

Malwarebytes Accelerates Marketing Intelligence with Trifacta on Snowflake

Malwarebytes

CUSTOMER
Malwarebytes

INDUSTRY
Security / Anti-malware

USE CASE
Data Onboarding

ENVIRONMENT
Snowflake
AWS
Trifacta
Looker

Background

Malwarebytes protects you against malware, ransomware, malicious websites, and other advanced online threats that have made traditional antivirus obsolete. In order to provide high quality malware remediation, Malwarebytes has to sift through extremely large volumes of data to detect anomalies and quickly address those issues, processing over 80+ petabytes of data over the lifetime of the company. Malwarebytes success as an organization is in large part to credited to their ability to work with large volumes of data.

Malwarebytes' marketing intelligence strategy centered around the following objectives: lead sourcing through marketing activities, targeted marketing based on product usage, data standardization and scoring, campaign analytics and recommendation, and multi-channel attribution blending google analytics with their other sources. Pulling all of this information together for effective analytics and quick turnaround time flexible tooling and efficient processes.

In order to ensure optimal sales engagement, it's critical for malwarebytes to reach out to leads within a short time window after they come into their database. However, Malwarebytes had data quality issues with the leads coming in, and required complex lead scrubbing and lead scoring to ensure efficient sales outreach. Prior to Trifacta, Malwarebytes relied on a team of five Marketing Analysts doing manual lead scrubbing and scoring in Excel. This process was error prone, time consuming, and not adequate to ensuring quick sales outreach.

Malwarebytes marketing operations team deals with many different data challenges.

Challenges

Business Challenges:

- Malwarebytes marketing analysts spent the majority of their time manually cleaning data, taking away time from any meaningful analysis and process improvement.
- Manual work led to longer turnaround times which impacted sales efficiency.
- Lack of automation & validation led to errors in lead scrubbing process, driving inconsistent sales decisions.

Technical Challenges:

- Excel-based data transformation process was manual, inefficient, time consuming, leaving data issues hidden.
- Could not scale to the growing volume of data to deal with.
- Lack of lineage and governance in desktop based excel work.

“Trifacta has empowered our business users to accelerate data preparation and provide a 3x improvement in turnaround-time. [...] Snowflake’s unlimited scale, on-demand execution clusters, and support of a rich set of data formats have allowed Malwarebytes to centralize all data from transactions including billions of telemetry logs. With the integration of Trifacta and Snowflake, we can accelerate the process of preparing data in Snowflake and empower our business to do more with self-service analytics.”

Manjunath Vasishtha
Director of Data Science and
Engineering, Malwarebytes

Benefits with Trifacta

Improved Efficiency: Malwarebytes was able to increase worker productivity by 80%, taking the work of five analysts and condensing it into one, freeing up time to work on other strategic initiatives.

Greater Sales Effectiveness: 3x improvement in turnaround time, from weeks down to 48 hours. High priority leads cut down to under 24 hour turnaround time. 85,000 leads have gone through vetting and qualifying with the new process.

Better Data Quality: Automated and repeatable processes enabled by Trifacta have reduced the errors due to manual processes which were more prone to human error.

The decision to use Trifacta and Snowflake

Malwarebytes chose Snowflake as their data lake and data warehouse solution for its unlimited scale, on-demand execution clusters, and support of a rich set of data formats. This capability has allowed Malwarebytes to centralize all data from transactions to billions of telemetry logs, to marketing leads and crm data. For their less technical users, Malwarebytes needed a platform that combined ease of use, automation of redundant tasks, collaboration and governance.

Trifacta, Snowflake, and AWS

Malwarebytes accomplishes all of this using AWS as the platform foundation for its cloud technologies. The flexibility and cost effectiveness of cloud technologies has allowed a smaller company like Malwarebytes to create state of the art data processes that used to only be available to companies with the resources to manage all of the technology in house. Malwarebytes leverages Kafka for streaming real time data feeds into Amazon S3, Qubole for data processing and Amazon Athena for data integration and ETL, Trifacta for data preparation, Snowflake as their analytics data warehouse, both Looker and Tableau for analytics and reporting, and Amazon Sagemaker, R, and Python for ML and AI.



Trifacta is the industry pioneer and established leader of the global market for data preparation technology. The company draws on decades of academic research in machine learning and data visualisation to make the process of preparing data faster and more intuitive. More than 100,000 data wranglers in 10,000 companies worldwide use Trifacta solutions across cloud, hybrid and on-premises environments to support a variety of analytic and operational use cases. Leading organizations such as Deutsche Boerse, Google, Kaiser Permanente, New York Life and PepsiCo count on Trifacta to accelerate time-to-insight and discover opportunities that drive success. Learn more at trifacta.com.

For Additional Questions, Contact Trifacta
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