poplin data

How Poplin Data helps home services marketplace Oneflare understand its customers better and convert them to passionate fans
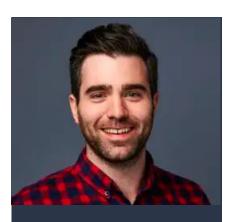
oneflare

Oneflare is an Australian online marketplace for home services connecting more than 150,000 qualified businesses across Australia with 1.8 million customers.

Customers can submit a job request free and then receive up to three competitive quotes from nearby businesses. They can then compare quotes, access profiles and read reviews to help them choose the right expert for their job.

Oneflare covers 300+ service categories from plumbers and electricians to pet groomers and interior designers who buy credits for quoting on relevant job leads. Approximately 15,000 new jobs are posted each week.

Oneflare was established in Sydney in 2011 and has rapidly expanded, acquiring UrbanYou, HomeHello, TidyMe, Word of Mouth, local.com.au, wedding.com.au and Renovate Forum.

"With over 300 categories, from plumbers and electricians to pet groomers and interior designers, Oneflare is where to do gets done."

Highlights

- Poplin Data offers analytics expertise and deep experience with the open source Snowplow Insights system
- Oneflare now runs a centralised customer data platform using Snowplow Insights
- Customer data from all parts of the business is now standardised, integrated and accurate
- "Snowplow is at the heart of our decision making: all our customer data infrastructure, all our dashboards and AB testing – it's everywhere. We picked the right tool to grow with us."
- 87% growth in organic traffic and 110% growth in job listings (January 2018-January 2019)

Driving growth by unlocking the truth about user experience (when data is in separate silos)

After five years of steady growth Oneflare accelerated its aspirations for a bigger share of Australia's $130 billion home improvement market with a $15 million investment from Fairfax subsidiary Domain Group in May 2016.

Nathan Scully, who leads the Platforms team at Oneflare, joined two months before the investment was announced. He remembers a very strong push for rapid growth in user numbers and revenue. Both raised a big question: which customer-focused innovations delivered the best results?

Oneflare was managing data in multiple silos throughout the business. There wasn't a single source of truth:

"We have multiple inputs through our apps and four different branded web domains all at the same time and we hit a point where our existing data infrastructure couldn't answer the questions we were asking," Nathan explains.

"We also needed solid information across different systems. We wanted one solid piece of data collection infrastructure that we could pull in."

Another key reason Oneflare chose Poplin Data is that the expanding business wanted overall ownership of its analytics system, says Nathan:

"We want all the data on our side, with full control. So if we need to change something we can open up the tools and fix it ourselves," said Nathan. "We also want guidance and Poplin offers a good blend of the two. Its team is focused on technical outcomes to help us be successful and that resonated well with us."

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Smarter data management across multiple domains

The first way Poplin Data helped Oneflare was to instill best practices across the business for how data is handled.

Next, Poplin guided Nathan and his team on modelling all customer data points from different departments and websites so they can be managed in a single data platform with Snowplow Insights.

Business-wide metrics are set by Oneflare's product board, which is a governance group made up of the product team, head of engineering and the C-suite:

"So, there's an oversight of general business health and then each squad has its own remit and metrics," notes Nathan. "The biggest thing is, as we've acquired more businesses, we need to stitch together more and more data. We're focusing on multiple consumer journeys and unifying our data underneath with Snowplow as the portal."

Central core event pipeline

With robust definitions in place, Oneflare has a consistent and standardised approach to producing and analysing its customer data:

"We use Snowplow as the core event pipeline for all data collection across Oneflare, from apps to website services," says Nathan. "Everything gets transformed into a defined event then goes through our enriching and shredding process to end up in our Redshift warehouse, where we build all of our ETL pipeline."

Customer behaviours are tracked at every point, including button clicks, form interactions and prediction events online, as well as activities in offline services, such as calls.

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Oneflare continues to grow, boosting revenue

"We've doubled revenue since 2017," stated Billy Tucker, CEO, Oneflare, in a November 2018 interview with the AFR. "We've now optimised the journey for multi-brand success and we acquire businesses because we think it's more appropriate for us to have the right brand and business model for the right customer journey."

"The support and guidance from Poplin Data has given us confidence," adds Nathan. "There's a lot of trust: Poplin Data lets us do it our way and helps us along the right path."

With Snowplow Insights embedded as the core of its analytics customer data pipeline, Oneflare now has a clear view of business performance.

Tracking the entire user journey through Snowplow events gives Oneflare a much more detailed understanding of its customers explains Nathan:

"These insights allow the team to tightly focus and rapidly iterate on acquiring raving fans faster; and importantly, we can scale quickly. We're increasing our SEO position, user growth and revenue and we don't have to worry about infrastructure. Partnering with Poplin Data is completely worth the money so we'll keep going."

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Great data gives you the answers to make better decisions.

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