



ERGATTA

Industry

- Health & Fitness

Data Warehouse

- Google BigQuery

Instrumentation

- Google Firebase
- Google Analytics

Incumbent Solution

- Mode Analytics

“ NetSpring is the Holy Grail of product analytics. You don’t have to move your data anywhere.

It sits directly on your data warehouse, looks across all data sets, and supports both traditional BI analysis and modern event-centric product analytics. It is also self-service, so you can expand the reach and impact to everyone in the organization, not just technical teams.

And when it comes to cost, NetSpring is cost-efficient and scales with our business.

- Chang Yu, VP of Product

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Ergatta leverages behavioral analytics to shape fitness habits of users

About Ergatta

Ergatta offers a game-based connected rowing machine built for those who aren’t motivated by traditional classes or instructor-led workouts. Targeting at-home fitness enthusiasts, Ergatta’s connected app features challenging single and multiplayer gameplay calibrated to an individual’s fitness level, with new programs and features introduced every month to ensure customers remain engaged and focused on their fitness goals.



Challenges

Since a one-time conversion to work out is inconsequential, Ergatta takes a data-driven approach to help users establish long term fitness habits. But it was difficult to support data engineering, ad hoc querying, and dashboarding with limited analytics resources. In order to quickly validate and A/B test new gameplay or marketing campaigns, the Marketing and Product teams needed a self-service analytics solution that could support event stream analysis, to build cohorts and understand retention and revenue. Unfortunately Amplitude and Mixpanel lacked the flexibility of BI, were too expensive, or required additional instrumentation.

NetSpring Solution

- Connect to BigQuery and be deployed for self-service in hours
- Access event data from the connected app alongside marketing, demographic, and subscription data – with no data duplication
- Understand how behavioral patterns across e-commerce, onboarding, product, support, companion apps, and marketing drive user engagement and retention
- Share dashboards with key insights and business metrics, across the company
- Model campaign conversion or reactivation exactly how Marketing, Product & Finance think, as sequences and timing of, and between, events
- Model behavior-based cohorts, such as pre-churn users, based on reactivation, engagement, and retention funnel analysis
- Attribute user retention to the aggregation of campaigns and user behavior (e.g. inactivity by workout type), with both short- and long-term causal inference

NetSpring Benefits



Improved
time-to-market & adoption
of new programs and features



Improved
effectiveness & ROI
of marketing campaigns



Improved
reactivation & re-engagement
of inactive users