boomi + webedia.

Webedia Unifies Data Access Across Global Digital Media Properties With Boomi Data Integration

Global digital media leader leverages Boomi to centralize data, automate reporting, and accelerate insights across the organization.

> " Boomi is key to our data strategy – integrating all sources seamlessly so we can focus on insights, not maintenance."

Emeric Trossat
Head of Data
Webedia

Business goals

Webedia is a French global media and technology company focused on recreation and entertainment, operating in over 20 countries. The company is a powerhouse that controls a substantial portion of online content through media publishing and influencer management. Its digital properties attract hundreds of millions of unique visitors and billions of views each month. A data-driven business, Webedia relies on in-depth audience insights to optimize marketing and monetization strategies.

The company sought to unify its extensive and diverse digital data sources into a single source of truth. Its primary goal was to empower multiple teams — from executives to marketing and editorial — to quickly access reliable data and make quick, informed decisions that would fuel growth.

Technology challenges

Webedia's centralized data team, which acts as the guardian and manager of the company's vast data resources, faced several critical integration challenges in its goal of determining "a single source of truth" that fuels analytics and decision-making:

- Managing data from dozens of sources (including Google Analytics, Facebook, Salesforce) required costly developer resources to build and maintain connectors

- Existing ETL solutions were mostly on-premises, lacking true SaaS flexibility

- Pricing models based on users, connectors, or data volume made future costs unpredictable and hard to manage

- Maintaining dozens of individual connectors across multiple properties was a complex and error-prone process

These issues slowed data access, increased costs, and risked business agility.
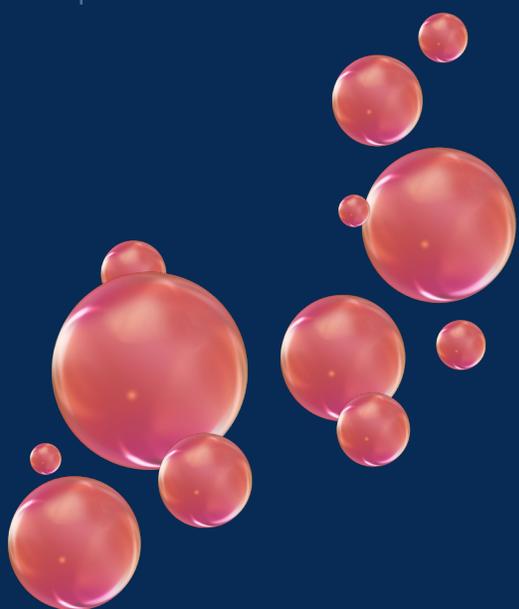
How Boomi helped

Boomi Data Integration was deployed to become the backbone of Webedia's data stack in several critical ways. These included:

- Serving as a fully managed SaaS ELT solution with off-the-shelf API connectors that eliminate the need for dedicated developer maintenance

- Enabling integration across multiple digital properties with single connectors (such as Google Analytics for more than 50 sites)

- Providing flexible, unlimited pipeline creation without hidden costs or user limits

- Supporting seamless integration with tools like DBT and Google Cloud Platform, fitting Webedia's evolving architecture

Having this infrastructure in place empowered data scientists, analysts, and engineers to focus on business insights rather than maintenance like fixing or maintaining data pipelines

Results & business outcomes

With Boomi, Webedia centralized and streamlined data management, enabling faster and more reliable access to insights. The company:

- Automated daily reporting replaced weekly/monthly cycles, improving agility and decision-making speed

- Reduced operational overhead resulted from eliminating manual connector maintenance and developer costs

- Delivered a trusted, unified source of truth accessible across the organization

- Increased business responsiveness with consistent, up-to-date data fueling growth strategies

Today, Boomi Data Integration is not only used by the data team, but it has also become increasingly helpful for the data engineers at partner companies and for other team members within the IT department.

View all customer stories at boomi.com/customers

CUSTOMER SPOTLIGHT

Industry & Market	Digital Media (Entertainment & Recreation)
Headquarters	Paris
Employees	~1,200
Key Integrations	• Google Analytics • Facebook • Salesforce • Google Cloud Platform • DBT

> "Boomi is a key component of our overall data strategy and essential to manage our numerous integrations. I love the fact that we can easily integrate and aggregate all data sources with a fully managed SaaS ELT solution, and ultimately build a centralized source of truth to provide insights across our entire organization."

Emeric Trossat
Head of Data,
Webedia