

In the Driver's Seat: How Zendesk Wins at Data Monetization

When GoodData customer Zendesk recognized a need for embedded analytics, they looked beyond basic reporting and offered an advanced solution: benchmarking data to help customers measure themselves against their peers.

In just 90 days, GoodData built Advanced Analytics seamlessly into Zendesk's UI - a feature that is now the primary value add for their Plus and Enterprise plans. They quickly recognized the success of their monetization strategy, but over time have learned that it is also a significant competitive advantage.



80% of Zendesk's Plus and Enterprise customers use their Advanced Analytics every day — creating a more sticky relationship with the product and reducing the probability for customers to churn.

"Investing in a more seamless analytics experience has contributed to the growth of our premium business, and adoption of the platform by our highest paying customers. From the day we introduced it, it became the #1 reason our customers upgrade. We have better analytics than almost all of our competitors, and a lot of that comes through our partnership with GoodData."

Sam Boonin, VP Product Strategy, Zendesk

To learn more, download our free e-book "How to Successfully Launch an Embedded Analytics Product" at www.gooddata.com/launchembeddedanalytics

QUICK-START GUIDE

TO
EMBEDDING
ADVANCED
ANALYTICS
INTO YOUR
SAAS PRODUCT



The time is now to start capitalizing on your customers' demands for embedded analytics to catapult your product — and your company — into new realms. Here are your five steps for hitting the road to embedded analytics!

1 Know Your Starting Point

Before you start planning your path to embedding analytics into your SaaS product, talk to your current customers about the problems that enhanced analytics can solve and how these might integrate into their current workflows. Then determine how those needs translate into product requirements.

2 Plan a Phased Launch

Sure, the “lightning bolt” approach to a product launch is fun and exciting... until reality sets in. On the other hand, a more gradual “rolling thunder” approach allows you to take advantage of beta testing, establish credibility, and monitor usage trends while you walk customers up the analytics maturity model.

4 Unlock New Ways to Monetize Data

When you think about how to monetize your data, think beyond the obvious flat-rate subscription models. How can you build a multi-level revenue stream around tiered analytical and product value? Can you charge for the integration of third-party information? How about offering benchmark data to let customers see how they measure up against their peers?

5 Choose the Right Partner

Not all embedded analytics providers are created equal. Leaders who choose GoodData know they're getting a partner who can deliver seamlessly integrated analytics, a highly engaging end-user experience, and the expertise and organizational support they need for a successful launch.

3 Think Beyond the Launch

Think about launching an embedded analytics product as a milestone rather than a destination. Customer needs shift and evolve, as does the market, and now is the time to plan for adapting to those changes. Develop an ongoing process for tracking and responding to customer feedback long after your launch date.

“Advanced analytics is the #1 reason our customers upgrade.”
Sam Boonin,
VP Product Strategy, Zendesk

“We are empowering our customers with GoodData's tactical, operational, and strategic insight to change how the industry as a whole makes decisions.”
Sid Shetty, VP Global Services, ServiceChannel

