

J.D. Power Brings Industry-Leading Customer Behavior Analytics to Snowflake MarketplaceCollaboration Expands Access to Leading Cross-Industry Consumer Datasets to Drive Seamless Integration with Predictive Models and AI-Powered Solutions

TROY, Mich.: 30 June 2025 — J.D. Power, a global leader in data and analytics, today announced a collaboration with Snowflake, the data and artificial intelligence (AI) company, to bring its industry-leading customer behavior datasets to the [Snowflake Marketplace](#).

Launching with a focus on the insurance and financial services sectors, this initiative will deliver daily competitive insights into consumer behavior—how people shop for, purchase, retain, or switch auto, homeowners, and renters insurance—across top carriers at both national and state levels. It also will provide banking and payments providers with comprehensive data and insights into consumer payment preferences across the industry. J.D. Power primary data will be available to Snowflake users in a standardized data sharing format that can be seamlessly integrated into existing analytics, forecasting and AI models.

The Snowflake Marketplace is an open marketplace for data, analytics and AI products. J.D. Power will continue to expand its offerings of datasets on the Snowflake Marketplace in the coming months.

“The global data marketplace is projected to become a \$3.5 billion¹ industry by 2028 as businesses and investors in virtually every sector have become increasingly reliant on accessing world class primary data and alternative data in a standardized format to power their analytics and AI initiatives,” said **Keith Webster, president of global business intelligence at J.D. Power**. “J.D. Power has built its reputation on delivering the most robust, comprehensive and timely data insights available, anywhere. By making these resources accessible via the Snowflake Marketplace, we are meeting our customers where they go to obtain, analyze and model data to achieve critical business objectives.”

“At Snowflake, we’re committed to empowering organizations with seamless access to high-quality data that drives innovation,” said **Kieran Kennedy, global head, data cloud products at Snowflake**. “Our collaboration with J.D. Power brings unparalleled consumer behavior insights to the Snowflake Marketplace, enabling our customers to accelerate their AI and analytics initiatives with trusted, ready-to-use data.”

See the online press release at <http://www.jdpower.com/pr-id/2025130>.

About Snowflake

Snowflake Marketplace helps companies expand what’s possible with data and AI through third-party data, apps and AI products. With on-platform purchasing and immediate access to data products, Snowflake Marketplace lowers integration costs and streamlines procurement processes. By delivering data, apps and AI products directly to the customers’ data, providers deliver a superior customer experience and see accelerated revenue growth and increased

¹ Research and Markets, Global Data Marketplace Platform Market Size, Share & Industry Trends Analysis Report

margins. To learn more about Snowflake Marketplace and how to find, try and buy third-party products to accelerate your analytics, app development and AI initiatives, click here. To learn more about the Snowflake Native App Framework and how to become a Snowflake partner, click here.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services, and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 55 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.jdpower.com/business). The J.D. Power auto-shopping tool can be found at [JDPower.com](https://www.jdpower.com).

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