

VanMoof - Powering their global growth with Google BigQuery

VanMoof bring their marketing data into BigQuery through Supermetrics for BigQuery- and combining that with their own transactional data and other sources. Supermetrics for BigQuery is a proprietary product built for transferring marketing data

The challenge

VanMoof wanted to consolidate their data into one data warehouse instead of siloing it across different systems. To get marketing data efficiently, they needed a tool that could help them automate data operations.

The solution

Supermetrics for BigQuery transfers marketing data from marketing sources to BigQuery. With a native Data Studio connector, the data loaded in BigQuery can be used for building dashboards updated in realtime.

The results

The benefit VanMoof gained is an advantage in speed & efficiency. Data processes are automated and streamlined to help stakeholders access better data. The data is now consolidated in one location, helping VanMoof create more thorough analysis of their operations across their marketing operations.

““Supermetrics really focus on the quality of connectors so we can pull a lot more in-depth data from their connectors than others. The consistency of data is also excellent, which is critical for our marketing data warehouse to operate as we need it to. Supermetrics has done to Google BigQuery what it did to Google Sheets, and it's by far the best option out there.” ”

Sebastian Mehdau, Head of Growth Marketing, VanMoof

VANMOOF

About VANMOOF

VanMoof was founded in Amsterdam in 2009 by two brothers, Taco and Ties Carlier, who dreamt of creating the perfect city bike. Since setting out on their mission to revolutionize city biking worldwide, VanMoof have redesigned what a bike can do.

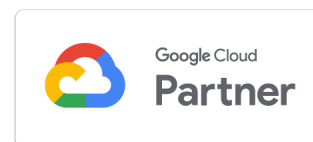
Industry: Logistics & Transportation

Primary project location: Netherlands



About Supermetrics

Supermetrics is the easiest way to move data into Google BigQuery. With native connectors to marketing sources, Supermetrics provides marketers data.



Products

Google Cloud Platform