AIVEN

How Aiven manages reporting needs and creates one source of truth

Aiven used Supermetrics to feed data into BigQuery, where they organized and transformed their data before reporting and analytics.

The challenge
At the beginning of their data journey, the Aiven team brought data straight from sources to their BI tools. The company doubled in size and so did the marketing department. The analytics team needed to keep up with the marketing team's needs, which included trying new ad platforms and the connectors required to handle analytics and reporting.

The solution
Since Aiven already used Supermetrics for Looker Studio, it was easy for the team to switch to BigQuery. Additionally, using Supermetrics, the Marketing Analytics and Data Engineer teams can collaborate better on managing data and building reports.

The result
With Supermetrics and BigQuery, Aiven's analytics team can easily build reports for the marketing team. They build a variety of of reports, from high-level paid channel overviews to detailed performance reports for specific channels.

> " "Supermetrics helps us find a lot of insights into where and what we can improve. Getting data is never a problem. We can focus on solving the real problems."
>
> Stijn Zanders, Data Engineering Manager, Aiven

About Aiven
Aiven is a SaaS company that provides a fully-managed cloud data platform for companies. With Aiven, developers don't have to worry about setting up and maintaining their cloud databases. They can spend time on what they do best—creating applications.
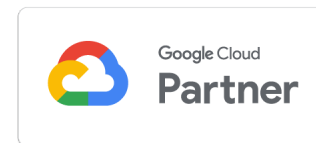
Vertical/horizontal solution: Software & Internet

Primary project location: Finland

About Supermetrics
Supermetrics is the leading marketing data pipeline company, extracting, transforming and loading data from any marketing platform into Google Cloud.

Products
Google Cloud Platform