Alchemer Survey Snowflake Integration

> The Alchemer Snowflake Integration is available as an add-on. If you are interested in purchasing the Snowflake Integration, please contact us for additional information.

At a high-level, Alchemer's integration with Snowflake allows you to easily:

- Push survey data from Alchemer into a Snowflake table.
- Get data from a Snowflake table and use that data in an Alchemer Survey.

Easily push your Alchemer feedback data into Snowflake data warehouse, to combine the feedback with your other data and make it easily accessible to business users.
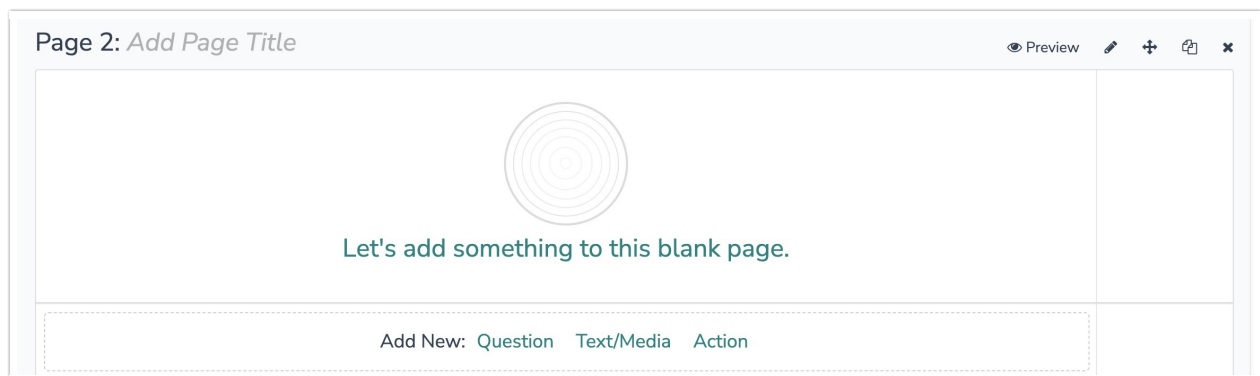
Quickly pull data from a Snowflake table into Alchemer so that you can personalize surveys.
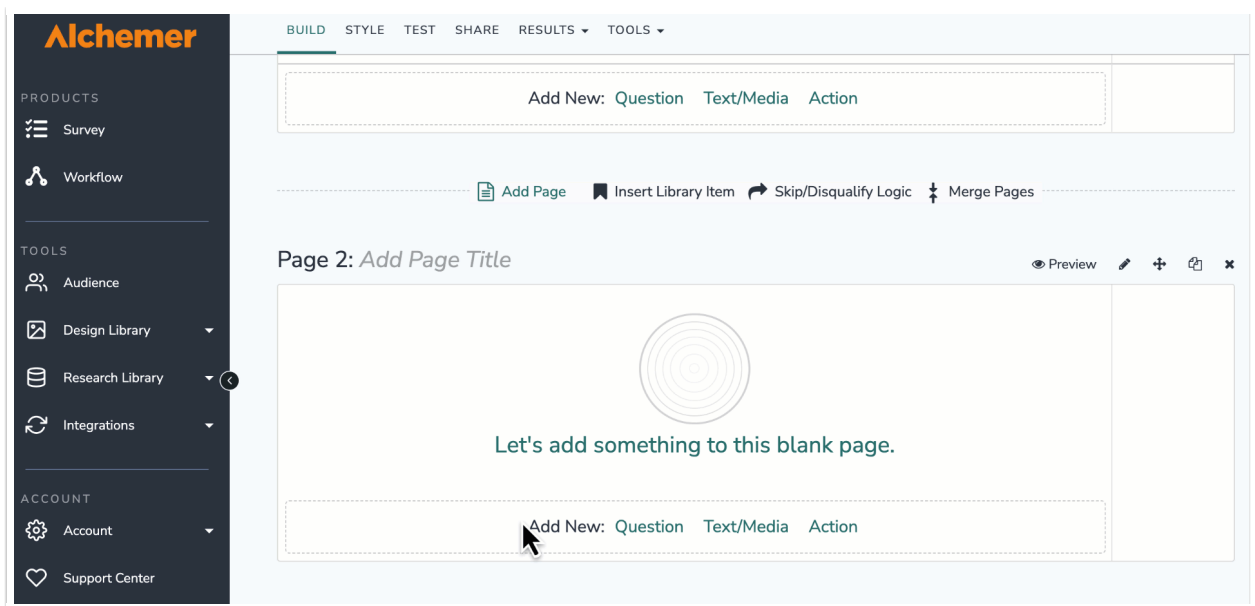
Integration Setup

Adding an Integration Action

1. Select an existing survey or create a new survey. Then navigate to the Survey Builder.
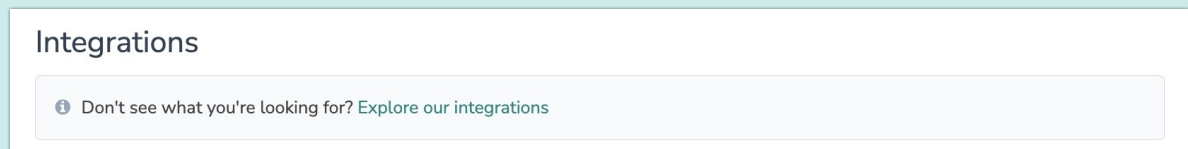
2. Click "Add New: Action"

> You cannot add this Integration Action to the first page of the survey.

3. In the Add Action modal, scroll down to Integrations. Then click "Add" for one of your purchased integrations.
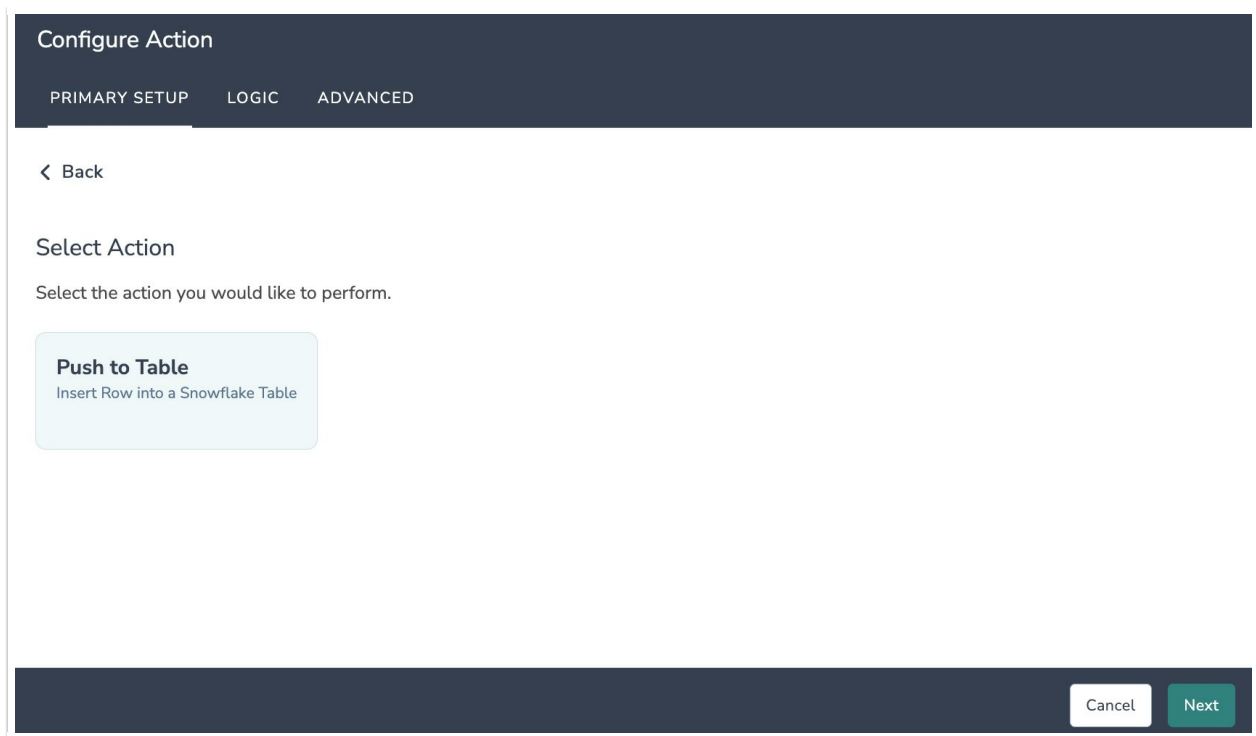
4. Select the action you would like to perform. You can:

- **Push to Table:** Insert a row of new data from an Alchemer Survey into a Snowflake table. Jump to section.
- Get Data: Get data from a Snowflake Table and bring that data into an Alchemer Survey. Jump to section.
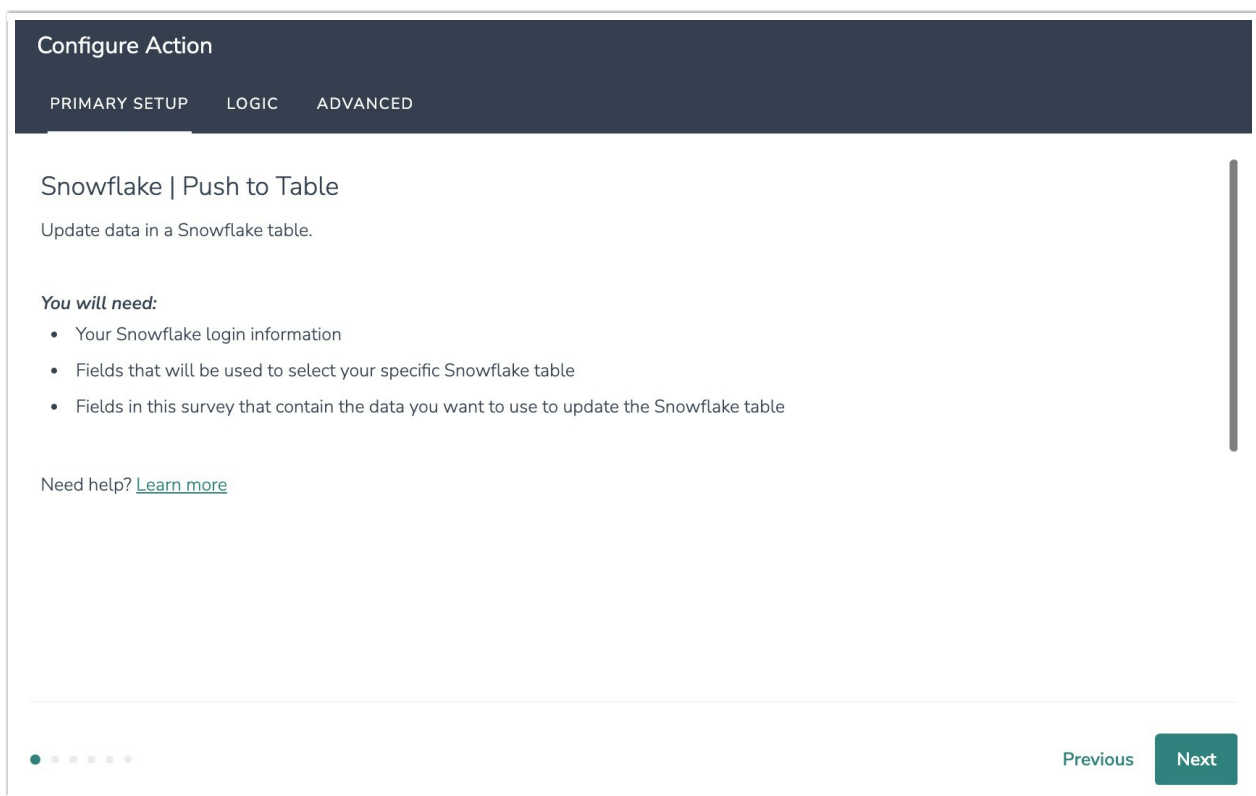
Snowflake | Push to Table

Before configuring this integration action, you will need:
- Your Snowflake login information
- Fields that will be used to select your specific Snowflake table
- Fields in this survey that contain the data you want to use to update the Snowflake table

1. Select "Push to Table".

Configure Action

PRIMARY SETUP   LOGIC   ADVANCED

< Back

Select Action

Select the action you would like to perform.

Push to Table
Insert Row into a Snowflake Table

Cancel   Next

2. Hit next on the integration overview screen.

Configure Action

PRIMARY SETUP   LOGIC   ADVANCED

Snowflake | Push to Table

Update data in a Snowflake table.

You will need:

• Your Snowflake login information
• Fields that will be used to select your specific Snowflake table
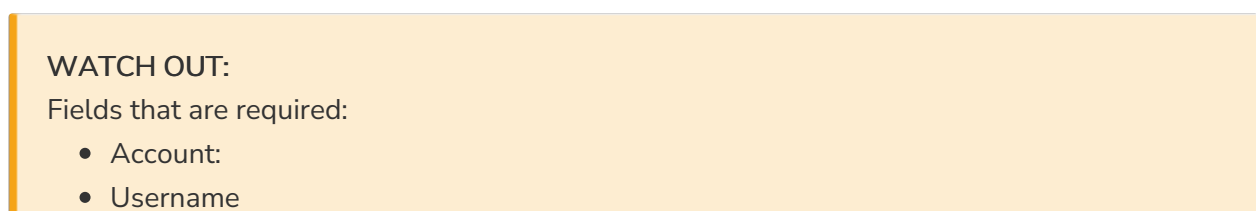• Fields in this survey that contain the data you want to use to update the Snowflake table

Need help? Learn more

Previous   Next

3. Connect to your Snowflake account. Click new authentication and provide the required fields.

WATCH OUT:
Fields that are required:

• Account:
• Username

- Password
- Warehouse
- Database
- Schema

Fields that not required
- Role
- Access URL

If you need clarity on what the field is and why the integration requires it, hover over the question mark icon in the right corner of every field.

4. In the Table List dropdown, select the table you would like to use.

Configure Action

PRIMARY SETUP   LOGIC   ADVANCED

Snowflake | Choose Table

- Select the Snowflake table you would like to use from the dropdown
- This is a required field.

Select Table List*

| CUSTOMER_SATISFACTION | ⌄ |

Previous   Next

5. Choose the survey data you want to use to insert a row into your Snowflake table.

Configure Action

PRIMARY SETUP   LOGIC   ADVANCED

Snowflake | Insert Row Into Table

Choose the survey data you want to use to insert a row into your Snowflake table

Use data from this Alchemer field   **To update this Snowflake field**

| 2. Please tell us about your experience so far... ⌄ | | OPEN_TEXT ⌄ | 🗑 |

Add a new mapping

Previous   Next

6. *Optional:* After an integration action occurs, data about the action is available for use in your survey. You can map this data back to fields in Alchemer.

For example, if there is an error in the action you can send yourself an email with the error message via a Send Email action.

Configure Action

PRIMARY SETUP   LOGIC   ADVANCED

Snowflake | Get data back

You can get data back about the update to use in your survey.
This is optional.

Use data from the customer update

Action | Metadata | status_code ⌄

To update this Alchemer survey field

Update Record Metadata: Status Code (id: ... ⌄   🗑

Add a new mapping

Previous   **Next**

7. Click "Save" to complete setup for the integration action.

Configure Action

PRIMARY SETUP   LOGIC   ADVANCED

Snowflake | Setup complete

A log of each run result can be found in the Individual Responses > Action Log.

Previous   **Save**

Snowflake | Get Data

Before configuring this integration action, you will need:
- Your Snowflake login information
- Fields in this survey that contain the data you want to use to query for the specific row in a Snowflake table to get data back
- Fields in your survey to store the data you get back from Snowflake

1. Select "Get Data" as your action.

2. Click "Next" on the integration overview screen.

PRIMARY SETUP   LOGIC   ADVANCED

Snowflake | Get Data

Get data from a Snowflake table.

You will need:

- Your Snowflake login information
- Fields in this survey that contain the data you want to use to query for the specific row in a Snowflake table to get data back
- Fields in your survey to store the data you get back from Snowflake

Need help? Learn more

v240716

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3. Connect to your Snowflake account. Click new authentication and provide the required fields.

4. Choose a Snowflake table from the dropdown.

5. Choose the survey data you want to use to query a row for in your Snowflake table.

All fields must match when multiple fields are selected.

Configure Action

PRIMARY SETUP   LOGIC   ADVANCED

Snowflake | Query Row in Table

Choose the survey data you want to use to query a row for in your Snowflake table.

Use data from this Alchemer field | To query on this Snowflake field
1. 1 (id: 2) | Snowflake | ALCHEMER_TEST | CUSTOMER_SATISFACTION | Q1

Add a new mapping

Note:
- *All fields must match when multiple fields are selected.*

6. Select which column you would like to order by and then choose ascending or descending.

You can only select one field to order by.

Configure Action

PRIMARY SETUP   LOGIC   ADVANCED

Snowflake | Choose Column to Order By

Select which column you would like to order by and whether you would like this to be ascending or descending

Snowflake Columns | Ascending or Descending
Snowflake | ALCHEMER_TEST | CUSTOMER_SATISFACTION | Q1 | Ascending

Add a new mapping

Note:
- *You may only select one field to order by.*

7. *Optional:* After an integration action occurs, data about the action is available for use in your survey. You can map this data back to fields in Alchemer.

For example, if there is an error in the action you can send yourself an email with the error message via a Send Email action.

The raw response will include all returned data. You can parse the raw response with a script in your survey.

This will only return the first row of data from Snowflake.

8. Click "Save" to complete the integration action.

Monitor a Snowflake Integration Action

A log of each run result can be found in Results > Individual Responses > Action Log.

Select an individual response and then navigate to the Action Log. In the Action Log you can monitor if the action was successful or not.

FAQs

▷   **What permissions do I need within Alchemer to set-up and use the Snowflake**

integration?

▷ This integration doesn't fit my use cases, or I want to provide feedback to Alchemer!

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