



# Supermetrics for Azure Storage

The easiest way to move your marketing data to Azure Storage,



Join 16,000+ data-driven businesses that are using Supermetrics to get data

Nestlé

L'ORÉAL

dyson



Disney

Pfizer

BELL

DECATHLON

MOO

HubSpot

VANMOOF

kangaroo

Happy Socks

FRESHLY

iProspect.<sup>®</sup>

TBWA

dentsu

webprofits

avidly

OMG

havas media



# You're in good company

**500,000+**

users

**16,000+**

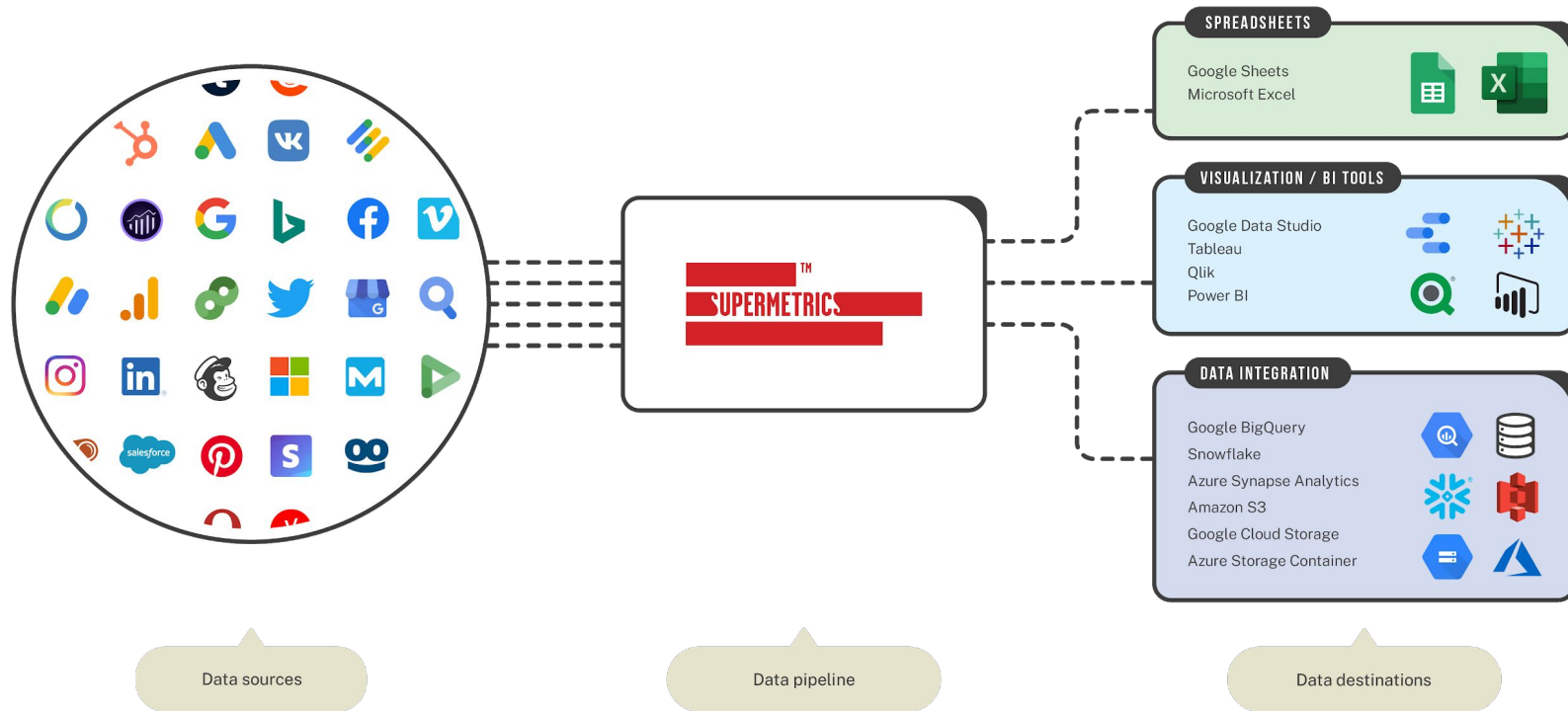
customer companies

**10%**

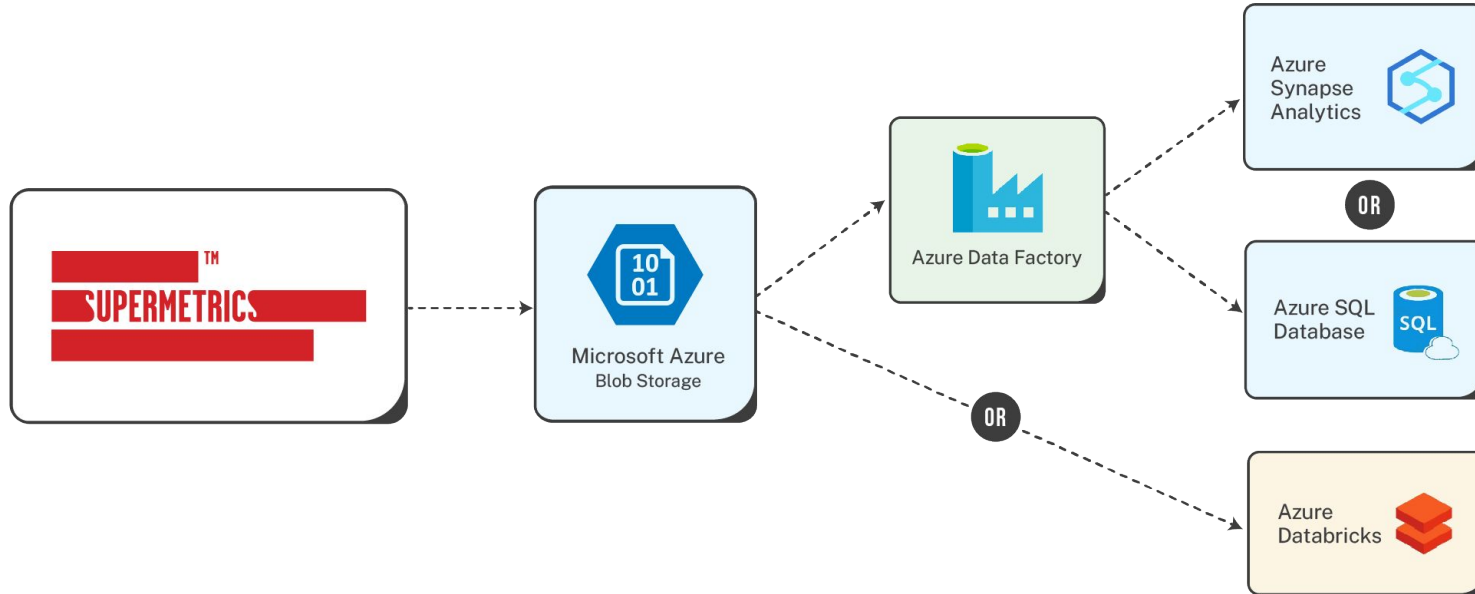
of global online ad spend  
reported through  
Supermetrics



# Supermetrics in a nutshell



# Azure



# Why should you build a marketing data lake with Supermetrics?

- ✔ **Support for a variety of workflows.** Data lakes allow you to consolidate all your marketing data in one place, making it easy for your BI and data science teams to access the data they need with the tools of their choice.
- ✔ **Security and data governance.** Instead of building a firewalled data warehouse instance or having a data pipeline writing directly into your DWH, you can use Supermetrics to move your marketing data to a dedicated cloud storage bucket.
- ✔ **Near-immediate backup.** If you make a mistake in your SQL environment, you can use your data lake to quickly restore the data you need for your analysis. No more waiting around for your data pipeline to restore the data.

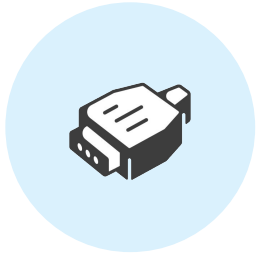


# How can your agency benefit from Supermetrics for Cloud Storage?

- ✔ **Share access with your clients.** Create a dedicated cloud storage bucket for each of your clients, and share access with the relevant people.
- ✔ **Security.** Instead of mixing multiple clients' data in a single data warehouse table, your clients can rest assured that their data is safely stored in a dedicated cloud storage bucket.
- ✔ **Data ownership.** When a client relationship ends, they won't lose access to their historical data. Instead, they can quickly copy all the data to their own cloud storage instance.



# Why Supermetrics



## Connector quality

Our data source connectors allow you to pull all the metrics and dimensions you need from the most popular marketing platforms. Your data will get to you clean, unsampled, and ready for storage, analysis, visualization, and/or reporting.

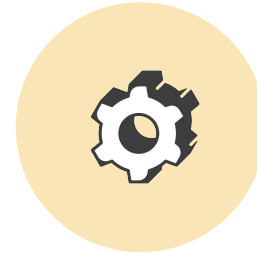
[See all data source connectors →](#)



## Secure data transfers

We never store your data in our systems. In fact, all we do is move it. To make sure that no one can access your data during the transfer, we encrypt it at the source and decrypt it at the destination using tokens for authentication.

[Read more about security →](#)



## Not another platform

Instead of forcing you to master yet another platform, Supermetrics simply moves data between the marketing channels and data tools you already know and love. You choose the platforms, we'll bring the data.







# Supermetrics for Cloud Storage



- Automate your cross-channel marketing data transfers into Amazon S3, Azure Storage, or Google Cloud Storage with a few clicks.
- Take control of all your historical marketing data by storing it in your data lake.
- Use standard schemas or easily build, manage, and edit custom schemas.


### Edit destination ✕

 Google Cloud Storage (GCS) Bucket

Display name ⓘ  

Bucket name ⓘ

Upload path ⓘ

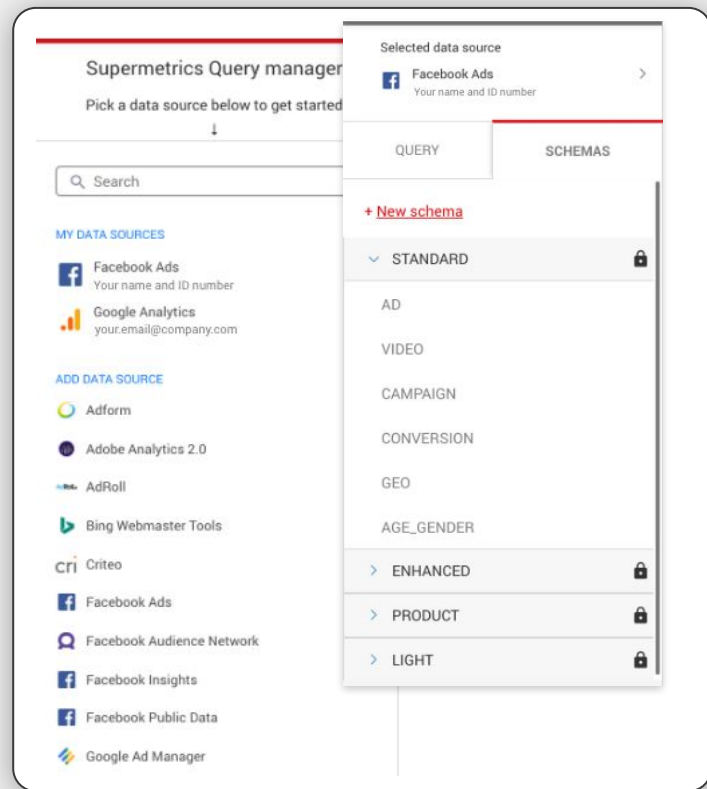
New auth key  

Cancel Test Save

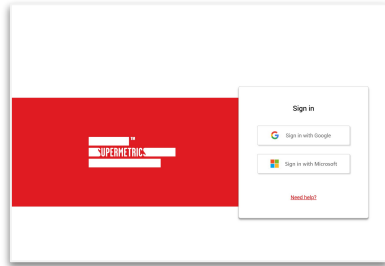


# Create and manage custom schemas with the schema builder

- Optimize your data transfers by hand-picking the metrics and dimensions you want to move. Lower data volumes can speed up your data transfers and ultimately reduce your cloud costs.
- Save and reuse the same schemas across different accounts.
- Manage your custom schemas in one place.

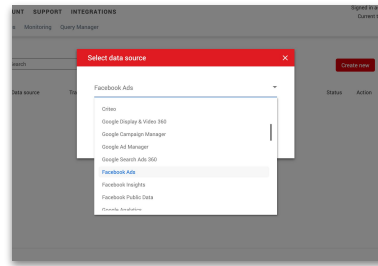


# Supermetrics for Cloud Storage: How it works



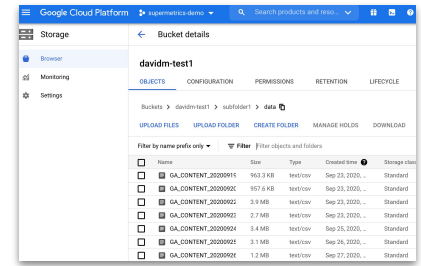
## 1. Log in to Supermetrics

All transfers are managed in Supermetrics' UI



## 2. Set up transfers

Configure destinations & transfers within the Supermetrics UI



## 3. View your data

Once your transfers have run, you can view all your data in the cloud storage solution of your choice

