flexclub + HEVO

How Accurate Analytics and Unified Data Fuels FlexClub's Drive

> *"We haven't needed our engineering team's support in months! They can now focus on improving the product and spend less time on data engineering. The analytics team now builds scalable and sustainable solutions instead of running ad-hoc analyses. We now get answers to all our questions in a few minutes compared to days or even weeks in the past."*

Adrien Long
Head of Analytics & Automation

flexclub

FlexClub is a car subscription marketplace offering members the most flexible way to buy a car. Members can choose from a wide selection of car subscription offers from its vehicle partners. Through its unique rewards program, members drive now and buy later, earning points that discount the purchase price of the car. Points are earned based on driving behavior and spending with rewards partners.

Industry: **Automotive eCommerce**

Location: **Amsterdam, Noord Holland**

Website: **www.flex.club**

By the Numbers

🕐 **160X**

FlexClub now gets answers to all its analytics questions in **a few minutes compared to days or even weeks in the past**

🗄 **100%**

Hevo provides FlexClub with **100% accurate and analytics-ready data in real-time**

Data Challenges:

- It was difficult to aggregate data to a single source of truth without using up engineering bandwidth which was already scarce.
- The analytics team was unable to build sustainable solutions as most analytics processes were ad-hoc and required a lot of maintenance.

The solution:

- Adrien started looking for a robust, fully automated data integration solution to resolve FlexClub's data challenges.
- He wanted this tool to allow the analytics team to create data pipelines without needing engineering support.
- After a thorough comparison, FlexClub finally went ahead with Hevo because it offers a feature-rich platform at a competitive price.

- Adrien particularly likes the Google Sheets to Database integration as a lot of their data is housed on Google Sheets. Hevo also allows Adrien to easily build custom integrations using its REST API.
- Adrien and his team use Hevo to connect their PostgreSQL, Hubspot, Google Sheets, Google Analytics, and Paystack (via REST) data to their PostgreSQL destination. Business teams use Looker to analyze this data and create dashboards.

> **After spending some time searching for a data integration tool that fits our use-case, we narrowed it down to Fivetran and Hevo. Though both these tools have similar capabilities and features, we found that Hevo's price-performance ratio was better for our use case as compared to Fivetran.**
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> **- Adrien Long**
> Head of Analytics & Automation

FlexClub's Data & Analytics Stack

HEVO · POSTGRESQL · LOOKER

Business Impact & ROI:

- Hevo has enabled FlexClub to save engineering bandwidth and significantly improve the efficiency of its analytics team by automating the data pipeline process.
- The analytics now builds scalable and sustainable solutions instead of running ad-hoc analyses.
- All analytics questions are now answered in a few minutes compared to days or even weeks in the past.

HEVO

About Hevo Data

Hevo is a Unified Data Platform that helps new-age companies automate their data flows with no-code data pipelines. Connect with over 100 data sources, integrate your data silos, and build a 360-degree view of your customers in minutes. Thousands of data professionals across 25 different countries trust Hevo to create their data pipelines. Try Hevo today and experience the power of unified data.