



Organization:
Rakuten Marketing

Location:
Tampa, FL

Website:
marketing.rakuten.com

Industry:
Marketing Services

Rakuten Marketing is a global digital marketing technology and services company whose offerings span display, mobile, search, affiliate, retargeting, lead generation and automated product feeds across nine offices, worldwide.

Notable Data Sources:



Before Domo

As part of Rakuten’s international powerhouse, Rakuten Marketing placed high value on actionable information, but it was having challenges providing high-level data to its clients and executives:

- Reported information was often outdated
- The process of gathering and sharing data was too manual

“Analysts were running numbers out of a traditional BI tool and dumping them into massive spreadsheets. This was a very manual process that hindered our ability to get necessary data to our clients in a timely fashion.”

After Domo

Increased Productivity

“Folks in my role spend a good portion of time just keeping the lights on—infrastructure maintenance, patches, capacity run-outs—but with Domo we can take a lot of that right out of the picture, and now we’re able to do projects for account managers and executives in a fraction of the time. I’d say we are cutting them down by one-third development time on average.”

Mobile Access

“An executive can sit down in a corporate meeting and pull up client information to see how that business is doing. Before, they had someone like an analyst sending highlighted data to their email accounts, but Domo eliminates that. They have immediate access to what they want to look at.”

Clean Visibility Into Global Data

“We are a global company so we’re definitely taking advantage of Domo’s maps. We already had this kind of geographical data, but now we’re able to very quickly have it visually graphed in a world map to send out to executives—not just here in the U.S. but in other countries as well.”

Real-Time Data

“If account managers have a client meeting that afternoon, they’re now able to run a report just prior to the meeting and have the latest numbers. They have up-to-date information available online any day they want, and the data isn’t stale by the time the customer sees it. That’s good, solid ROI.”

“Domo saves us approximately 8,000 man hours per year in business analyst resources alone.”

Michael Brandt
Director, BI and Analytics
Rakuten Marketing

