



CASE STUDIES

Zartico's Partnership With GoodData Results in 3,000% Customer Growth

Zartico empowers destination marketing organizations (DMOs) to be better stewards of the world's tourist destinations through improved data intelligence and decision-making. The company's data and analytics are at the forefront of helping destinations uncover opportunities and set strategies to move forward successfully. GoodData worked with Zartico to build a prolific analytics platform — the world's first Destination Operating System — and to enable greater data-driven decision-making for private executives and public stakeholders alike.

CUSTOMER SINCE

2019

HEADQUARTERS

Salt Lake City, Utah

COMPANY SIZE

SMB

INDUSTRY

Destination Operating Technology

Jay Kinghorn, Zartico's Co-Founder and CIO, saw how the private sector leveraged data for strategic alignment to better understand customers and transform organizations, and he knew there had to be a way for public sector entities to do the same. According to Kinghorn, DMOs lacked both the data and the technical resources to improve operational efficiencies for the communities they serve. Zartico set out to bring these organizations into the future — move them away from survey data as the main decision-making source (typically taking six to nine months to complete and analyze), and toward real-time data analytics for better distribution of private investments and taxpayer dollars.

Kinghorn wanted his team to move fast. He knew that getting to market quickly would depend on finding an analytics platform that could be rapidly deployed and customized for each customer. What's more, in the relatively nascent destination operating software industry, Zartico required a solution that could serve as an extension of its own service, while also being powerful enough to allow them to grow at the speed of demand. In total, Kinghorn evaluated more than 12 analytics and business intelligence providers.



CHALLENGES

- DMOs are responsible for properly allocating taxpayer dollars to local and state tourist attractions, and they require deeper insights to make data-driven decisions.
- DMOs are traditionally slow to innovate and rely on survey results that are at least six months old. The lack of real-time data insights has been significant obstacle to improving decision-making.

After a thorough evaluation process, GoodData was selected to serve as Zartico's data analytics partner. GoodData's flexible pricing structure was a key deciding factor during the process, along with the ease of use and power of the platform across service plans.

Leveraging GoodData's logical data model, flexible dashboards, Analytical Designer, and automated change management features, Zartico launched its Destination Operating System, the first-of-its-kind, real-time data analytics platform for DMOs in the tourism industry. Through the Destination Operating System, customers are able to access powerful analytics that allow them to look at specific events and analyze key insights, such as drivers of visitation increases or events that attract more local residents.

Subsequently, customers can quickly identify variables impacting tourism in their state and make better decisions on what promotion is most worthwhile. With this unprecedented level of data access and visualization, DMOs also can better explain event performance, create campaign-specific reports, and share insights with legislators or private companies.



SOLUTION

- By partnering with GoodData, Zartico was equipped to pioneer a real-time data analytics solution created specifically for DMOs.
- GoodData's flexible pricing structure allowed Zartico to serve its initial customer base while simultaneously providing a roadmap for growth.

"As we went from four clients to well over 120 clients, GoodData has been able to scale with us at every step. We see room for growth to take advantage of all the tools GoodData has built into its platform."



Jay
Kinghorn

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Zartico's Co-Founder and CIO

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"Throughout our growth, it's been encouraging and impressive to see GoodData's response in partnership with us along that journey. That experience can be abnormal when dealing with other vendors, so we're really happy to have GoodData on our side."

Kinghorn



The company has been able to increase efficiency in research efforts and release updates to its rapidly growing customer base, too. For example, Zartico has successfully leveraged GoodData's automation features to greatly accelerate the release of product updates, pushing out over 80 enhancements in just six months to end users. In addition, Zartico has achieved increased efficiency with new capabilities to tailor its platform for each partner's specific needs — without having to write a lot of code for each request.

“We’re excited for the opportunity to continue building with GoodData and scale what we can do with them, especially now that the market is increasingly adopting things such as composable data and analytics.”



Kinghorn

Kinghorn

Looking forward, Zartico believes in a future devoid of silos and aligned with GoodData's vision of composable data and analytics to empower decision-makers at all levels. Due to this unity in perspective and philosophy, Zartico plans to evaluate products such as GoodData Cloud as it continues to scale and move towards a cloud-first approach. Zartico hopes to provide added value to their customers with this roadmap and meet their data needs without requiring additional technical expertise.



RESULTS

3,000%

growth increase

Since launching in March 2020, GoodData has helped Zartico grow from 4 to over 120 customers in just 22 months — a 3,000% increase.

133

active
workspaces

With this rapid growth, Zartico has now grown to over 650 users and 133 active GoodData workspaces in production.

650

users growth