

# Fivetran & Looker

Fivetran replicates raw data from any source into your warehouse and continuously updates it, while the Looker analytics platform takes over with Looker Blocks™, plug-and-play code modules that make sense of the data for you, so you can start exploring it immediately. Looker empowers smarter and more informed decision-making company-wide.

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



CASE STUDY

# 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.



Learn more at [fivetran.com](https://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



CASE STUDY

# 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.



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## 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



CASE STUDY

# 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



CASE STUDY

# Enabling Rapid Growth With Automated Analytics

Global social media marketing platform [Falcon.io](https://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.



Learn more at [fivetran.com](https://fivetran.com) →



## 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



*chubbies*



CASE STUDY

# 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.



Learn more at [fivetran.com](https://fivetran.com) →

## 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

# PAPIER



## CASE STUDY

# 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
- Establishes customer lifetime value by leveraging a single source of truth for transactional data and site behavior data
- Doubles the amount of usable data sources
- Leverages rapid data syncing (up to every five minutes), compared to one daily sync before Fivetran
- Increases Looker users by 66%



# Brandwatch



Google  
Big Query



## CASE STUDY

# Creating A Customer Health Metric

Brandwatch, a social media intelligence platform, helps brands decipher positive and negative emotions around their products and names.

## Data Challenges

- No efficient way to join service usage data with customer-related data
- Communication disconnect between sales and development teams
- BI through Excel reports and number mashups

## Solution

- Fivetran connectors: Mixpanel and Salesforce
- Google BigQuery data warehouse
- Looker BI tool

**"I got what I wanted, something automated and trustworthy. Just click a few buttons, enter your credentials, and it's all up and running. Fivetran does its job."**

– Edward Mancey, Head of BI

**40 hours**  
a week saved  
by automating  
reporting

## Key Results

- Saves four hours a week in engineering time and 40 hours a week in reporting time
- Data indicates how users interact with the product and new features
- Developed a health metric for each customer through their use of the platform
- Better alignment of sales, account managers and engineers
- New metrics: department-level performance metrics, deal velocity, user engagement and retention



CASE STUDY

# Investing in a Single Source of Truth

Label Insight provides comprehensive data about what's in the products we buy, delivering transparency to consumers by powering analytics, marketing, merchandising and ecommerce solutions.



Learn more at [fivetran.com](https://fivetran.com) →



## Data Challenges

- No data warehouse resulted in people accessing data directly from multiple databases
- Limited ability to analyze across sources
- Missed commercial opportunities

## Solution

- Fivetran connectors: AWS Lambda, DynamoDB, Jira, Kinesis, MySQL, Pendo, PostgreSQL, S3, Salesforce, Zendesk
- Google BigQuery data warehouse
- Looker BI tool

**"We can derive deeper insights, identify trends more quickly and provide customers with talking points that help drive product development."**

– Jim Shedlick, Director of Architecture

**200% ROI**  
with Fivetran,  
BigQuery  
and Looker

## Key Results

- Single source of truth for CPG information
- Event pipeline into BigQuery allows the business to compare and analyze events alongside other data
- Frees up 140 hours weekly previously spent on manual reporting
- ROI of the data stack is double what its cost
- 17 data sources centralized into BigQuery
- 100+ Looker dashboards

