

Yotpo Accelerates Data Flow and Reduces Pipeline Costs With Boomi Data Integration

eCommerce leader boosts analytics speed and cuts pipeline maintenance with Boomi, saving hours per month while enabling broader data access and governance.

“As soon as we started using Boomi Data Integration, the frictionless onboarding and ease-of-use made us realize we made the right choice.”

Assaf Liebstein
Data Platform Team Leader,
Yotpo

Business goals

Yotpo is a top-rated eCommerce marketing platform used by global brands to create high-converting, data-driven customer experiences. It integrates with leading marketing tech stacks and data-driven solutions for reviews, loyalty, SMS marketing, subscriptions, and more. As a company, Yotpo powers forward-thinking global brands to create smarter, higher-converting experiences that spark and sustain customer relationships.

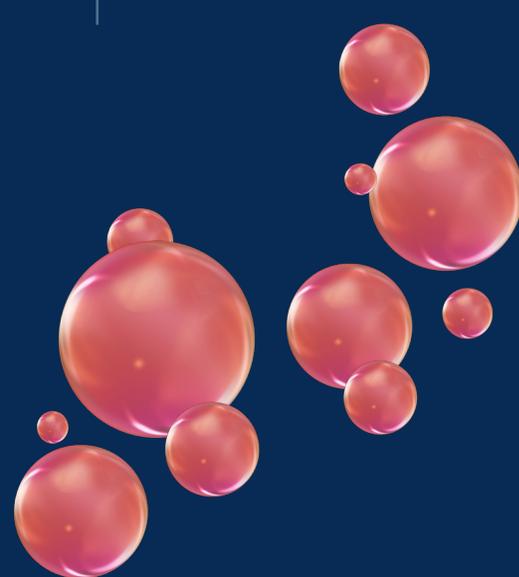
With over 100 internal data users across R&D, customer success, support, and engineering, Yotpo needed to unify data from embedded products and client systems for downstream analysis in BI tools such as Looker and Tableau. The company's goal was to enhance data flow across the organization for better business intelligence and to democratize data access. Yotpo wanted a centralized, self-service integration solution to reduce dependency on the engineering team and increase agility for analytics and decision-making.

Technology challenges

Yotpo needed to move data quickly between systems and transform it for analysis and reporting using Looker and Tableau. However, its previous data integration approach relied on multiple disjointed tools, resulting in delays, schema compatibility issues, and high operational costs. Specific problems included:

- Data had to be manually loaded into S3, transformed via Spark, and then written to Databricks
- Schema mismatches caused breakages and downstream issues
- The tool used for loading Delta tables was expensive and unreliable
- Each new solution increased complexity and technical debt.

The lack of a unified integration layer slowed time-to-insight, strained resources, and made data governance difficult.



How Boomi helped

Yotpo tried three different tools to solve a single data ingestion problem. Every time, the team ended up with more issues than it started out with. Then, Yotpo implemented Boomi Data Integration to unify and streamline its data operations. Boomi offered:

- Native integration with Databricks, eliminating the need for intermediate tools
- The ability to add new tables in minutes
- Custom REST API connectors, enabling integrations beyond out-of-the-box solutions (e.g., Opsgenie)
- Role-based access to sensitive data, supporting a data mesh approach
- Integration with Snowflake to give non-admin users, like HR analysts, secure data access

Boomi's intuitive user interface and extensive connector library empowered business users to take ownership of pipelines, reducing strain on engineers.

Results & business outcomes

Boomi enabled Yotpo to centralize its data infrastructure, scale efficiently, and support a wider range of use cases with fewer tools and lower costs. Some examples of improvement include:

- Adding new data tables to Databricks in minutes instead of hours.
- Eliminating complex pipeline maintenance saved hours every month.
- Increased adoption of self-service data pipelines by non-technical teams
- The HR team built a standalone data product with Boomi, without needing engineering support
- Simplified data governance and democratized analytics access across departments

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CUSTOMER SPOTLIGHT

Industry & Market	Technology (eCommerce Marketing Platform)
Headquarters	Tel Aviv, Israel
Employees	~800
Key Integrations	<ul style="list-style-type: none">• NetSuite, Jira, and other SaaS apps to Databricks• Custom REST APIs, including Opsgenie• Snowflake for HR data governance• Data visualization via Looker and Tableau



Boomi helps us deliver self-service data integration. It's cost-effective, powerful, and built for scale."

Assaf Liebstein
Data Platform Team Leader,
Yotpo

