

ActionIQ
by uniphore



How Atlassian's Composable Stack Moves Fast:

From 300+ Lines of Code to 8 Filters



CASE STUDY

How Atlassian's
Composable Stack Moves
Fast: From 300+ Lines of
Code to 8 Filters

Key Takeaways

- **Teamwork that moves 65% faster.** With a composable CDP that gives marketers controlled, direct access to data with seamless integrations, Atlassian's team gets audiences up and running 65% faster.
- **From 300+ lines of SQL code to just 8 filters.** With a marketer-friendly experience, the IT team saves tons of time while marketing accelerates speed to market.
- **First-party powered acquisition with 5X reach.** With a smarter acquisition strategy powered by first-party data, Atlassian's team increases reach and match rates by 3.7% with a 50% increase in return on ad spend (RoAS).
- **71% more customers converted with ActionIQ vs. control.** With a holistic view of each customer interaction, Atlassian tests-and-learns quickly to continuously improve campaigns with its full dataset at scale.

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Atlassian Saves Time and Spend while Driving Revenue
with a Composable CDP



Making the Impossible — Possible

Atlassian knows that with the right team working together, making the impossible happen is actually — possible.

Founded in 2002, Atlassian's story begins with its mission to unleash the potential of every team.

Over the past 20+ years, its company has grown from Jira Software to over 15 products that help teams organize, discuss and complete shared work.

When Atlassian's team needed to scale its ever-growing business to new heights with connected, personalized customer moments, it looked for a Customer Data Platform (CDP) to help them go quickly from data warehouse to amazing customer experience — both for the customer and for Atlassian's team.

Taking all of that customer data and putting it directly and securely into the hands of marketers to activate campaigns in a truly seamless way feels impossible — but with the right team — it's possible.

→ Project Started

Why Atlassian Wanted to Partner With a CDP

With the expansion of Atlassian's product suite, the sheer scale of their business, and its massive customer database, the team knew that it needed a solution to move as quickly as they did to keep pace with its needs.

The team at Atlassian had been designing its data warehouse carefully, and wanted to make the most of that data investment — not have to start over. Sravan Gupta, Senior Manager of GTM Systems at Atlassian describes how the team spent time aggregating their customer data in data warehouses in a standardized, organized way. It needed a solution that would build on their success — not waste its effort and investment.

Atlassian's customer data was organized within homegrown data warehouses, but the team needed to seamlessly extend that work to its marketing team to activate campaigns independently and amp up velocity.

With a kink in the flow between data warehouse and customer experiences, the IT team spent more time managing marketing requests for basic audience segmentations, without the ability to launch omnichannel journeys.

“We really wanted to unlock the power for our teams who were already building audiences to build them faster – or for those that didn’t have that ability to start building and exploring more in-depth audiences through a platform like ActionIQ.”

Caleb Trecek
Program Management
(Technical) Senior
Associate
▲ ATLASSIAN

10^{TB} of Data
288^{M↑} Customers

Project Stalled

Unbundling the Problem with Bundled CDPs

The Atlassian Team previously implemented a bundled CDP before partnering with ActionIQ — but found that it lacked the key capabilities and flexibility it needed to scale its business. Its initial CDP wasn't able to truly operationalize their existing investment in its data infrastructure and the team recognized a need for a solution that would better support scale.

Atlassian approached selecting a new, composable CDP with a focus on three core criteria — speed, scale and marketer accessibility.

The Difference Between Composable and Bundled CDPs

Bundled CDPs offer packaged services and usually require copies of data to be created and sent to their system to segment audiences. Composable CDPs tap directly into a brand's existing warehouse investment (or the CDP — or both), without requiring copies or code to activate. This saves IT time with flexible options, eliminates potential redundancies and gives marketers controlled access to data to create omnichannel journeys.

“In selecting our first CDP, we didn't fully appreciate two critical things: the solution needed to integrate with all of those systems, and it needed to truly scale. Even if a vendor can handle amazing data volumes, when you throw in a bit of complexity in the data model, things start to break.”

Sravan Gupta

Senior Manager of GTM Systems

 ATlassian



Project In Progress

Partnering With ActionIQ and Databricks to Scale the Customer Experience

When evaluating ActionIQ, Atlassian wanted to make sure that their new CDP partner would scale quickly and keep up with its team's growth.

Ultimately, there were three key elements of ActionIQ's offering that Atlassian chose that met its requirements.

- 1 Scale to Activate Volumes of Data**
- 2 Choice With a Flexible Infrastructure**
- 3 Seamless Integration into the Stack**

“ActionIQ serves as an activation layer on top of our Databricks environment so that’s just been a gamechanger. With HybridCompute, no longer having to duplicate databases will be huge for us. With our previous solution which was not composable, data movement was expensive, performance within the system lagged and it just could not keep up with our scale.”

Glen Shillinglaw

Head of Global Marketing Operations

▲ ATlassian

1. Scale to Activate Volumes of Data

Atlassian needed a purpose-built solution to support its growth and scale their customer experiences. Atlassian could rely on ActionIQ to tap into its Databricks Lakehouse and activate campaigns across the customer experience across the customer experience. With a marketing-friendly user interface, Atlassian's marketing team could use ActionIQ's activation layer on top of its complete, real-time set of data in Databricks to launch audiences — SQL free.

“We have very talented data scientists that would be querying the data in Databricks in order to create the segments and targets. As we grow and as our tech stack grows, as well as the demands from our customer base and the business, then scale and efficiency become big question marks. That’s one of the reasons why we started exploring other solutions that could optimize for the future.”

Glen Shillinglaw

Head of Global Marketing Operations

▲ ATlassian

2. Choice With a Flexible Infrastructure

With ActionIQ's unique composable infrastructure, Atlassian wasn't locked into any one configuration and could maximize the data investment that its team had already made. With a quickly changing market, and Atlassian's evolving needs, it can continue to innovate as new data needs and use-cases emerge in the future — without being a technology hostage.

“We wanted a vendor who believed in their product and had enough trust to let us play in the system in a pilot phase even before fully signing the contract. That’s where actually among all other vendors that participated in the RFP, ActionIQ let us do more things in their platform and see for ourselves the pieces that we wanted to evaluate as part of the pilot.”

Sravan Gupta

Senior Engineering Manager — Martech

▲ ATLASSIAN

3. Seamless Integration into the Stack

The team at Atlassian saw quickly that ActionIQ didn't just talk the talk — it also walked the walk. With deep integrations across Atlassian's channels including email, advertising, CRM, product and more, the team at Atlassian was able to maximize existing investments, without breaking the stack.

"We have made a lot of investment in our recommendation engine for the last two years so we don't want to necessarily move all of that into the CDP. Being able to integrate with our internal services and doing so at scale is absolutely key for us so the composable architecture of ActionIQ making that possible is one of the main reasons why we went with ActionIQ in the first place." said Gupta.

LinkedIn Integration

"ActionIQ has allowed us to bring our LinkedIn Ads deeper into the audience building process, driving tighter collaboration and increasing our ability to test and pivot based on the results from our efforts."

Glen Shillinglaw

Global Head of Marketing Operation

▲ ATlassian

Project Complete

Launching Revenue-Generating Use-Cases

When Atlassian launched with ActionIQ, it began with three key initiatives and use-cases to start to see value from the program.

Customer Acquisition

Atlassian wanted to make the most out of their paid media by getting smarter about customer segmentation with all of that customer intelligence enabled by Databricks and ActionIQ. To do it, Atlassian runs 90% of its media through ActionIQ for different use cases. By enabling paid media suppressions, Atlassian decreased costs while improving match rates on its performance media and increased efficiency of their marketing spend — unlocking marketing dollars to reinvest.

They also designed winback journeys to prevent churn and bring their audience back into the fold with dynamic paid media ads across channels, with personalized content and messaging.

3.7%↑

match rates with granular segmentation of first-party data

5X↑

in reach and accuracy

6.7%

savings from paid media suppression

**Project Complete
Launching Revenue-
Generating Use-Cases**

Cross-Sell and Upsell

The team recognized a need to evolve beyond product-led growth to true enterprise omnichannel marketing. With numerous products, multiple tiers of individual products and bundle offerings, there was a lot of untapped opportunity and substantial revenue in cross-sell upsell.

Atlassian got started by building multi-channel, multi-step journeys in ActionIQ – leveraging activation channels from internal product notifications to paid media on LinkedIn to meet customers where they are and deliver personalized messaging and offerings. These campaigns are powered by rich audiences built

around precise, multi-level customer contact dimensions to drive license expansion and upgrade across teams and organizations.

Test-and-Learn

To always keep the customer experience connected and fresh, the team at Atlassian worked with ActionIQ to meet each customer where they're most likely to engage, with the messages they're most likely to engage with. Atlassian continuously improves campaigns and experiences for customers, built on a holistic view of all of the messages a customer is receiving.

“One of our priorities is really the scaling of our customer journey orchestration. We’re really in the process of looking at existing journeys and figuring out how we can optimize [them]. How do we bring in additional data to better leverage additional channels.”

Caleb Trecek
Program Management
(Technical) Senior
Associate
▲ ATLASSIAN

71%↑
in beta product
registrations with
ActionIQ versus control



Project Results

Atlassian Saves Time and Spend and Drives Revenue with a Composable CDP

By bringing the marketing and IT teams together to go from Databricks Lakehouse to self-serve insights and activation, the team was able to go from 300+ lines of SQL code with a two week lead time to just 30 minutes and eight filters with ActionIQ.

With this flexible infrastructure, Atlassian has the freedom to innovate and evolve its campaigns quickly.

From 300+ lines of code to just eight filters? What might feel impossible quickly became possible with Atlassian, ActionIQ and Databricks teaming up.

65%↓

audience creation time

50%↑

increase in RoAS



ActionIQ is a new kind of customer data platform for enterprise brands, giving marketers easy and secure ways to activate data anywhere in the customer experience. ActionIQ's unique composable architecture means data can stay securely where it lives, and marketing teams only use the tools they need.

[Get in touch](#) with our experts to learn more.

