

Minute Media Unifies More Than 60 Data Sources To Power Global Reporting With Boomi Data Integration

Digital media company orchestrates massive data volumes across disparate sources, automating partner reporting and unlocking scalability.

“Many tools in the market do API connectors for data sources, but our bigger challenge was to establish logic across multiple data flows that required multiple logics for our many partners that rely on different business models. Boomi gives us the ability to control and apply logics across massive volumes of data, from a huge amount of sources and types of sources.”

Tomer Cohen
VP of BI and SEO,
Minute Media

Business goals

Minute Media is an athlete-driven, digital media company spanning four continents with a portfolio spanning sports, esports, lifestyle, and entertainment brands. As the company expanded its offerings to include content management, video platforms, and monetization tools, its data operations became increasingly complex and unwieldy.

To better serve advertisers, publishers, and business partners, Minute Media sought to:

- Centralize operations into one unified data hub as a single source of truth
- Automatically generate ROI and revenue reports across business units and external clients
- Streamline logic application for diverse data flows, reflecting each partner’s business model
- Eliminate manual development and maintenance of custom integrations

Technology challenges

Minute Media faced a variety of integration and data orchestration issues that limited efficiency and scalability:

- Over 60 disparate data sources required unique connectors and logic
- Manual development of API connectors was time-consuming and error-prone
- Business logic had to be applied differently across partners with distinct operating models
- Limited visibility into ETL pipelines increased maintenance time and operational risk
- In-house logic management consumed valuable BI resources

Technology powers everything the company does. Yet, the lack of centralized control and automation was slowing growth, increasing operational complexity, and reducing the time to insight.

How Boomi helped

Boomi Data Integration helped Minute Media unify and simplify its data ecosystem. The media company was able to:

- Integrate 60+ data sources using Boomi's pre-built and REST API connectors
- Enable logic orchestration within ETL flows using SQL and dynamic rules
- Empower BI and local business teams in New York and London with user-friendly data management tools
- Centralize pipeline visibility with intuitive UI for tracking flows, errors, and execution status
- Create a scalable data foundation using Boomi for ETL, Google BigQuery as the data warehouse, and Looker for reporting

Boomi removed the bottlenecks of custom development while giving Minute Media full control over data logic and flow execution. Managing adjacent data streams with Boomi is now simple for Minute Media's team.

Results & business outcomes

With Boomi, Minute Media transformed its data operations to deliver value faster and at scale. No more valuable time and resources spent on manually building in-house logics. Specific improvements include:

- Fully automated integration across 60+ diverse sources, saving development time
- Simplified logic control across partner-specific data flows
- Eliminated costly, manual maintenance of custom API connectors
- Accelerated report delivery to internal stakeholders and partners
- Scaled reporting capabilities to match company growth across four continents
- Improved collaboration between central BI and local teams through centralized visibility

The company now runs a highly scalable and flexible data platform that supports its global expansion and partner ecosystem.

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CUSTOMER SPOTLIGHT

Industry & Market	Technology (Digital Media & Publishing)
Headquarters	New York, NY
Employees	500+
Key Integrations	<ul style="list-style-type: none">• Over 60 external data sources (advertising, video, CRM, email, finance)• Google BigQuery as its data warehouse• Looker for data visualization• REST API integrations for non-standard data sources• SQL-based business logic orchestration across data flows



With Boomi, we've eliminated manual work and scaled our reporting for partners around the world."

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VP of BI and SEO,
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