

There are a number of factors that impact the duration for a query run time. We give our clients a great deal of flexibility with the queries they can run. As a result, some queries can be quite complex and take a longer time to process. Below are some common reasons for lengthy run times and tips to reduce run times.

Some queries may take longer due to:

- The size of your CDP
- The number of records being scanned
- The complexity of filters
- The complexity of joins and filters
- Use of calculated fields or custom segments
- Time of day and/or the amount of activity hitting our servers at any one time

Tips to improve performance:

- Try simplifying filters or reducing the date range.
- Let the query run in the background while you continue working.
- Avoid times of day that have more activity. Generally, most automated queries run in the morning hours, which can impact ad-hoc querying.
- Plan in advance and avoid waiting until the last minute to run your queries.

If you're unsure why a query is slow, we're happy to review it and suggest ways to speed it up.

What to Do When a Query Times Out

Timeouts can occur when the system is processing a large amount of data or complex logic.

Here's what you can try:

- Break the query into smaller segments
- Reduce filters or narrow the date range

If the issue persists, please contact us and we'll investigate further.

Need Help?

Our support team is always here to assist. If you're stuck or unsure how to adjust your query, just let us know—we'll

work with you to find the best solution.