



STRATEGIC MARTECH ORCHESTRATION

Powering Data-Driven
Growth While Maintaining
High Data Integrity

CASE STUDY

THE CHALLENGE

As the client scaled to over 1M monthly active users and more than 2M paying suppliers, their marketing technology stack reached a critical level of complexity. The organization required expert advisement to vet, implement, and optimize a suite of enterprise tools capable of processing 130M+ monthly API calls. Ensuring data integrity across web, server, and mobile environments was paramount to maintaining their growth trajectory and supporting massive data volumes without performance degradation.

THE ADVANTAGE

Fynch provides the embedded technical leadership required to scale high-level vision into a high-performance MarTech ecosystem by turning complex data infrastructure into a strategic growth engine for global operations.

Technical Expertise without Overhead

Technical orchestration for global growth without the overhead of expanding your internal Dev-Ops or engineering teams

Agency-Grade Strategic Guidance

Access agency veterans with deep expertise in optimizing cutting-edge MarTech tools to keep your stack a strategic growth asset

Future-Proof Data Architecture

We architect your infrastructure with long-term scalability in mind to resolve technical debt and future-proof global data operations

THE SOLUTION

Fynch provided embedded technical leadership to architect and deploy a high-performance MarTech ecosystem designed for massive scale:

- **Data Orchestration with Segment:** Onboarded the primary Customer Data Platform (CDP) to manage 130M+ monthly API calls and sync 9M+ user profiles to downstream platforms
- **Strategic Migration to Braze:** Streamlined the transition by to a new engagement platform by piping profiles through the CDP to ensure a future-proof data flow.
- **Enterprise Transition to Webflow:** Guided the move to a new Content Management System (CMS) Webflow Enterprise, implementing localization and server-side experimentation via Webflow Optimize.
- **Mobile & Attribution Oversight:** Managed Branch SDK implementation for mobile attribution and a global GTM container for tracking and consent.
- **Analytics Optimization:** Refined Google Analytics 4 configurations and conducted training to resolve discrepancies and foster a data-driven culture.

RESULTS

By removing technical friction, Fynch Executes the orchestration of Segment, Braze, and Webflow to a unified MarTech stack. This technical resilience allowed the Marketing Team to focus on growth strategy while we ensure flawless execution at enterprise scale, providing

- **Data Efficiency:**
Centralized 130M+ monthly data points, providing a **unified view of 9M+ user profiles** delivering a single customer view and clear source of truth
- **Operational Agility:**
Strategic CDP orchestration **eliminated technical debt** and provided the localization infrastructure required to **accelerate rapid global market expansion**
- **Attribution Clarity and ROI Optimization**
Establishing a tracking foundation across web and mobile, enabling the client to **optimize marketing spend with precision and confidence**

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