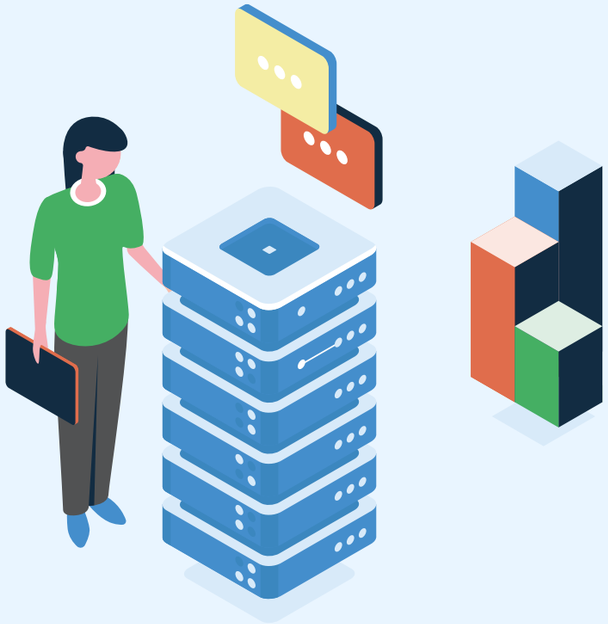
Case study

CloverDX

Gain Theory streamlines data ingestion and homogenization of thousands of feeds into analytics models



Client: Gain Theory

Gain Theory is a global marketing effectiveness consultancy that empowers marketers and insight professionals to make faster decisions using data, technology and advanced analytics. The WPP consultancy exists to inspire marketing excellence by creating data informed cultures that drive business growth, profit and market share.

"Marketers need faster and smarter insights to create more agile marketing strategies. The backbone of agile decision making is the ability to take terabytes of data and robustly and quickly ingest them into marketing analytics models."

Use case

- Ingestion & homogenization of thousands of data feeds into standardized structures required by Gain Theory's advanced marketing analytics models
- Complexity lies in managing mappings at the scale of thousands of data feeds per client

"Our use case is a lot about width. Each data source is not always going to be very complicated, but the fact that there's thousands of data sources poses a challenge."

Brian Suh
Transformation Practice Lead at Gain Theory

Opportunity for change

- Gain Theory believed that there was a faster, more efficient way to streamline their data ingest
- Removing the need to rely on complex code had the potential to improve team collaboration and speed up customer onboarding

"You can have thousands of lines of Python code, and if you didn't write the Python, and the person who wrote it didn't comment it very well, it's impossible to read. And it's impossible to fix when it breaks."

How CloverDX helped deliver a more efficient way to do things

- Single platform brings better collaboration, shorter time-to-delivery and unified approach
- Improved productivity as components can be created once and easily shared across teams
- Easier to add new data feeds into the centralized, automated process
- Faster troubleshooting thanks to replacement of undocumented Python scripts with visual representations of the process

"It's just so much easier now. [CloverDX] transformation graphs can be shared and quickly adapted as needed, rather than having to create something from scratch, or trying to recreate something in SQL that was built in Python."

CloverDX + GAIN THEORY