

Good Apple Cuts Reporting Time in Half and Powers Growth With Boomi Data Integration

Media agency automated data ingestion and reduced reporting turnaround times by 50%, and unlocked scalable growth.

“A reporting process that once required back-and-forth between teams is now executed ad hoc in minutes.”

Jean Huang
Senior Data Analyst,
Good Apple

Business goals

Good Apple is a media planning and buying agency that partners with clients like Dollar General and Smile Train. The firm designs campaigns, advertisements, and provides various other media-based marketing tools and services to launch their products and increase their outreach. As the company doubled in size year over year, its leadership team sought to modernize its data operations to scale with demand.

Good Apple's primary business goals were to:

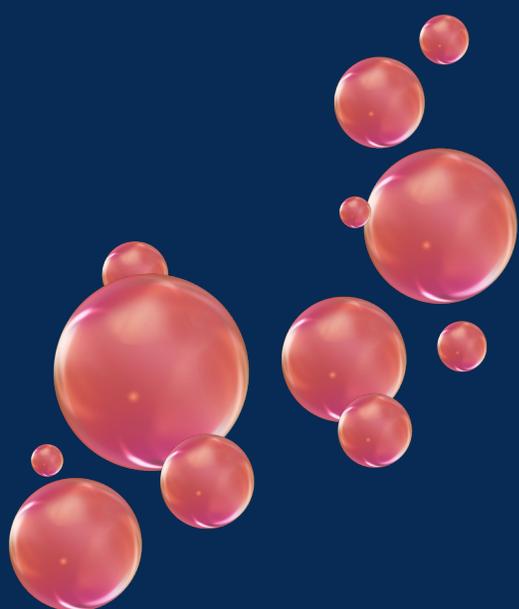
- Eliminate manual and time-intensive reporting workflows
- Empower analysts to generate client-ready insights without relying on IT
- Build a unified, self-serve platform that democratizes data access companywide

To achieve these goals, Good Apple needed a solution that could automate ingestion, simplify reporting, and integrate seamlessly with its Snowflake and Looker stack — without ballooning costs.

Technology challenges

Good Apple was manually stitching together data pipelines for each client — a process that required engineering time, delayed insights, and couldn't scale. The legacy tooling Good Apple was using simply couldn't deliver the agility and scale needed for the company's growth. Major challenges included:

- Building and maintaining custom data connectors
- Taking as much as 72 hours weekly to produce a single client report
- Back-end systems that were inflexible and slow to update
- Inefficient reporting workflows that caused delays and friction
- An inability to meet growing client demands for fast, customized insights



How Boomi helped

Boomi Data Integration became the foundation of Good Apple's modern data stack alongside Snowflake and Looker. With Boomi, the team was able to:

- Deploy more than 200 pre-built connectors to eliminate manual ingestion
- Ingest over 200 data pulls daily across dozens of clients
- Leverage Data workflows to automate ETL in Snowflake
- Empower non-technical team leads to build and customize reports
- Eliminate the need for engineering support in day-to-day reporting

Boomi's usage-based pricing allowed Good Apple to roll out data automation company-wide, scaling insights without scaling costs.

Results & business outcomes

With Boomi powering data ingestion and transformation, Good Apple transformed reporting from a 72-hour process into one completed in minutes. Business benefits included:

- 50% reduction in time to deliver reports
- Automated 100% of reporting workflows
- Eliminated manual connector development
- Delivered faster, deeper insights to clients
- Scaled data operations without increasing headcount or costs

Boomi, Snowflake, and Looker now form the company's branded Crisp™ platform — enabling client-ready insights across the business.

CUSTOMER SPOTLIGHT

Industry & Market	Marketing Agency (Media Planning & Buying)
Headquarters	New York
Employees	More than 100
Key Integrations	<ul style="list-style-type: none">• Snowflake (Cloud Data Warehouse)• Looker (Analytics & Reporting)• 200-plus data sources integrated via Boomi• API-based custom connectors built via Boomi R&D• Automated ETL/ELT workflows• Internal reporting portal powered by embedded Looker dashboards

“

Boomi is the foundation of our data stack. It helps us scale without limits.”

Mark Sturino
Director of Analytics,
Good Apple

View all customer stories at boomi.com/customers