

Saving 3.5 engineering days per month while DOUBLING upsells



Apify is a platform that helps you to build, deploy, and monitor web scrapers and browser automation tools. With the help of Keboola, the company was able to streamline its data engineering tasks and analytics.

Read the full case study here



CHALLENGE

Apify's existing data stack made it hard to expand analytics and develop new data use cases. This became a hurdle for the company as the need for centralized business data increased.

SOLUTION

- Automated data collection from multiple sources.
- Orchestration of extensive transformation jobs.
- Reverse ETL and data analytics.

OUTCOME

Keboola has enabled Apify to scale its data operations, quickly provide various stakeholders with accurate data, and empower business teams to deliver results faster.

Results:

Saving 3.5 engineering days every month

With end-to-end automation of data pipelines, Apify eliminated manual code inspections and sped up the delivery of accurate data to their stakeholders.

2x higher upsells

With Keboola's reverse ETL capabilities, Apify integrated key metrics into Hubspot and Salesforce. This now allows them to speed up customer analytics, identify new revenue opportunities, and upsell to the right users at the right time.

"The thing that impressed us the most is how many things you can get done with Keboola. You can do any type of data engineering with this one tool. From extracting data, transforming it, to orchestrating jobs, everything is super simple and can be done in a single UI."

Matej Sestak
Data Team Lead at Apify



Use cases:

Automated financial reporting

Ingesting data from third-party sources into Snowflake, building transformations, and orchestrating all separate jobs into one data pipeline to generate a report.

A better understanding of gross margin

Using Keboola's analytical capabilities, Apify's team pinpointed the most and least profitable products and customers. This allowed them to tweak pricing, create new products in line with customer preferences, and increase profits.

Faster cross-departmental analytics

Keboola became a single source of truth for all customer-focused analytics, helping Apify to align communication across departments and prevent conflicting campaigns.

About Keboola

Keboola enables customers to automate business processes across departments by utilizing no-code orchestrations and data templates with complete data governance, user management, and 24/7 support. The platform handles all data demands and removes granular or disconnected data, freeing your best people from repetitive, data-related tasks.