boomi + yellowHEAD

yellowHEAD Delivers Faster Insights and Optimizes ROI for Clients With Boomi Data Integration

Global AI-powered marketing agency automates campaign data integration, streamlining connection of marketing data from more than 30 sources.

> "Boomi empowers our teams to deliver real-time insights at scale — without building complex infrastructure."

Morli Ben David
Head of Product,
yellowHEAD

Business goals

As a global AI-powered marketing agency, yellowHEAD serves top brands across gaming, retail, FinTech, and other industries. Managing millions in advertising spend each month, the agency oversees more than 12 million application installs annually and partners with some of the world's most prominent companies.

As the business grew, yellowHEAD needed to maximize performance visibility and reporting accuracy across diverse platforms. The team's goal was to scale operations while maintaining granular, real-time insight into client campaigns. This required replacing manual processes with automation to unify campaign data and performance KPIs into one trusted system of record.
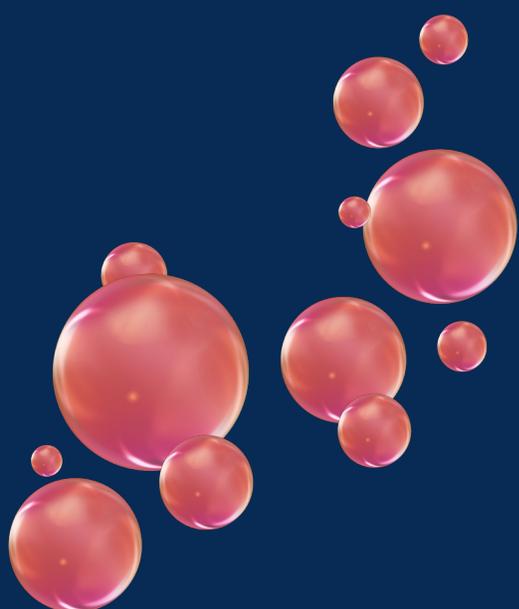
yellowHEAD sought a data platform that could consolidate over 30 marketing and analytics sources into a centralized dashboard, allowing teams to optimize campaigns with speed, precision, and scale.

Technology challenges

Before Boomi Data Integration, yellowHEAD relied on manual data extraction and spreadsheet collation. This approach has several drawbacks because each client account can have 10 or more data sources and diverse KPIs that need to be tracked. This process was:

- Time-intensive and error-prone

- Difficult to scale with growing client volume

- Incapable of supporting real-time performance optimization

- Dependent on handling complex and inconsistent data formats (such as zipped files in email links)

These inefficiencies created operational drag and limited the firm's ability to deliver timely insights, which are critical in the fast-moving world of performance marketing.

How Boomi helped

Boomi Data Integration automated yellowHEAD's ETL processes, unifying more than 30 data sources into a single Tableau dashboard. Key capabilities included:

- ELT with SQL-based transformations to apply yellowHEAD's business logic

- Pre-built and custom connectors to platforms including Google Ads, Facebook, Bing, AppsFlyer, and Adjust

- Normalization of inconsistent data formats for unified analytics

- Real-time data syncs for up-to-date reporting

Boomi enabled data teams to focus on modeling and insights, freeing account managers from the need to juggle multiple dashboards.

Results & business outcomes

yellowHEAD now delivers consistent, real-time campaign insights to clients by easily incorporating the firm's own business logic that tracks and analyzes relevant metrics. Boomi Data Integration enabled the company to:

- Drastically reduce manual effort and data lag

- Provide a unified dashboard view across all campaign platforms

- Allow account managers to focus on strategy thanks to time savings

- Enhance the ability to scale operations with new clients and campaigns

- Increase confidence in ROI analysis and performance tracking

Boomi supports yellowHEAD's mission to drive measurable growth for global brands, while simplifying the data infrastructure behind it.

CUSTOMER SPOTLIGHT

Industry & Market	Professional Services (AI-Powered Marketing Agency)
Headquarters	Kefar Sava, Israel
Employees	About 100
Key Integrations	• Google Ads, Facebook Ads, Bing Ads • AppsFlyer, Adjust • Tableau dashboard integration • Custom data formats from email/attachments • SQL-based business logic modeling

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We are adding more clients every month, and marketing data by its nature is everchanging. To make things even more complicated, one must understand that all this data is our bread and butter. We have to manage literally millions of dollars on a monthly basis, so downtime or inaccuracy is not an option. Boomi makes it much more reasonable to handle this challenge."

Morli Ben David
Head of Product,
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