

Project Broadcast Increases Customer Lifetime Value by \$667K With Boomi Data Integration

SaaS company increased customer LTV by \$667K, reduced churn, and accelerated analytics by unlocking insights across data sources.



Boomi Data Integration helped us scale our analytics from one to eight data sources, unlocking critical insights and saving us hundreds of hours in maintenance.”

Jake Dempsey
CEO
Project Broadcast

Business goals

Project Broadcast provides a fast-growing SaaS platform that helps businesses engage customers through automated SMS and MMS messaging. With rapid customer growth, the company struggled to unlock actionable insights from key product usage data stored in MongoDB.

To improve retention, increase customer lifetime value, and drive data-informed decision-making across the business, Project Broadcast needed to re-evaluate its technology stack.

The company also wanted a solution that could scale for new data sources like marketing, CRM, and ads data, while integrating seamlessly with dbt Cloud and Snowflake for warehousing and analytics.

Technology challenges

Project Broadcast’s growing data needs clashed with its fragmented, self-managed data stack, leading to:

- **Frequent failures:** The company’s Meltano and Prefect setup broke down several times a year, requiring time-intensive, manual backfills of 1–2 million records per day and diverting the small team from strategic work.
- **Slow scaling:** Adding new data sources was complex, slowing down business agility and insights.
- **Limited visibility:** With MongoDB’s unstructured format and no centralized integration, staff couldn’t easily analyze product usage or marketing effectiveness.
- **High maintenance burden:** The team had to manage infrastructure and tooling themselves, creating operational overhead and risk.

These integration issues limited Project Broadcast’s ability to act on data, driving higher costs, inefficiency, and an inability to fully leverage analytics to improve customer retention, product innovation, and growth.

How Boomi helped

Project Broadcast deployed Boomi Data Integration to replace its legacy data stack and streamline analytics. The company centralized and automated the flow of data from critical sources across the business:

- Product data from MongoDB
- Marketing platforms (Google Ads, Facebook Ads, Google Analytics)
- Sales and customer data (HubSpot, Google Sheets)
- Snowflake as the data warehouse
- Sigma for reporting and analytics

Boomi Data Integration replaced both Meltano (for ingestion) and Prefect (for orchestration). The platform also integrates seamlessly with dbt Cloud for data modeling.

The result: an end-to-end, fully-managed analytics solution that enables Project Broadcast's small team to integrate, transform, and visualize data at scale without the burden of managing infrastructure.

Results & business outcomes

With Boomi Data Integration, Project Broadcast unlocked significant business and technology gains:

- Enabled a small team to manage complex analytics pipelines without infrastructure headaches
- Eliminated the need for manual data backfills and reduced maintenance overhead
- Scaled from 1 data source to 8 integrated sources in just six months
- Increased customer LTV by \$667,000 through better retention, upsells, and product optimization
- Improved customer satisfaction and reduced churn by identifying and acting on key usage patterns
- Saved time and costs by consolidating ingestion, orchestration, and transformation into a single platform

Now, the company can easily access real-time insights across sales, marketing, and product data, improving decision-making. And its people can focus on innovation, not maintenance.

CUSTOMER SPOTLIGHT

Industry & Market	Technology (SaaS messaging platform for customer engagement)
Headquarters	Boston, MA
Employees	<50
Partners	Datateer (analytics and engineering consulting)
Key Integrations	<ul style="list-style-type: none">• MongoDB to Snowflake for centralized data warehousing• Google Ads, Google Analytics, Facebook Ads, HubSpot data, Google Sheets connected for marketing and sales analytics• Integration with dbt Cloud for data transformation• Sigma dashboards for real-time visualization and insights



Boomi's simplicity and reliability let our small team own data integration without constant firefighting."

Jake Dempsey
CEO
Project Broadcast

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