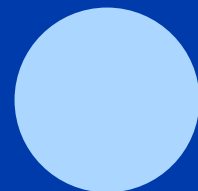# The Fivetran Case Study Anthology

How businesses use automation to simplify data engineering and accelerate analytics

Contents

Foreword

Fivetran has a simple mission: Enable organizations of all sizes to completely control their own data.

That means instant access to raw, ready-to-query data from every source, without having to build or maintain infrastructure. By automating the entire data pipeline, from extraction and loading to in-warehouse transformation, Fivetran allows customers totake full ownership of their data — and put it to work in creative ways:

- Crossmedia combined Fivetran with Google BigQuery and BI tool Tableau to rapidly build out individual marketing data warehouses for clients

- Papier combined Fivetran with Amazon Redshift and BI tool Looker to build a multi-source customer attribution model

- Strava combined Fivetran with Snowflake cloud data warehouse and Tableau to develop sophisticated new metrics that helped optimize ad spend

We hope this anthology gives you a good sense of how Fivetran customers have modernized and transformed their analytics programs. They're not just saving time and money — they're unlocking new revenue streams and uncovering opportunities for innovation and product development.

Please reach out to us to learn more, and thanks for reading!

Marketing & Advertising

Fivetran

snowflake

looker
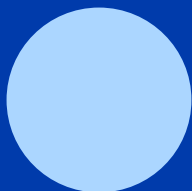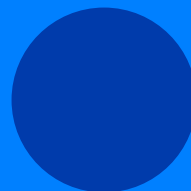
Driving Revenue Through Data Centralization

MVF's customer-generation platform delivers massive volumes of high-quality sales leads on a pay-per-lead basis, while the company's multi-channel marketing expertise offers clients unparalleled reach.

Fivetran   Learn more at fivetran.com →   Start your free trial at sales@fivetran.com →

Data Challenges

- Multitude of data sources but poor integration and no single source of truth

- Unable to project trends beyond four months due to limited reporting capabilities

- Staff relied on brittle, error-prone solutions and hacks: Excel, Google Sheets, Access databases and one-off SQL queries

Solution

- Fivetran data connectors: Amazon S3, Bing Ads, Google Ads, Google Analytics, Iterable, LinkedIn Ad Analytics, MySQL, Optimizely, Outbrain, Pinterest Ads, Snapchat Ads, Taboola, Webhooks, Yahoo Gemini

- Snowflake cloud data warehouse

- Looker BI tool

"We didn't know how to handle 20–30 different data sources with only two data engineers, but Fivetran connector coverage is vast, visibility on monitoring alerts is great, and the support has been brilliant — that is key."

– Stephen Coyne, Head of Analytics

£400,000

increase in rescued revenue per month

Key Results

- Increases rescued revenue from £300,000 to £700,000 per month based on new ability to visualize leads

- Eliminates data pipeline maintenance costs

- Reduces engineering time and reassigns engineers to strategic tasks; improves customer service

- Eliminates concurrency issues by running queries seamlessly

- Increases data literacy, with hundreds of employees using Looker to generate reports

- Replaces static, hard-to-generate reports with automated dashboards

Fivetran

Learn more at fivetran.com →

CROSSMEDIA

Fivetran

snowflake

+ableau

Accelerating Development of Data Products

NYC-based Crossmedia is an independent global media and advertising agency that offers its clients timely, relevant and accurate data, so they can always gauge the effectiveness of their ad spend.

Fivetran

Data Challenges

- Inefficient data integration methods made it difficult to create and maintain individual data warehouses for clients

- Slow, limited access to data

- Unable to construct complex data models

Solution

- Fivetran data connectors: AWS S3, Campaign Manager, Email, Facebook Ad Account, FTP, Google Ads, Google Analytics, LinkedIn Ad Analytics

- Snowflake cloud data warehouse

- Tableau BI tool

"With Fivetran, the pace of development on data products for clients has grown exponentially, and we're more efficient in allocating our resources, enabling us to optimize for what actually drives value."

– Kade Killary, Data Scientist

120-160 hours
of data engineering time saved per week

Key Results

- Constructs centralized marketing warehouses for customers in days instead of weeks

- Combines disparate data sets in client reports and reduces reporting time from a full day to minutes

- Builds client-facing dashboards and creates custom visualizations and projects in Tableau

- Eliminates the need for three to four data engineers

Fivetran

Fivetran

DiscoverOrg

snowflake

looker

Increasing Contract Size by Combining Data Sources

DiscoverOrg is a B2B lead-generation platform that profiles individuals and companies to enable sales and marketing teams to create buyer and account profiles and align their efforts. It also helps customers identify top targets, rank opportunities by ideal fit, and quickly uncover insights.

Data Challenges

- Needed more robust data and analytics capabilities to meet growth goals

- BI team ran queries from an AWS replica of the company's production database, which omitted data from key applications like Marketo and Salesforce

Solution

- Fivetran data connectors: AWS S3, Asana, Google Sheets, Greenhouse, Jira, Marketo, Pendo, Salesforce, Sendgrid, SQL Server

- Snowflake cloud data warehouse

- Looker BI tool

"Fivetran saves us time generating the report, but even more important is getting insights into the hands of the right people much faster. And we have data sources we never even thought about before, which really brings value to the BI team."

– Erik Jones, Senior Director of BI and Analytics

80-90%

increase in annual contract value

Key Results

- Reduces report generation time from one day to one hour, enabling daily reporting

- 80-90% increase in annual contract value by running a lead-routing algorithm on its two Salesforce instances

- Able to embed customer-facing Looker dashboards in its platform to empower customers with data

- Eliminates the need to hire two to three additional full-time engineers

Fivetran

03

Applications
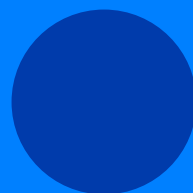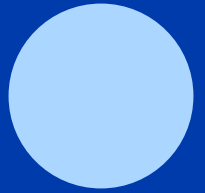
Precision-Mapping the Customer Journey

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.

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

Fivetran

04

Software
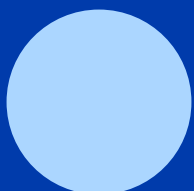
Powering Innovation and Product Improvement

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

Fivetran

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

Fivetran

outsystems

Fivetran

snowflake

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
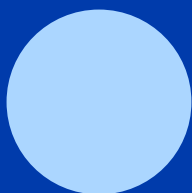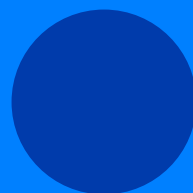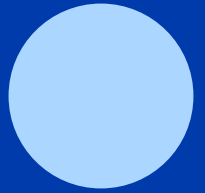key performance metrics, up from 15

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

Fivetran

Learn more at fivetran.com →

05

Telecommunications

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.

Fivetran

Start your free trial at sales@fivetran.com →

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

Fivetran

06

Ecommerce
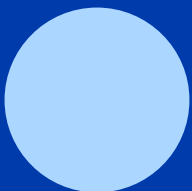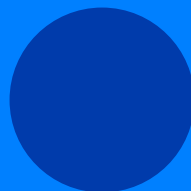
Removing Silos to Create a Single Source of Truth

San Francisco-based clothier Chubbies is best known for its short shorts and swim trunks. It distributes its clothing online and in its own branded stores.

Data Challenges

- Siloed marketing data with no understanding of how different areas of the business impacted each other

- Teams used data from different sources to make decisions, resulting in conflicting answers to the same questions

- No internal resources to build data pipelines

Solution

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

- Google BigQuery cloud data warehouse

- Looker BI tool

"With everything in one ecosystem, we can easily analyze the data that we want. It's plug-and-play with Fivetran, for what normally would consume massive amounts of engineering resources."

– Carlos Nido, Senior Manager of Data & Analytics

2/3
less time required to measure product impact

Key Results

- Improves long-term data planning due to Fivetran scalability and clear pricing model

- Eliminates ad-hoc reports and enables data team to focus on long-term solutions

- Reduces resources expended on data maintenance by half

- Shortens time needed to measure impact of products from nine weeks to three

- Refines customer acquisition strategy based on comprehensive customer and channel data

Fivetran

Learn more at fivetran.com →

PAPIER

Optimizing Business Strategy Through Attribution Models

Papier is a design and personalization business selling stationery, invitations, cards and photo books. With great success in the U.K. since its founding in 2015, the ecommerce company has expanded into the U.S., Australia, France and Germany.

Data Challenges

- Tried to centralize ad, clickstream and transactional data using ETL scripts and code written in-house

- Spent too much time working on ETL issues; inaccuracies and inconsistencies often required re-syncing

Solution

- Fivetran data connectors: Adwords, Amazon S3, Apache Kafka on Heroku, Bing, Facebook Ad Insights, Pinterest, PostgreSQL, Xero

- Amazon Redshift data warehouse

- Looker BI tool

"Fivetran has improved the quality of our ETL. It's been fantastic to just let it run. It has had such a transformational effect on how we look at data that it's almost difficult to imagine what we were doing before, to be honest."

– Joe Robertson, CTO

2x

more usable
data sources

Key Results

- Refines customer acquisition strategy by building attribution model with data from multiple ad providers

- Doubles the amount of usable data sources

- Establishes customer lifetime value by leveraging a single source of truth for transactional data and site behavior data

- Leverages rapid data syncing (up to every five minutes), compared to one daily sync before Fivetran

- Increases Looker users by 66%

Fivetran

Reducing Costs While Improving Data Reliability and Speed to Insight

carwow takes the frustration out of the car buying process by making it more transparent. The platform enables people to compare cars and get recommendations, and connects them with a high-quality dealer. Based in the U.K., carwow has expanded to both Germany and Spain and continues to grow rapidly.

Data Challenges

- Numerous time-consuming, inefficient and unreliable sync processes owned by different teams

- PostgreSQL data copied into Redshift once a day, with the full dump and sync taking up to 12 hours

Solution

- Fivetran data connectors: Apache Kafka, Bing Ads, Facebook Ad Insights, Google Ads, Heroku PostgreSQL, Outbrain, Taboola

- Snowflake cloud data warehouse

- Tableau BI tool

"In the past, this data was far more cumbersome to get. We have a greater speed to insight now."

– Tim Hesse, Director of Data
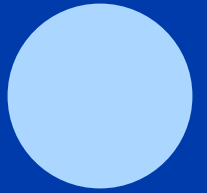
30-50%

reduction in data scientists' time expended

Key Results

- Cuts costs while improving data reliability

- Leverages Fivetran fixed-cost model

- Reduces ETL engineering burden by 30-50%, freeing data team to conduct more analysis

- Easily replicates reporting across territories

- Expands access to vital indicators of future performance

Fivetran

07

Media

CASE STUDY

Enriching Data to Understand User Engagement

ALM Media is a B2B information media company that delivers premium content to professionals in multiple industries, including law, finance and real estate. ALM offers subscription services to its professional clients and has been undergoing a massive transition from print to digital. It produces over 100 specialized newsletters, hosts in-person events, and provides on-site products.

Data Challenges

- Key reports took two weeks to compile and were only delivered monthly
- Lack of analytics opportunities resulted in high turnover on the BI team
- Relied on constantly running servers that were expensive and unscalable

Solution

- Fivetran data connectors: Adobe Analytics, MailChimp, Sailthru
- Snowflake cloud data warehouse
- Tableau BI tool

"Why would I spend six weeks doing an ETL project when I could just plug in? I knew this was going to save tons of development time for our team."

– Peter Woroniecki, Director of BI

7x
increase in speed of report generation

Key Results

- Generates insights into reader engagement via visualizations of subscriber acquisition and retention data
- Reduces reporting time from two weeks to two days
- Hires a full-time employee to leverage robust new data by building out Tableau dashboards

Fivetran

Fivetran

amazon REDSHIFT

Power BI

Taylor & Francis Group
an **informa** business

Choosing Data Analysis Over Pipeline Engineering

Taylor & Francis Group, an Informa business, is one of the leading publishers of books, scholarly journals, ebooks and reference works across a wide range of subjects and disciplines.

Fivetran

Data Challenges

- Experimental and time-consuming internal data infrastructure

- Developed ETL scripts running on Apache Airflow to capture behavior from Google Analytics, a complex and unscalable process

- Limited understanding of supply chain, how internal stakeholders drove sales, or how users interacted with products

Solution

- Fivetran data connectors: Google Analytics, Google Search Console, MongoDB, Pardot, Salesforce, Salesforce Marketing Cloud

- Redshift data warehouse

- Power BI business intelligence tool

"Fivetran is helping us accelerate our strategy by bringing our data into a single location. We can spend more time interpreting data and making decisions rather than working on the technical pipeline."

– Mateus Fantini, Director of Analytics

Key Results

- Builds a data lake in Redshift using Fivetran connectors

- Determines discoverability of content on various search platforms, including Google and Google Scholar

- Deepens insights into session stickiness, website visits, download success, time spent on site, causes of attrition and conversion rates

- Improves SEO, increases sessions and conversions, and adds new customers

Fivetran

About Fivetran

Shaped by the real-world needs of data analysts, Fivetran technology is the smartest, fastest way to replicate your applications, databases, events and files into a high-performance cloud warehouse.

Fivetran connectors deploy in minutes, require zero maintenance, and automatically adjust to source changes — so your data team can stop worrying about engineering and focus on driving insights.

Fivetran