

Large Publisher of Wedding News and Inspiration

The Company is a leading online publisher serving the wedding market. It offers wedding-related content, planning tools, and online registry services through its various websites. The Company also produces branded video and mobile content and magazines.

Business Opportunity

The Company is growing rapidly and needed an agile way to support both internal employees and external clients across multiple revenue streams. Objectives were to:

- Support self-service analytics for both internal users and clients across all lines of business
- Understand the performance of advertising and registry transactions across different web properties

Technical Challenges

- Distinctly different data models and calculated metrics across multiple lines of business
- Strict performance SLAs for data processing & incremental loads
- UX requirements: dashboards, pixel-perfect reports, embedded analytics, and Tableau integration

Results / Outcomes

- Empowered users to easily conduct analysis and drive strategic decisions while maintaining data governance

Why Birst?

- Top-ranked capability in governed data discovery and ability for end-users to blend data sources
- Ability to drill into each line of business and also deliver holistic enterprise-wide metrics
- Adaptive User Experience delivered to the diverse UX requirements, as well as streamlined integration into Tableau



CHALLENGE -

Self-service analytics across multiple revenue streams without silo sprawl

RESULTS -

