

BlaBlaCar Cuts Data Ingestion Time by 64 Hours Using Boomi Data Integration

Carpooling platform provider accelerated marketing data ingestion from multiple ad platforms, reducing pipeline setup to half a day and freeing more than 64 hours previously spent on manual data work.

“Boomi Data Integration is like a magic box. Once you open it, everyone wants to use it. Its ease and coverage transformed our data ingestion processes.”

Antoine Lefebvre
Data Engineering Product Owner, BlaBlaCar

Business goals

BlaBlaCar is the world’s leading long-distance carpooling platform, connecting over 100 million drivers and passengers across 22 countries. The platform connects people looking to travel long distances with drivers heading in the same direction, allowing them to share the cost. As a global marketplace, BlaBlaCar needed to scale its marketing analytics by efficiently ingesting large volumes of campaign data from Google, Facebook, and Bing Ads – at scale.

The company’s goal was to enhance data freshness, minimize manual coding effort, and automate schema management for reporting purposes. Facing rapidly evolving data APIs, BlaBlaCar sought to establish a more reliable and scalable ingestion pipeline to drive faster, data-driven marketing decisions while reducing maintenance overhead.

Technology challenges

Before Boomi Data Integration, BlaBlaCar’s developers spent extensive time manually coding data ingestion pipelines, updating Python scripts for schema changes, and maintaining connections across multiple ad platforms. The company faced multiple technology challenges:

- Its limited number of connectors slowed onboarding and integration capabilities
- Frequent API schema changes caused repeated disruptions and delays
- Existing tools were expensive or had unsuitable pricing models
- Manual data processes led to blocked analysts and inefficient workflows

These issues hindered BlaBlaCar’s ability to quickly gather and analyze campaign data, impacting marketing agility and decision-making.

How Boomi helped

BlaBlaCar was searching for an API ingestion tool when it discovered Boomi Data Integration. Once the team evaluated Boomi against other solutions, it became clear that the platform provided a much more extensive set of marketing connectors and REST API support. Specific benefits included:

- Automated detection and management of API schema changes
- Support for key marketing platforms and BigQuery data warehouse
- Rapid pipeline setup, enabling ingestion pipelines to be created in half a day
- Easy-to-use field mapping and monitoring tools to empower data engineers and analysts

The unified platform replaced multiple manual processes, accelerating ingestion and enabling faster data availability for business intelligence tools like Tableau.

Results & business outcomes

With Boomi Data Integration, BlaBlaCar reduced marketing data ingestion time from days or weeks to just half a day. Boomi:

- Saved over 64 hours previously spent on manual pipeline coding and updates
- Reduced Facebook Ads migration from months of ongoing updates to a one-week implementation
- Enabled multi-API pipelines for complex use cases like bus GPS data in under a day
- Became the default tool for all data ingestion tasks
- Enabled the team to explore use cases like reverse ETL and webhooks for data automation

This agility has freed up the BlaBlaCar team to focus on analysis and strategic initiatives, improving time-to-insight and marketing ROI.

View all customer stories at boomi.com/customers

CUSTOMER SPOTLIGHT

Industry & Market	Transportation (Long-Distance Carpooling Platform)
Headquarters	Paris
Employees	~700
Key Integrations	<ul style="list-style-type: none">• Google Ads, Facebook Ads, Bing Ads Campaign Data Ingestion• BigQuery Data Warehouse Integration• Tableau for Marketing Data Analysis



Boomi Data Integration's pricing and connector range were too good to ignore. It became our default for any data ingestion."

Antoine Lefebvre
Data Engineering Product Owner,
BlaBlaCar