Technology

STRAVA

Fivetran

snowflake

+tableau
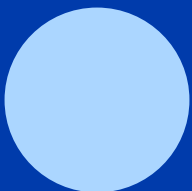
Precision-Mapping the Customer Journey

With a mission to build the most engaged community of athletes in the world, website and fitness-tracking app Strava connects millions of runners and cyclists via the world's largest social network for athletes.

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Data Challenges

- Needed to better understand the customer journey and refine its marketing investment strategy

- Engineering team was too small to dedicate an engineer to extract and centralize all siloed data

Solution

- Fivetran data connectors: Apple Search Ads, Facebook Ad Insights, Google Ads, Google Play, Google Search Console, iTunes Connect, Zendesk

- Snowflake cloud data warehouse

- Tableau BI tool

"Without Fivetran, we would need an additional full-time engineer to support the marketing team's data needs, but Fivetran does more than free up time — it enhances our capabilities by enriching our marketing data set."

– Michael Li, Data Scientist

$117,000

saved by eliminating the need for a full-time data engineer*

*Based on Glassdoor estimate of average data engineer salary

Key Results

- Centralizes data from multiple external platforms — including ad platforms, attribution partner platforms and customer data platforms

- Eliminates the need for an additional full-time engineer to support the marketing team's data needs

- Quickly and efficiently prioritizes product features and test channels

- Builds attribution model to better understand user acquisition and map the entire customer journey

- Determines key internal metrics to guide investments in different acquisition channels

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Powering Innovation and Product Improvement

Square has thoroughly disrupted the payment processing industry and steadily gained market share since its founding in 2009. Its single intuitive solution helps entrepreneurs start, manage and grow their businesses.

Data Challenges

- Maintenance and internal tool improvement were often deprioritized in favor of public-facing features or pressing business problems

- Ability of data teams to innovate compromised by need to handle basic data chores

Solution

- Fivetran data connectors: Apple Search Ads, Facebook Ad Insights, Google AdWords, Google Sheets, Marketo, Optimizely, Salesforce, SFTP

- Snowflake cloud data warehouse
- Looker BI tool

"Now we spend less time on data plumbing, so we can focus on innovative initiatives like leveraging chatbots for lead qualification. And we've significantly elevated our infrastructure capabilities — a necessity now that we're a $20 billion public company."

– Guli Zhu, Head of Marketing Analytics

Key Results

- Frees engineering resources to focus on innovation and product improvement (e.g., leveraging chatbots for lead qualification, building sales-enablement tools)

- Easily accommodates maintenance and internal tool improvement requests (e.g., a better SFTP loader) instead of deprioritizing them

- Improves analytics outcomes with continually updated data

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Enabling Rapid Growth With Automated Analytics

Global social media marketing platform Falcon.io serves as a one-stop shop for managing campaigns across a wide range of social networks. With over 15,000 users and a customer list that includes Coca-Cola, Toyota and Carlsberg, it has grown rapidly since its founding in 2010.

Data Challenges

- Only one in-house engineer for all data pipeline construction and funnel analysis

- Slow, unscalable data ingestion via handwritten scripts, spreadsheets and copies of unstructured data

- Extremely slow report generation

- Rapid growth made manual ingestion approach unsustainable

Solution

- Fivetran data connectors: JIRA, Marketo, NetSuite, Salesforce, Zendesk, Zuora

- Amazon Redshift data warehouse

- Looker BI tool

"We needed to get serious about managing our data and building up a solid reporting framework, and now our managers are actively using the reports and Fivetran pipelines we set up for them."

– Nicolaas Wagenaar, Business Intelligence Team Manager

10x

increase in active analytics users companywide

Key Results

- Builds a comprehensive picture of critical business operations

- Uses accurate and holistic data to drive decisions — no longer relies on "hunches"

- Establishes data literacy as the norm across the company

- Tracks essential SaaS metrics such as gross renewal rate (GRR) and monthly recurring revenue (MRR)

- Harnesses Salesforce data — including calls made and meetings booked — to adjust sales strategy

- Combines data from Salesforce, Jira and Zendesk to track the full customer support process

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Increasing Insight — and Market Valuation — by Automating Data Engineering

A PaaS company that offers a low-code development platform, OutSystems enables businesses to quickly build innovative and agile enterprise apps. With over 160,000 community members, OutSystems is one of AWS' largest European customers, and has been recognized as a global industry leader by Gartner and Forrester.

Data Challenges

- Couldn't access large amounts of business data in a reliable, timely way

- Brittle ETL system couldn't handle changes in tables for internal apps in Oracle and MS SQL Server

- Over 15 data engineering problems per week, with each ticket requiring 2-3 hours of work

Solution

- Fivetran data connectors: Intercom, Marketo, NetSuite, Oracle RDS, Postgres RDS, Salesforce, SQL Server, SQL Server RDS

- Snowflake cloud data warehouse

"We now use metrics to track progress because of the data from Fivetran. Everything has to be quantifiable now, and that cultural shift is one reason we have such large investments and our 'unicorn' status. Investors understood the message very clearly."

– Pedro Martins, Head of Data Engineering

60
key performance metrics, up from 15

Key Results

- Uses modern data stack as foundational source of insight for business decisions, especially go-to-market initiatives

- Saves 25 hours of work per week via managed data pipelines

- Modifies and optimizes campaigns more quickly due to regular Marketo syncs, boosting ROI

- Increases number of key performance metrics from 15 to 60

- Attracts investors and data scientists by shifting to a data-driven culture

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IGNITION GROUP

Fivetran

snowflake

Power BI

Driving Efficiency by Buying Instead of Building

The Ignition Group, a global business based in South Africa, provides technology, media, telecommunications and financial services to businesses, including performance marketing, virtual networks with half a million subscribers, and various insurance plans.

Data Challenges

- Traditional on-prem warehouse regularly out of sync, inaccurate, slow and not connected to key data sources

- Work that should be done in a data warehouse was stitched together in the back of QlikView, extending development time

- Outages left the company blind to reporting for up to a day

Solution

- Fivetran data connectors: Facebook, Google AdWords, Google Analytics, Mandrill, Microsoft Azure Blob Storage, Microsoft Azure SQL Database, PostgreSQL, SFTP, SQL Server, MySQL

- Snowflake cloud data warehouse

- Microsoft Power BI business intelligence tool

"We have a list of projects as long as your arm that we're confident we can get working now just because we have access to all of our data, all of the time."

– Russell Stather, Chief Technology and Innovation Officer

6 Million Rand
(~426,000 USD)

saved by buying over building — as well as the efforts of three people over two years

Key Results

- Improves query time to a fraction of a second

- Saves 6 million rand (about $426,000) and the work of three people over two years by shifting away from SQL Server warehouse

- Increases number of active Power BI users to 300, with 100 actively building reports

- Data warehouse team spends 100% of its time creating value vs. 10% before Fivetran

- Increases data sources from two to 10

- Completes data projects in two to three weeks vs. two to three months before Fivetran

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