Zartico's Partnership With GoodData Results in 3,000% Customer Growth

GoodData's platform helps Zartico pioneer real-time analytics in the tourism marketing industry, thus driving growth for customers

ZARTICO

Customer Since:	Company Size:	Headquarters:	Industry:
2019	**SMB**	**Salt Lake City, Utah**	**Destination Operating Technology**

"As we went from four clients to well over 120 clients, GoodData has been able to scale with us at every step. We see room for growth to take advantage of all the tools GoodData has built into its platform."

- Jay Kinghorn, Zartico's Co-Founder and CIO

Overview

Zartico empowers destination marketing organizations (DMOs) to be better stewards of the world's tourist destinations through improved data intelligence and decision-making. The company's data and analytics are at the forefront of helping destinations uncover opportunities and set strategies to move forward successfully. GoodData worked with Zartico to build a prolific analytics platform — the world's first Destination Operating System — and to enable greater data-driven decision-making for private executives and public stakeholders alike.

Challenge

- DMOs are responsible for properly allocating taxpayer dollars to local and state tourist attractions, and they require deeper insights to make data-driven decisions.

- DMOs are traditionally slow to innovate and rely on survey results that are at least six months old. The lack of real-time data insights has been a significant obstacle to improving decision-making.

Jay Kinghorn, Zartico's Co-Founder and CIO, saw how the private sector leveraged data for strategic alignment to better understand customers and transform organizations, and he knew there had to be a way for public sector entities to do the same. According to Kinghorn, DMOs lacked both the data and the technical resources to improve operational efficiencies for the communities they serve. Zartico set out to bring these organizations into the future — move them away from survey data as the main decision-making source (typically taking six to nine months to complete and analyze), and toward real-time data analytics for better distribution of private investments and taxpayer dollars.
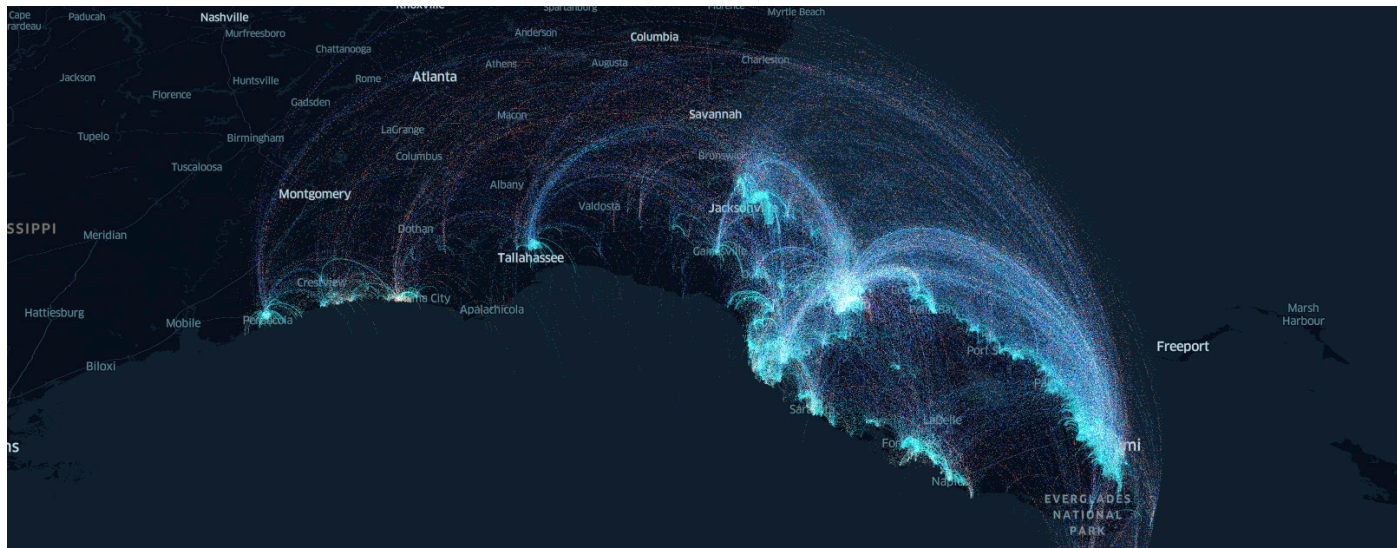
Kinghorn wanted his team to move fast. He knew that getting to market quickly would depend on finding an analytics platform that could be rapidly deployed and customized for each customer. What's more, in the relatively nascent destination operating software industry, Zartico required a solution that could serve as an extension of its own service, while also being powerful enough to allow them to grow at the speed of demand. In total, Kinghorn evaluated more than 12 analytics and business intelligence providers.

Solution

- **By partnering with GoodData, Zartico was equipped to pioneer a real-time data analytics solution created specifically for DMOs.**
- **GoodData's flexible pricing structure allowed Zartico to serve its initial customer base while simultaneously providing a roadmap for growth.**

After a thorough evaluation process, GoodData was selected to serve as Zartico's data analytics partner. GoodData's flexible pricing structure was a key deciding factor during the process, along with the ease of use and power of the platform across service plans.

Leveraging GoodData's logical data model, flexible dashboards, Analytical Designer, and automated change management features, Zartico launched its Destination Operating System, the first-of-its-kind, real-time data analytics platform for DMOs in the tourism industry. Through the Destination Operating System, customers are able to access powerful analytics that allow them to look at specific events and analyze key insights, such as drivers of visitation increases or events that attract more local residents.

Subsequently, customers can quickly identify variables impacting tourism in their state and make better decisions on what promotion is most worthwhile.

With this unprecedented level of data access and visualization, DMOs also can better explain event performance, create campaign-specific reports, and share insights with legislators or private companies.
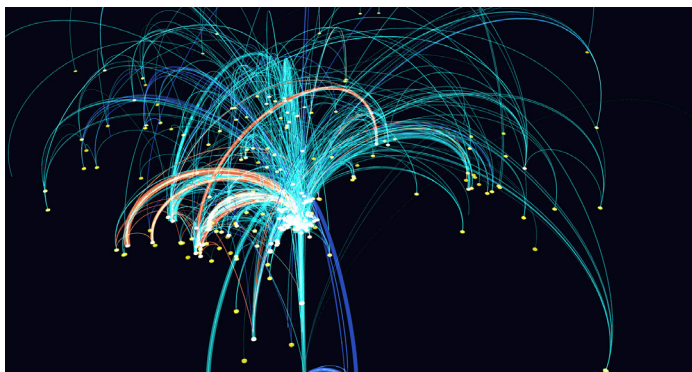
> **"Throughout our growth, it's been encouraging and impressive to see GoodData's response in partnership with us along that journey. That experience can be abnormal when dealing with other vendors, so we're really happy to have GoodData on our side."** - Kinghorn

Results

- **Since launching in March 2020, GoodData has helped Zartico grow from four to over 120 customers in just 22 months — a 3,000% increase.**

- **With this rapid growth, Zartico has now grown to over 650 users and 133 active GoodData workspaces in production.**

Not only did GoodData's ease of use and flexible pricing make it cost-effective for an early stage startup like Zartico to deploy analytics, but it also allowed the company to grow and scale alongside GoodData's product roadmap. With GoodData, Zartico has realized a 3,000% increase in customer growth since its official launch in 2020. It also anticipates doubling its customer base by the end of 2022.

The company has been able to increase efficiency in research efforts and release updates to its rapidly growing customer base, too. For example, Zartico has successfully leveraged GoodData's automation features to greatly accelerate the release of product updates, pushing out over 80 enhancements in just six months to end users. In addition, Zartico has achieved increased efficiency with new capabilities to tailor its platform for each partner's specific needs — without having to write a lot of code for each request.

Looking forward, Zartico believes in a future devoid of silos and aligned with GoodData's vision of composable data and analytics to empower decision-makers at all levels. Due to this unity in perspective and philosophy, Zartico plans to evaluate products such as GoodData.CN (GoodData Cloud Native) as it continues to scale and move towards a cloud-first approach. Zartico hopes to provide added value to their customers with this roadmap and meet their data needs without requiring additional technical expertise.

> **"We're excited for the opportunity to continue building with GoodData and scale what we can do with them, especially now that the market is increasingly adopting things such as composable data and analytics."** - Kinghorn

Want to learn more about how GoodData can enable your business growth via analytics?

Schedule a demo

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The GoodData advantage

Business:

1. One platform for all: internal teams, client companies, external partners
2. Self-service visualization for business users
3. Your own branding
4. Predictable pricing to suit your business, no pay-per-user
5. The highest data privacy and security certifications

Technical:

1. Automated scaling to different departments and companies
2. Embedded dashboards in your application or software product
3. Streamlined multi-tenant change management
4. Abundant data-source options
5. Fully hosted or deployed as a container in your private or public cloud (on premises)