



Client

Zendesk

Industry

Business Services

Impact

Analytics drives informed business decisions to improve conversions, lower churn and increase revenue.

Reach

50+ Employees
14 Executives
3+ Boards of Directors

Analytics for

Product Usage, Subscription Analytics, Support, Trial Conversion, Web Analytics



“GoodData has successfully positioned us to derive meaningful insights from our subscription data.”

—Alex Gurevich
Director of Business Analytics

GoodData

Customer Story

Measuring the Business, One Dashboard at a Time

Thanks to GoodData, Zendesk now has the metrics that drive their business front-and-center throughout their company—revenues, customers, trials, conversions, product usage.

The Challenge

Zendesk is a scale business with over 10,000 customers and thousands of product trials each month. Like all web-based businesses, they are swimming in data about their business. But making sense of it all—and gleaning real business insight—is a huge challenge. The tangled web of data does not auto-magically translate into CAC, MRR, Conversion Rate and CLV.

- Share customer metrics throughout the company
- Create multiple ways to view the data on a granular level to understand the lifecycle of their users
- Make transactional data analyzable, readable and digestible by normal human beings

The Solution

GoodData’s Subscription Analytics brought Zendesk’s subscriber and usage data to life. After a six-week implementation, Zendesk had its first set of revenue and subscriber dashboards, which reinforced long-held assumptions about the business and uncovered a few surprises about customer behavior.

- Dashboards that measure entire business revenues, customers, trials, wins and top accounts
- Trends and metrics historically show the health of the business over time
- Ad hoc analysis lets employees dig in way beyond the summary dashboards

Learn how GoodData can help your business:

www.gooddata.com |  [@gooddata](https://twitter.com/gooddata) | (415) 200-0186 | info@gooddata.com



“GoodData gives our Executive Team a strategic view of our business.”

– Adrian McDermott
VP, Product and Engineering

Innovative Value

Zendesk grew so fast that they had a hard time making sense of their basic business data. Task #1 was to gather the relevant data—subscriber data, product usage, website performance and support interactions—into a data warehouse that would provide an analytical view of the business. The data warehouse opened the floodgates to analysis. Now analysts could dive into the numbers and start to make more sense of the business; everything was trending up, but now Zendesk could discover why and how to scale faster. Key questions—like the impact of pricing changes, or how the trial-to-conversion process changed over time—could suddenly be answered in minutes, not months.

the entire customer lifecycle, from when a prospect lands on Zendesk’s public website, through trial, conversion, usage, upsell, and beyond. Dashboards aren’t just for the analysts. At Zendesk, front-line employees get to see the key business metrics, executives run the business on the metrics and the Board views summary metrics to gauge overall company health. Everyone has their own view of the same set of metrics.

Digging Deep into the Metrics

Zendesk’s agile approach to business metrics enabled them to go from concept-to-dashboards in 8 weeks, including creating a data warehouse of key business data. Dashboards now change on a weekly basis, incorporating more data, more metrics, and different views on the business. Alex Gurevich, Zendesk’s director of business analytics, can run cohort analysis on trial conversions over time, the financial team can track monthly recurring revenue by customer and plan, and the support group can see how it is doing against service level goals. Adrian McDermott, VP Engineering, puts it best: “We want to make these business metrics ubiquitous. Giving the team more and more access to our business data leads to better, smarter and faster decisions about how to grow our business.”

Number of Conversions - Last 7 Days



Seeing is Believing

Understanding any subscription-based business goes far beyond just measuring churn and renewal rates. The success in determining customer behavior is analyzing a combination of subscription metrics with product usage, market data, and pricing plans. Zendesk went beyond the basics and created interactive dashboards that mapped

