

Snowflake Initiator for Alchemer Workflow

Overview

Snowflake is a cloud-based data platform used by organizations to store, manage, and analyze large volumes of structured and semi-structured data at scale.

The Alchemer integration with Snowflake supports automated workflow initiation based on Snowflake table data. The Alchemer Snowflake Workflow Initiator allows Alchemer to query a Snowflake table, extract each row that matches a specified criteria, and trigger a separate workflow execution for every matching row—fully automating bulk operations, data processing, and downstream integrations without manual intervention.

Common uses for the Alchemer Snowflake integration

- Trigger a workflow run for every row in a Snowflake table that meets your criteria
- Automate outreach or follow-up workflows based on Snowflake data
- Drive workflow branching or routing using Snowflake field values
- Reduce manual processing of large datasets stored in Snowflake
- Keep downstream systems synchronized with filtered Snowflake table data

What can the Alchemer Snowflake integration do?

- [Start workflow from Snowflake](#)

You will need

- Snowflake account credentials. [More details in the authentication how-to guide.](#)
- An Alchemer plan that includes integrations with Workflow and the Integration Manager permission enabled.
 - [Contact us](#) if you are unsure if your plan includes integrations.

Setup Alchemer Snowflake integration in Workflow

[Snowflake | Start workflow from Snowflake](#)

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You will need:

- Snowflake account credentials. [More details in the authentication how-to guide.](#)
- A Snowflake table with data you want to use to trigger workflows

Configure the action

1. Open your workflow in **Workflow Builder**.
2. On the **Select Initiator** pop up select the **Snowflake** initiator.
3. Select **Snowflake | Start workflow from Snowflake**.
4. **Snowflake | Authentication:** Select an existing authentication or [create a new authentication](#).
5. **Snowflake | Select database:** Select the Snowflake database you would like to use from the dropdown.
6. **Snowflake | Select schema:** Select the Snowflake schema you would like to use from the dropdown.
7. **Snowflake | Select table:** Select the Snowflake table you would like to use from the dropdown.
8. **Snowflake | Select criteria:** Select the conditions to filter your Snowflake data — a workflow will be started for each matching record.
9. **Snowflake | Schedule for runs:** Set the schedule for how frequently you want to get the rows from your Snowflake table..
10. Save the action.

Status codes

- 200: Successfully triggered a workflow run for each matching row
- 400: The external integration returned an error

Testing and Troubleshooting

Testing and Validation

How to test

- Trigger the workflow and monitor individual runs in the **Monitor** tab.
 - Click on each run to view metadata outputs for each row retrieved from Snowflake.

How to verify results

- Set a send email action to yourself with action metadata included.
- Verify that each matching Snowflake row generated an independent workflow run.

Monitoring Integration Activity

Where to find logs

- Go to **Monitor**.
- Check the individual workflow steps.

What logs display

- Inputs received from Snowflake per row
 - Workflow output or returned status
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Troubleshooting

Authentication issues

- Incorrect or expired Snowflake credentials
- Missing permissions on the Snowflake database, schema, or table

Snowflake-specific issues

- Incorrect column name formatting — column names must exactly match those in your Snowflake table
- Filter criteria returning no matching rows
- Invalid characters or unsupported data types in table columns

API errors

- Snowflake validation failures
 - Endpoint or query runtime errors
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FAQs

What permissions do I need?

Integration Manager in Alchemer and SELECT permissions on the relevant Snowflake database, schema, and table.

When does the integration run?

On the set schedule.

Why isn't my workflow triggering?

Check the Monitor tab for authentication errors, filter criteria that return no rows, or Snowflake query failures.

What if I need additional functionality?

Contact Alchemer Support for enhancement requests.

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