



Aklamio Scales Customer Incentive Analytics with GoodData Cloud Migration

KEY TAKEAWAY

Migrating to GoodData® Cloud has enabled Aklamio to extend its analytics offering. What began as internal reporting for finance, support, and customer success teams has now evolved into partner-facing, data-rich dashboards seamlessly embedded within their B2B environment.



Prefer to see it than read it? Watch Aklamio's Thomas Karbe discuss the migration [here](#).

AKLAMIO'S VISION

Aklamio empowers brands to succeed in a customer-centric world by providing an industry-leading platform for customer incentives. Over 400 top brands trust Aklamio to drive customer acquisition and loyalty, generating over €2 billion in additional revenue for customers.

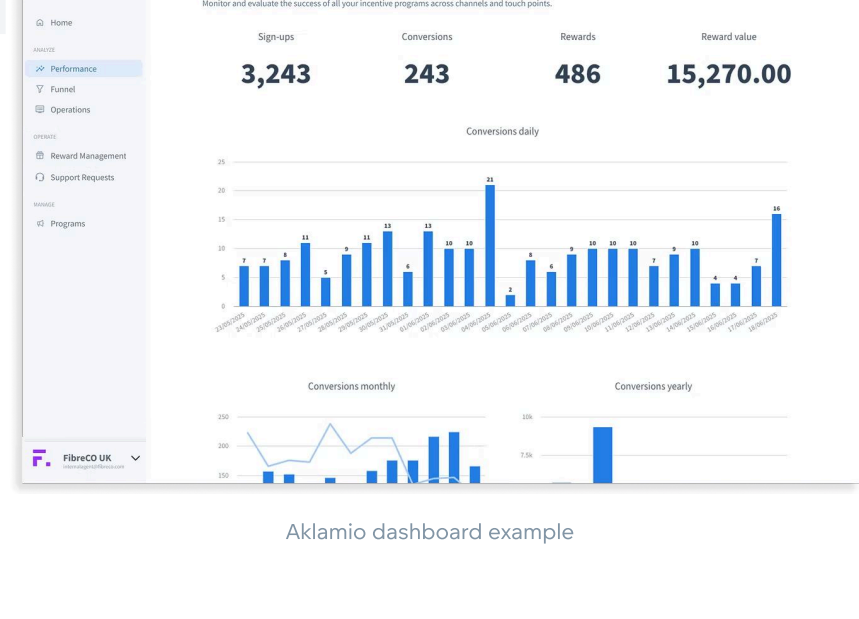
To scale this impact, Aklamio needed a robust analytics solution that could provide internal teams with self-service insights and offer B2B partners deep visibility into incentive performance and customer behavior.

AKLAMIO'S ANALYTICS JOURNEY

Aklamio initially used Tableau and Superset for internal analytics, but high per-user costs prevented company-wide adoption. Seeking broader self-service capability, GoodData® Platform provided a scalable analytics solution that connected seamlessly with Aklamio's existing data stack.



While internal adoption was very positive, the team saw an additional opportunity: embedding analytics into customer-facing partner interfaces. They realized GoodData's flexibility could power a new external-facing use case in addition to their original internal deployment.



Aklamio dashboard example

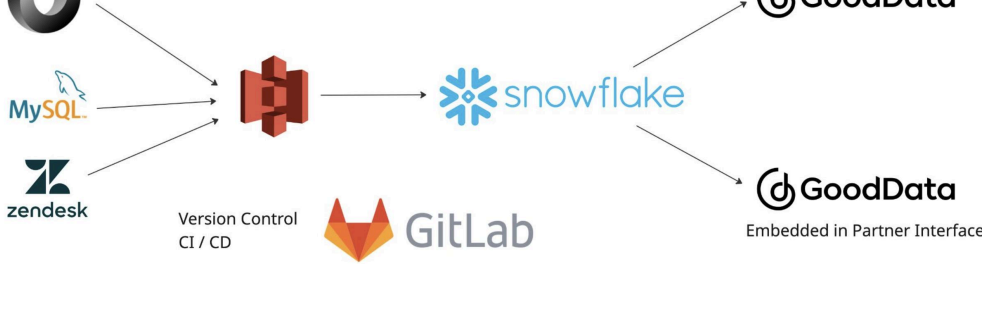
MIGRATION TO GOODDATA CLOUD

After successfully implementing GoodData Platform for internal analytics, Aklamio saw GoodData Cloud as the natural next step to support their external customer-facing use case.

In late 2024, they began the transition to GoodData Cloud, completing the migration by early 2025. This move was crucial in expanding their analytics capabilities and enabling new use cases for both internal teams and external partners.

Key benefits of the migration included:

- Real-time analytics:** Live querying of Snowflake data eliminated staleness from hourly syncs, boosting agility and reliability.
- Analytics-as-code workflows:** The ability to manage dashboards, metrics, and workspaces through APIs and Git significantly sped up iteration cycles and collaboration across teams.
- Continuous product development:** GoodData Cloud's ongoing improvements aligned with Aklamio's preference for modern, evolving platforms.
- Scalable architecture:** With automation and multi-tenancy, GoodData Cloud supported both internal and external use cases under one platform.
- Embedded, customized analytics:** Partners received analytics workspaces embedded in Aklamio's product with role-based access, tailored filters, and dynamic visualizations.



How GoodData Fits into Aklamio's New Tech Stack

The migration experience

Aklamio's VP of Engineering, Thomas Karbe, emphasized the strong support Aklamio received during the migration:

"The GoodData team knew where we wanted to go, and we felt very well supported. Tech support and answers were always super fast. We appreciated the constant back and forth between our team and theirs."

Thomas also noted how well the platform fit their development approach, particularly its alignment with engineering workflows:

"GoodData Cloud gives you the tooling not just in a UI, but also via API. Analytics objects can be turned into definitions you can pull and manage through version control, just like an engineer would. This engineering-friendly, analytics-as-code mindset is key."

Thomas Karbe
VP Engineering at Aklamio



THE RESULTS

Aklamio's evolution from internal per-user BI tools to a scalable cloud-based analytics platform showcases how migrating to GoodData Cloud can unlock new use cases, accelerate delivery speed, and empower both internal teams and external partners. By expanding its analytics footprint, Aklamio has strengthened its position as a data-driven, customer-centric leader in incentive-based growth.



Want deeper insights into Aklamio's analytics journey with GoodData? Watch the [video](#).