lieferando

"It is a breeze to run even advanced data analytics in datapine"

Kai Hansen Managing Director Lieferando

ORGANIZATION

Lieferando

LOCATION

Berlin, Germany

WEBSITE

www.lieferando.de

INDUSTRY

Marketplace

ABOUT

Lieferando is an internationally operating online food-ordering service. As part of the takeaway group with more than 400 employees globally, the mission is to provide a fast and easy way to get customers their favorite foods

DATASOURCES

Google Analytics

MySQL

CHALLENGES

- Combination of marketing and sales data in real-time
- Optimization of marketing campaigns
- Comprehensive view of the entire customer lifecycle

REQUIREMENTS

- Real-time, self-service access to information
- Enterprise-caliber BI capabilities for multidimensional analysis
- Low implementation time and cost

RESULTS WITH DATAPINE

BETTER, FASTER DECISIONS BASED ON REAL-TIME INFORMATION

"Our new real-time dashboards allow us to monitor all major business operations through customized Key Performance Indicators. We can instantly act on changes and are now able to adapt better to new business challenges right when they occur and not weeks or even months later."

STREAMLINED MARKETING AND SALES ACTIVITIES

"Every employee can now independently generate all the insights he/she needs. We don't have to request a report and wait hours until we receive the results from the IT-department. It is a breeze to run even advanced data analytics in datapine and get all the information we need in order to track and streamline sales and marketing activities."

BUSINESS INSIGHTS IN A TRUSTED ENVIRONMENT

"With its unique combination of scalability, ease-of-use and functionality, datapine makes it easy for us to elevate our business insights and react accordingly. Due to the beauty of the SaaS model we are getting monthly updates and new features without any additional support or upgrade costs."