

Drive higher marketing ROIs with data

Bring together data from advertising platforms, email providers, social media, CRM systems, and other data sources to showcase the true value of your marketing activities. Even better, you don't need a single data scientist on your team.



You are never too small to be data-driven! Get insights into your product, marketing campaigns, and improve your conversions.

Pavel Voparil,
CEO of BONAMI.CZ

What prevents marketing teams from being data-driven?



Insights are fragmented across the omnichannel

Modern marketing addresses customers at every step of the customer journey. From paid advertising on social media to newsletters and branding via influencers. Each piece of marketing is fragmented across those touchpoints. Building a coherent customer journey and driving omnichannel campaigns is challenging.



Personalization is hard to scale

The modern customer's expectations are rising. They expect you to tailor your communication to a market of 1 - them. Though personalization is a must-have, the practical reality is that it is hard to have 1:1 communications with customers at scale.



Engineering and data resources are thin or lacking

To understand what drives marketing and showcase it across your company, you need data. To get data, though, you need engineers and data scientists. Those resources are coveted throughout the company and industry, so marketing leaders have to fight to get a piece of that pie.



Keboola allows us to integrate data from proprietary platforms and correlate them with data from industry-leading solutions. Keboola is a facilitator to the business in our quest to gain market intelligence. I see Keboola as an extension of our team.

Vihn Buu,
Manager of shopper data at Ivanhoe Cameridge

Keboola helps you automate marketing insights without data skills



GET ALL THE MARKETING DATA YOU NEED - WITHOUT ENGINEERS

With over 250+ integrations out-of-the-box, you can collect marketing data from all your data sources. From Facebook Ads to Mailchimp newsletters, and even Google Analytics. The hassle-free integrations free you up to collect data without any help from engineering.



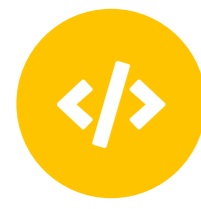
BUILD (CUSTOMER-CENTRIC) MARKETING METRICS

From Customer Lifetime Value to ARPU with ROAS in between, to truly understand the impact of marketing campaigns, you need to build metrics from the marketing data. Leverage Keboola to automate the computation of metrics that matter to marketing.



VISUALIZE THE CUSTOMER JOURNEY ACROSS THE ENTIRE OMNICHANNEL

Integrate Keboola with data visualization tools (Looker, Power BI, Google Data Studio, ...) to quickly visualize all the touchpoints across your omnichannel campaigns.



BUILD PROCESSES WITHOUT CODE

Build flows that collect data, clean it, join it across sources, and compute metrics with a drag-and-drop friendly user interface. With Keboola's Flow builder, you can build complex data pipelines without any assistance from developers or engineers.



LEVERAGE YOUR EXISTING DATA FOR PERSONALIZATION

Once you collect customer data from all your various sources, you can use it to segment and personalize your communication. Integrate the data back into CRMs and communication software to delight customers with personalized communication at scale.



SCALE YOUR MARKETING INSIGHTS

Get your marketing insights from zero to fully automated in a matter of clicks. Quickly onboard engineering and analytic talents with Keboola, to help them build advanced

Keboola offers your marketing team all these features right out of the box.

Check how Keboola can help you grow your marketing insights

Try Keboola

Get in touch