Labelbox Case Study: Streamlining Operations and Improving Revenue Attribution

Overview

Labelbox, a leader in data labeling and machine learning, encountered issues with process optimization and stack management that affected data flow, system efficiency, and revenue attribution. This case study explores the detailed steps taken to analyze, diagnose, and fix these issues through partnership with experts to streamline their operations and improve their technology stack.

Services we provided

(Saleforce) (Hubspot) (Marketo)

Problem Statement

Labelbox was using over 21 different tools for various functions, causing significant problems with data transfer, integration, and revenue attribution. The main challenges faced were:

- **Tool Overload:** With so many tools in use, data transfer was inefficient, leading to data leakages and redundancy.
- **Conflicting Integrations:** Different tools were not harmonized, leading to data inconsistencies and conflicts in attribution.
- **Stack Inefficiency:** Several integrations were not correctly implemented, leading to inefficiencies in DevOps and MicroOps teams' collaboration.

Labelbox needed a solution that would optimize its stack, reduce data inconsistencies, and create a single source of truth for its operations and marketing teams.

Solution

To address these challenges, Labelbox undertook a comprehensive analysis and redesign of its technology stack, focusing on these key areas:

Discovery Phase

- **Stack Analysis:** The first step was to understand how the various tools were connected and to identify the source of truth. This required a thorough examination of each tool and its current efficiency, leading to the creation of an ETL (Extract, Transform, Load) diagram.
- **Identifying Data Leakages:** During the analysis, significant data leakages were found, with some data not transferring correctly and others duplicating across multiple tools.
- **Fixing Integrations:** It was discovered that integrations with Outreach and Bizible were conflicting, causing revenue attribution issues. This required a deep dive into how data flowed and was stored to correct the conflicting integrations.

Rebuilding the Stack

- **New Technology Stack:** Labelbox transitioned from HubSpot to Marketo, creating a cohesive system with Salesforce and Bizible. This allowed for better data flow and a single source of truth.
- **Centralized Communication:** To ensure data synchronization, a centralized communication methodology was implemented, allowing all tools to work in harmony without conflicting integrations.
- **Landing Page Redesign:** Labelbox moved away from platforms like Unbounce, which were causing lead flow issues, and implemented Adobe Live Chat and dynamic chat options for better lead generation tracking.
- **Google Analytics Integration:** Labelbox implemented Google Analytics to properly track user activity and attribute it within their data warehouse, aiding in better dashboarding and data visualization.

Data Visualization and Attribution

- **Streamlined Data:** By consolidating the stack and implementing a centralized source of truth, Labelbox reduced data inconsistencies by 27% and minimized data duplication to just 0.1%.
- **Improved Revenue Attribution:** The new system provided a much clearer picture of revenue attribution, with dashboards that accurately reflected marketing influence and sales processes.
- **Comprehensive Documentation:** To avoid future issues, Labelbox documented all process flows and data flow diagrams, ensuring all stakeholders had a clear understanding of the system's workings.

Conclusion

Labelbox's successful stack optimization and process reorganization demonstrate the importance of a well-structured technology stack and clear process documentation. The comprehensive analysis and subsequent redesign allowed Labelbox to streamline its operations, improve revenue attribution, and position itself for future growth. By partnering with experts to understand and correct their stack, Labelbox significantly improved its business operations and set a solid foundation for the coming years.