boomi + TotalMedia
The Behavioural Planning Agency

CASE STUDY

Total Media Cuts Costs by 50% and Delivers Faster Insights With Boomi Data Integration

UK-based agency slashes ETL development time from two weeks to a single afternoon, boosting efficiency and client value.

> Total Media now has full control over data access and permissions for GDPR compliance.

Business goals

Total Media is a UK-based behavioral and media planning agency that leverages data science and analytics to help clients reach the right audiences, which is a notoriously challenging task. The company is committed to GDPR compliance, in-house data governance, and continuous innovation to stay competitive in the digital marketing space.

Maintaining that edge isn't easy. That's why Total Media needed a faster, more scalable way to manage and integrate advertising and consumer data across platforms. The company's goal was to reduce costs, accelerate insights, and enable its data team to focus on value-creating activities rather than time-consuming maintenance. Total Media also aimed to scale operations without compromising data security or control.

Technology challenges

Total Media's legacy data stack, built on traditional ETL tools and Python scripts, was slow and complex. It was also expensive to manage. There were problems everywhere, including:

- Custom connectors that required external development resources, slowing timelines and increasing costs
- Teams had to constantly switch between multiple tools to manage ETL pipelines
- Lack of automation led to inevitable manual errors and inefficiencies
- Growth created a growing burden on technical teams and compliance oversight as the business scaled

These issues prevented the agency from scaling efficiently and delayed the delivery of strategic insights to clients.

How Boomi helped

Total Media implemented Boomi Data Integration as its central SaaS ELT platform to solve these issues. With Boomi's orchestration and data workflows, the company streamlined its data pipeline development and eliminated dependence on external developers. Key improvements included:

- Unified integration of all ad and consumer data into Amazon Redshift
- Full control over data access and permissions for GDPR compliance
- Drag-and-drop user interface enabled internal teams to own data workflows
- Automated orchestration reduced time and errors across data operations

A bonus for Total Media is that technical stakeholders and business users across marketing, data, and analytics teams all saw benefits from the streamlined platform.

Results & business outcomes

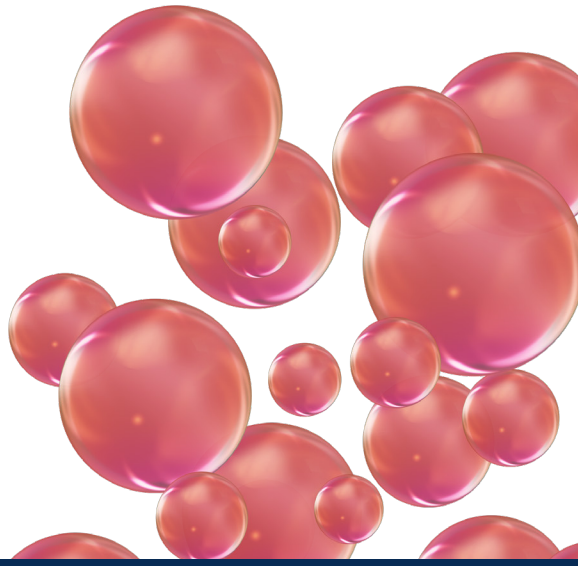
By switching to Boomi Data Integration, Total Media saw immediate and measurable improvements:

- Reduced pipeline development time from two weeks to one afternoon
- Lowered ETL-related costs by 50% using Boomi's usage-based pricing model
- Data teams were freed to focus on enhancing behavioral offerings
- Delivered more dashboards and deeper insights to clients
- Scaled analytics operations and expanded its analyst team without increasing overhead

CUSTOMER SPOTLIGHT

Industry & Market	Professional Services (Digital Marketing & Behavioral Planning)
Headquarters	London, United Kingdom
Employees	200+
Key Integrations	• Ad and consumer data pipelines to Amazon Redshift • Orchestration of ETL workflows across multiple marketing platforms • GDPR-compliant access and governance management

> Boomi Data Integration's drag-and-drop user interface canvas enables business users to own their data workflows without the need for hands-on IT support.



View all customer stories at boomi.com/customers

Copyright © 2025 Boomi, LP. Boomi and the 'B' logo are trademarks of Boomi, LP or its subsidiaries.
Other names or marks may be the trademarks of their respective owners.