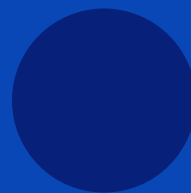


Fivetran & Tableau

Fivetran replicates all your data into your warehouse and continuously updates it, while the Tableau analytics platform enables you to configure it within the visualization layer. Tableau dashboards empower everyone in your organization to see and understand data, so every business decision-maker can leverage business intelligence insights.

This anthology includes a few of our many Fivetran and Tableau use cases. To read the full versions and explore other case studies and content, visit the [Fivetran blog](#).





CASE STUDY

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.



Learn more at fivetran.com →

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
- Builds client-facing dashboards and creates custom visualizations and projects in Tableau
- Combines disparate data sets in client reports and reduces reporting time from a full day to minutes
- Eliminates the need for three to four data engineers



STRAVA



CASE STUDY

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.



Learn more at fivetran.com →

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



carwow



CASE STUDY

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.



Learn more at fivetran.com →

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
- Easily replicates reporting across territories
- Leverages Fivetran fixed-cost model
- Expands access to vital indicators of future performance
- Reduces ETL engineering burden by 30-50%, freeing data team to conduct more analysis



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.



Learn more at fivetran.com →

Data Challenges

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

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
- Hires a full-time employee to leverage robust new data by building out Tableau dashboards
- Reduces reporting time from two weeks to two days



CASE STUDY

Quick and Cost-Effective Cloud Migration

Oldcastle Infrastructure, a CRH company, is an industry leader in engineered building solutions offering more than 16,000 pipe, precast, stormwater, enclosure and building accessory products.



Learn more at fivetran.com →

Data Challenges

- No holistic view of data across on-prem SQL Server database & NetSuite ERP
- Ongoing expensive and unsustainable project to move on-prem SQL server data into the cloud
- Couldn't view transactional, manufacturing or production data collectively

Solution

- Fivetran data connectors: SQL Server, NetSuite, Salesforce
- Tableau BI tool
- Snowflake cloud data warehouse

"With Fivetran, I replicated all of our data in 10 business days – every table and every field – from both our on-prem and cloud ERPs, which saved us about \$360,000 in initial setup and maintenance of our SQL Server and Netsuite connectors."

– Nick Heigerick, IT Manager of BI

\$360,000
estimated savings
over a three-year
period

Key Results

- Migrates on-premise SQL Server data into Snowflake after abandoning months-long internal project
- Up-to-date financial dashboards in Tableau present data that was previously limited to monthly reports that took about ten days to generate
- Generates global perspective reports by joining NetSuite data with SQL Server data
- Scales up and down dynamically and breaks out load compute from transformation compute, from consumption compute with Snowflake

