

## Tableau Delivers Rapid Analytics and Reporting for Marketing Automation Application

Predicta Improves Quality and Increases Productivity with Tableau

### Customer Profile

Founded in 1999, Predicta specializes in online marketing intelligence services. The company's proprietary solutions—an ad serving platform and a Web analytics suite—allow online marketers to leverage the power of the Internet as a new marketing channel.

### Customer Case Description

Predicta's developers were spending a lot of time creating filters, drill-downs, graphs and other capabilities into the company's product interfaces. As a result, too large of a share of developmental resources were not focused on creating new features. Predicta's current analytical capabilities required technical knowledge, causing customer questions to be asked of IT instead of the analysts, further impacting IT's productivity.

"The significant amount of time needed to build these capabilities into our products was extending our time to market, affecting not only our internal resources and productivity but our customer satisfaction rates as well," said Phillip Klien, Predicta CTO.

Predicta recognized that it needed to improve reporting capabilities so as to improve the customer experience and make the best use of resources. Led by Klien, the company set out to identify a visual analysis solution that would not only free up development and IT but also make the customer experience significantly easier.

### The Solution

Now with Tableau as the main analysis and reporting solution, Predicta developers are able to dedicate 70% more time to creating product-enhancing features. In addition, Predicta analysts and customers now have the ability to quickly explore data through easily customized visualization—something the old software couldn't do. Visualizations that used to take 2 weeks now take only hours with Tableau.

Previous to Tableau, analysts had to request visualizations from programmers and IT and were limited by the technology. Because of Tableau's intuitive interface and drag-and-drop simplicity, the analysts themselves can now generate more effective visualizations by leveraging expertise about specific customers' needs that IT does not have.

### For More Information About This Case

Contact: [visualanalysis@tableausoftware.com](mailto:visualanalysis@tableausoftware.com) or call (206) 633-3400 x1

"With Tableau, reports are richer, more interpretable and more inclusive. Overall, the time to market for our solutions has decreased while the quality of the reports generated by our clients increased."

Phillip Klien, CTO  
Predicta