 2025 Modern Marketing Data Stack report is a testament to Precise's commitment to redefining consumer engagement and trust,” said Jesse Redniss, CEO of Precise.ai. “Our AI-driven platform, rooted in permission based privacy-centric audience targeting and federated data networks, is driving new standards in performance and compliance. This recognition highlights our dedication to delivering high-quality, privacy-safe solutions that empower brands to excel in a complex digital landscape.”**

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 Precise.ai**

Precise.ai is transforming digital advertising with an AI-powered permissioning platform that drives performance through high-quality data and privacy-centric audience targeting. By integrating with technologies for user experience, consent management, secure data collaboration, and privacy preservation, Precise enables brands to improve ROAS while maintaining regulatory compliance and fair value exchange for consumers and data partners. Central to Precise's offering is its federated data network, which allows brands to leverage permissioned first-party data and enrich custom audiences with contextual insights in a privacy-safe manner. This decentralized approach ensures data remains secure within each partner's environment, while still enabling powerful collaborative insights. Through these federated data networks, Precise facilitates seamless, compliant data sharing and audience building across a wide range of partners. This empowers brands to navigate the complexities of data-driven marketing in an evolving landscape, balancing performance and privacy for sustainable results. Precise will be enabling custom audiences, through the Snowflake Marketplace. These audiences will be based on fully permissioned and consented IPs, IFAs and other privacy compliant IDs.