Harmoney + ••• **HEVO**

Harmoney Upgrades to a Powerful Data & Analytics Stack with Hevo, Snowflake, and Tableau.

> ❝ We use Hevo to combine our first-party data from multiple source systems into Snowflake, which then powers our Machine Learning Models to effectively run Google Ads Smart Bidding campaigns. We're truly surprised with the speed and simplicity at which Hevo processes our data.

Miles Davis
Data & Analytics Manager

Data Challenges:

- Data is the absolute core of Harmoney's business. They capture the session information of every user that visits their website, record every single event, and store this information in Snowflake.
- Before Hevo, Harmoney used Alooma to automate data pipelining. But, after Alooma's acquisition by Google, it stopped supporting its Snowflake warehouse.
- They had few issues with Alooma with respect to product reliability, versioning, documentation, features, and support.

The solution:

- Migrating all the pipelines from Alooma and setting it up on Hevo took just 1 month.
- Hevo was able to connect all the SaaS sources used by Harmoney with its Snowflake warehouse in just a few clicks.

Harmoney

Harmoney is the largest online personal lending platform in Australia and New Zealand. They've created Australasia's largest personal loan platform, having facilitated over $2.0 billion in loans to over 50,000+ customers on both sides of the Tasman, giving people more choice and options through technology, big data, and responsible lending.

Industry: **Finance**

Location: **Auckland, New Zealand**

Website: **www.harmoney.co.nz**

By the Numbers

🕐 **30%**

Automating data pipelines helped Harmoney **save 30% of its engineering time**.

📈 **100%**

Harmoney could set up the uninterrupted data flow with **100% accurate data**.

🗄 **5M**

They securely process over **5M records/day** with no latency.

- Hevo played a key role in solving one of their biggest use cases, which is calculating the lifetime value (LTV) of each website visitor and training Google's machine learning model to effectively target online ads to visitors.
- The availability of highly accurate and real-time data using Hevo helped them increase the accuracy of their models and ultimately resulted in higher conversions on their ad campaigns.

Harmoney's Data & Analytics Stack

Hevo   Snowflake   Tableau

Business Impact & ROI:

- Automating data pipelines using Hevo helped Harmoney's data & analytics team save 30% of their development & maintenance time.
- Harmoney could set up the uninterrupted data flow with 100% accurate data and securely process over 5M records/day with no latency.
- With Hevo's Intercom and Marketo integrations, they were able to save months of engineering time.
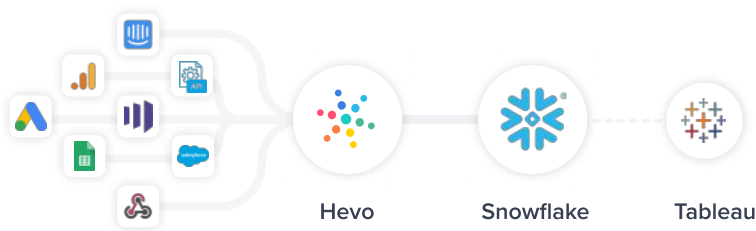
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> *Getting onboarded to Hevo was quick and simple. The biggest advantage for us using Hevo is that with minimum touchpoint and minimum latency we could replicate our data into Snowflake. We were able to save months of engineering time. We've seen a drastic improvement in the accuracy of our models and we've started seeing its impact on the conversions of our ad campaigns. Hevo is a powerful tool to integrate data from different sources to data warehouses and I highly recommend including it in your data stack.*
>
> **- Miles Davis**
> Data & Analytics Manager

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.