How B2B SaaS Companies are Growing Faster with Event Data

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B2B SaaS companies are quickly realizing that analytics are essential to their customers' success. They're offering powerful, relevant analytics and deep reporting features to end users by embedding these capabilities right into their products.

Who do SaaS organizations turn to for embedded analytics? The event data platform experts, Keen IO. Keen helps companies seamlessly deliver analytics that look and feel like their own, getting features to market faster and improving customer retention.

Let's take a look at some B2B SaaS companies that rely on Keen's white-labeled analytics APIs for mining the deep, granular event data and providing unparalleled security and control to their customers.

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Wins Big on Data

When Brian Babcock and Marketo founder Jon Miller started Engagio, they wanted to bring a product to market that embraced the increasingly popular account-based marketing (ABM) strategy and incorporate it into everything—sales, marketing, customer success, and anywhere a company interacted with their target accounts. Two years later, they've built a successful platform and are using live engagement data to bolster their product strategy.

Fueling a Fast, Focused Product Strategy

When Babcock's team recognized the need for powerful, in-depth user analytics, they wanted to move quickly. They had already launched a product that has gained over 100 enterprise customers and had recently rolled out Playmaker, a component of the platform that turns insights from Engagio's analytics into action items for sales, marketing, and customer success teams. With 11 engineers working hard on core platform features, Babcock didn't want to divert them to building analytics infrastructure.

Once they moved forward with Keen, they were able to start tracking user engagement analytics in a matter of days.

"We could've built analytics infrastructure, but we didn't want to take the time and focus away from the tools our customers rely on every day."

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Tracking Adoption and KPIs in Real Time

The real-time data that flows through Keen lets the company measure its success in any given time frame. When a team member at Engagio needs to report to stakeholders on how the product is doing in the market, engagement data from Keen illustrates its performance with users. Babcock and his team often run queries on live interaction data from Keen and feed the results back into tools like Salesforce to more deeply understand their customers.

"Keen's analytics help us operate efficiently. We can offer a better product when we know what customers need."

Most of Engagio is using Keen's analytics to track how well they are meeting KPIs, says Babcock, but the product team is often involved in shaping its use. "The product team provides the engineering team a great deal of input on what they want to track with Keen," he explained. It helps him tackle a common challenge for CTOs—finding the best way to apply technology to meet customer needs and knowing whether their approach is working.

Helping Customers Succeed with Engagement Metrics

Engagio's customer success team uses data from Keen to understand exactly how their own end users are interacting with Engagio. They can learn which features are most used and how often, trends in usage over time, and which areas people are likely to need guidance on during the onboarding process.

Because Engagio's product is often used by customers who spend a great deal of time in applications like Salesforce and Marketo each day, it's important for Engagio's team to know which interactions take place directly on their platform and which happen via their plugin for Salesforce. They do this with Keen, collecting engagement data and using programmatic queries to segment the analytics accordingly.

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Engagio

What's Next for Account-Based Innovation

In their third year Engagio is poised for strong growth, as they add new features to their platform and improve the efficiency of existing tools like Salesforce and Marketo through plugins and integrations.

"It's hard to stay innovative as you grow. Customers demand more, the technology is bigger, and it's easy to start to move slower. We want to stay nimble, so we use Keen as the backbone of our data."

Babcock plans to start showing customers the same insights that have helped the Engagio team build a great product, including analytics on how each customers' team members interact with the Engagio platform. They also expect to get more segmented in their internal analytics, identifying several in-depth personas of Engagio users and adding new product-level analytics to the mix.

As Engagio continues to improve the customer experience and make account-based strategies even more successful, they'll be ready for the growth that comes along with it. Keen's scalable infrastructure paired with Engagio's expanding influence across teams and channels means there's no limit to what companies can learn about their prospects, customers, and accounts.

Read the whole case study ➡   Learn about Keen for publishers ➡   See a demo ➡

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BLUECORE

A Fast-to-Market Automation Platform for Retailers

Bluecore's marketing automation is aimed at retail brands that need to deliver highly-personalized experiences to their shoppers. The platform helps brands acquire, convert, and retarget consumers based on the user behavior and buying activity that flows into Keen from the brands' websites and campaigns.

Getting to Market at Warp Speed with Embedded Analytics

Because Bluecore's customers are retailers, they have a slew of programs that need to be measured across many channels and devices—anywhere the user might be shopping. This includes data on people's activity and purchasing behavior in places like:

- Directly on a retailer's site
- In an email
- On Google's paid search results
- In past browser sessions
- On social platforms
- On affiliates' sites

Bluecore considered several approaches to collecting and analyzing this data on behalf of their customers. They considered having in-house engineers build something from scratch on AWS, but they knew it would take months to get something like that production-ready. To move faster, they decided to build on Keen and allocate their engineering resources to improve customer-facing features.

"We use Keen for pretty much everything related to analytics. When we first started, we needed to provide analytics dashboards to our customers. To do that ourselves, we just didn't even know where to start. Keen is core to our product."

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BLUECORE

When Bluecore started experimenting with Keen, the team was able to get the platform fully integrated and running in less than 24 hours. They now deliver custom visualizations via Bluecore-branded dashboards, powered by Keen's Embedded Analytics, that let customers explore their campaign performance as it unfolds.

Bluecore's retail customers can log into branded, real-time dashboards whenever they want to check on campaign metrics.

Keen as Bluecore's Go-To Data Platform

Keen gives Bluecore one platform for managing all of their analytics functionality. This means that the same backend that powers client-facing visualizations also tells the Bluecore team how to operate effectively. Client success managers use Keen's data to answer questions from clients. Engineers use internal debugging dashboards powered by Keen. They've even built custom tools that can extract data from Keen and then pump it out into storage for clients.

The number of buying channels for consumers is only increasing as social selling, affiliate marketing, and ad tech gets more advanced. Look to Bluecore as they scale up as an example of a SaaS company that understands the intricacies of the consumer market.

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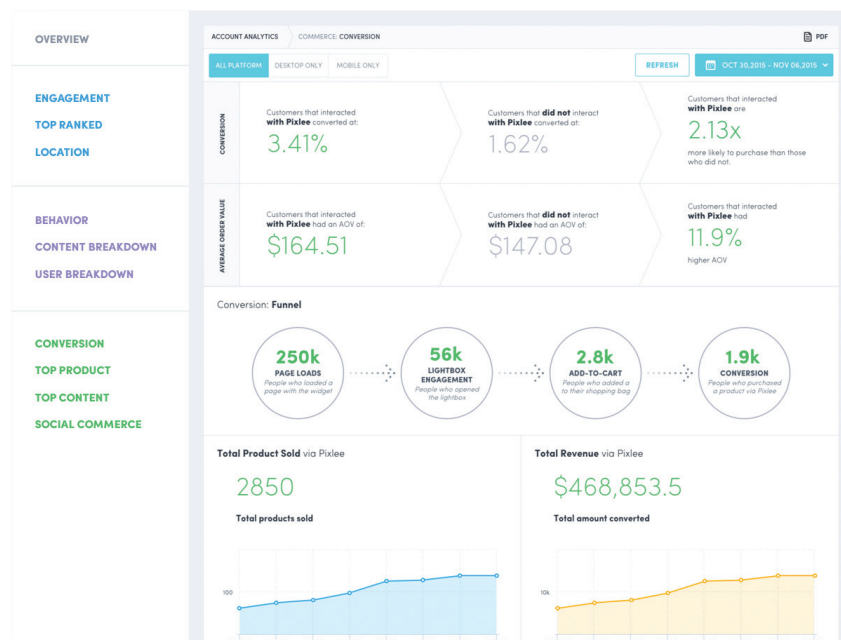
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PIXLEE

Capitalizing on Images from Brands' Biggest Fans

Pixlee's visual marketing platform helps consumer brands connect with their best advocates and influencers. Launched in 2012, the company initially set out to aggregate user-generated images from various social platforms and show brands which to use based on performance. They did that and more—now they help customers like Levi's, Kimpton Hotels, and Converse launch shoppable social galleries, manage influencers, and use real-time dashboards to show the ROI of shared content and campaigns.

Keen-Fueled Dashboards to Empower Customers

A core feature of Pixlee is to find, curate, and publish customers' great user-generated social content. But clients also need to see how publishing this content is affecting user behavior. Pixlee built customer-facing dashboards that show which photos people are clicking on, what they seem interested in, and ultimately where improvements can be made.

"We consistently receive referrals from our clients. Part of the reason they recommend us to other people is that they are able to visualize the value. Keen makes that possible for us."

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PIXLEE

Each client sees clean, beautiful dashboards that securely surface their most relevant metrics. They can drill down with user-friendly querying powered by Keen.

To roll out these dashboards, Pixlee set up Keen to track vast amounts of data from every source where consumers were shopping for customer's products. They developed custom queries using Keen Compute.

"We are tracking anonymous activity data on every channel where clients embed user-generated content and measuring how this affects purchasing behavior."

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PIXLEE

Custom Analytics Without Managing Infrastructure

When Pixlee started looking for the best way to build analytics, they considered several off-the-shelf options before deciding they needed more flexibility. But they quickly realized that it would take at least several months and cause too much strain on developer resources to build what they needed from scratch.

They settled on Keen to solve both problems. Keen's programmatic queries would allow them the flexibility to surface custom metrics to customers without exposing other client's data, while the platform's robust backend can handle the large amounts of live data streaming through Keen at any given point.

More Success on the Horizon

Pixlee's customers already enjoy a 20% boost in engagement from using the visual marketing platform to optimize the content they display, a feat that the Pixlee team attributes to the custom funnel analysis they run on Keen.

They also love the flexibility Keen gives them to plan for the future. Since the beginning, they've been collecting data they might need to add functionality to the platform. We expect them to keep rolling out great new features for retailers want to see conversions soar.

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Keen Customers: The Artists Behind the Data Science

We're regularly blown away by the creativity of the developers who use Keen to build their own set of perfectly-tailored analytics tools. Some use those tools internally, some build their own customer-facing analytics, but they all prove that fast pace of innovation around intelligent applications is holding strong.

Get inspired with more customer stories from Keen ➤

Keen IO is a leading cloud analytics platform serving 3,500 customers and 55,000 developers. Customers use our robust APIs and SDKs to ingest and enrich streams of event data from anything connected to the internet, perform real-time programmatic analysis, and build intelligent applications and deploy automated decision-making. Keen's Embedded Analytics stands apart as the industry best solution for delivering client-facing dashboards and white-labeled data products.

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