

CUSTOMER STORIES

Kindred: Transforming raw data into powerful insights

LEARN HOW KINDRED ACCELERATED ITS GROWTH WITH KEBBOOLA.

Kindred Group is a publicly-traded gambling operator with offices across four continents, offering entertainment options such as online poker, sports betting, and online casinos.

Since its founding, Kindred has experienced fast growth acquiring nine different gambling brands over the last 20 years. With over 30 million customers globally and numerous brands to manage, the Kindred team had a pressing need for a good data management system.

We hopped on a call with Andrea Alessio, Performance Marketing Analyst at Kindred Group, to see how Keboola has helped them grow their business.

Meet Andrea: Diving into a New Data Role

Andrea is a data analyst in Kindred's marketing department. However, this role is his first deep dive into the realm of data. Before joining Kindred, Andrea worked in a customer-facing role and had virtually zero experience with the data world.

"I was doing account management, more client-facing," he explains, "I decided to transition to the data side of things, but my knowledge of all things data was pretty limited."

Andrea's team analyzes data from the entire digital marketing ecosystem and then presents their findings to business decision-makers, offering a holistic view on company performance, how much they're spending, and the return on the ad spend.

While Andrea feels at home in his role now, it wasn't always that way. Not only was he new to such a data-focused role, but he had never heard of Keboola before joining Kindred.

Thrown In At the Deep End

"I was introduced to Keboola on day one," he recalls.

Thankfully, Andrea found the platform relatively easy to use, even for a newcomer to the data world.

"It's quite a complex tool, but the way it is structured makes it very user-friendly. I thought it was very well managed from a UI perspective. It's really clean and straightforward," he explains.

Of course, a feature-rich tool such as Keboola will have a learning curve. But that didn't cause too many issues for Andrea, as he was able to get help fast when he ran into trouble.

"When I used it at the beginning, I had quite a few questions, but the team was very helpful and replied quickly."

With an easy-to-use UI backed by plenty of customer support, the team at Kindred was able to get the most out of their data with Keboola.

How Keboola Prevents API Headaches

In the age of APIs, many teams struggle with creating custom code at scale. Luckily, Kindred found a way to avoid reinventing the wheel.

Creating custom code to connect to every API is a messy, time-consuming endeavor, but often, it's essential to improve operational efficiency.

By using Keboola to build data pipelines, Andrea and his team eliminate the need for custom coding, as the tool allows them to pull data from wherever they need it quickly.