

# 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.

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## Setup Alchemer Snowflake integration in Workflow

### [Snowflake | Start workflow from Snowflake](#)

#### 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 | Schedule for runs:** Set the schedule for how frequently you want to get the rows from your Snowflake table..
9. Save the action.

### Status codes

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