

# Ergatta Shapes Fitness Patterns with NetSpring & Google BigQuery

NetSpring delivered a warehouse-native product & behavioral analytics solution that works directly on top of Google BigQuery, leveraging usage data from Google Firebase and Google Analytics.

## The challenge

In order to quickly validate and A/B test new gameplay or marketing campaigns, the Marketing and Product teams needed a self-service analytics solution that could support both BI and event stream analytics, by flexibly modeling across usage, campaign, customer, and subscription data – data that was already in BigQuery.

## The solution

NetSpring connects to BigQuery and was deployed for self-service in hours. It can access event data from Ergatta's connected app, alongside marketing, demographic, and subscription data - with no data duplication. Product & Growth teams can now understand how behavioral patterns across e-commerce, onboarding, product, support, companion apps, and marketing, drive user engagement and retention.

## The results

1) Improved time-to-market and adoption of new programs and features, 2) Improved effectiveness and ROI of marketing campaigns and communications, and 3) Improved reactivation and re-engagement of inactive users

“ NetSpring is the Holy Grail of product analytics. You don't have to move your data anywhere. It sits directly on your data warehouse, looks across all data sets, and supports both traditional BI analysis and modern event-centric product analytics. It is also self-service, so you can expand the reach and impact to everyone in the organization, not just technical teams. ”

Chang Yu, VP of Product, Ergatta



**ERGATTA**

About Ergatta

Ergatta offers a game-based connected rowing machine built for those who aren't motivated by traditional classes or instructor-led workouts.

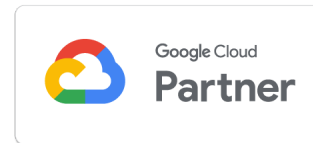
Industry: Gaming

Primary project location: United States



About Netspring Data, Inc.

NetSpring offers next-generation, warehouse-native Product & Behavioral Analytics with the analytical power of Business Intelligence (BI).



Products

Google Cloud Platform