



CUSTOMER STORY

Consolidate Marketing Data from App Stores,
Paid Ads and other marketing sources



Company Overview

Online help from a dermatologist within 48 hours



Skindr is an innovative B2C company that provides online consultations with dermatologists. Consultations can be started through their mobile app or website.

Skindr offer a fast and reliable way to get a diagnosis and treatment plan for a variety of skin conditions, including acne, psoriasis, eczema, and hair loss.

Within 48 hours, you will receive a diagnosis, treatment plan, and prescription from a certified dermatologist. Skindr is a convenient and affordable alternative to traditional dermatology appointments.

The Challenge

Skindr, a rapidly growing company, faced a critical need to understand the true impact of their social media campaigns. Tracking campaign success and attributing mobile app downloads proved challenging due to:



Data was scattered across various marketing tools hindering a holistic view of campaign performance.



Connecting campaigns to app downloads lacked clarity, making ROI measurement difficult.



Calculating key metrics like ARPU and reporting on growth numbers lacked a centralized and efficient solution.

OUR SOLUTION

1

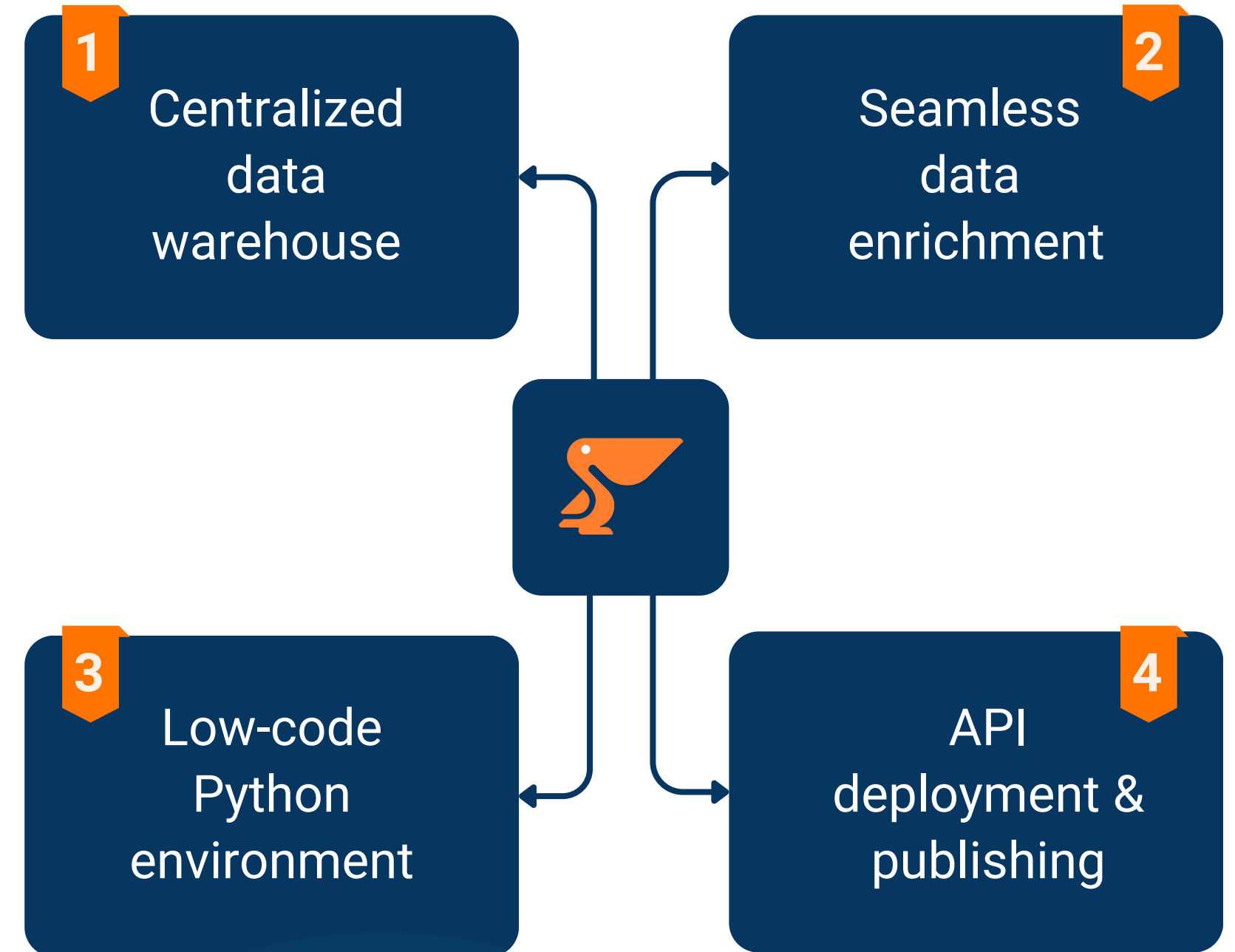
Pelican consolidated data from multiple sources, including social media platforms, Apple App Store, and Google Play Store, creating a unified data repository.

2

Pelican's data transformation capabilities enabled Skindr to establish clear campaign attribution, allowing them to track the impact of each campaign on app downloads.

3

Pelican's cleansed, standardized, and unified marketing data from various sources. Skindr then leveraged Metabase for interactive dashboards and deep dives into campaign performance.





RETURN ON INVESTMENT (ROI)

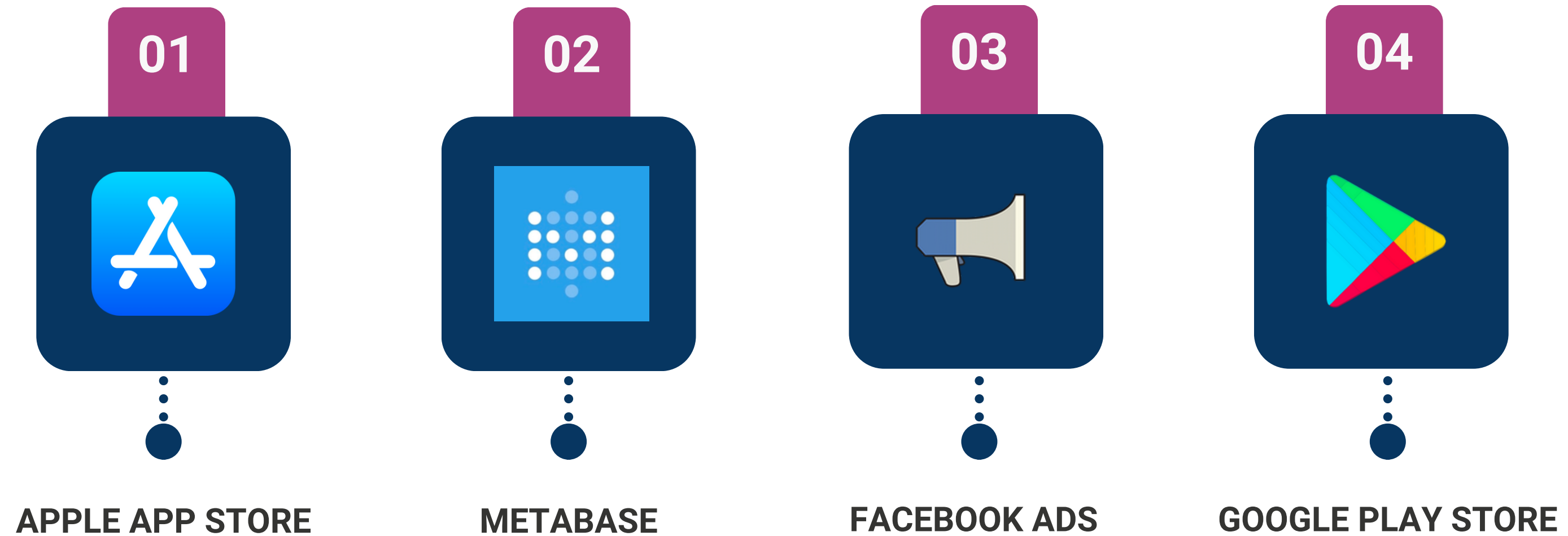
20+

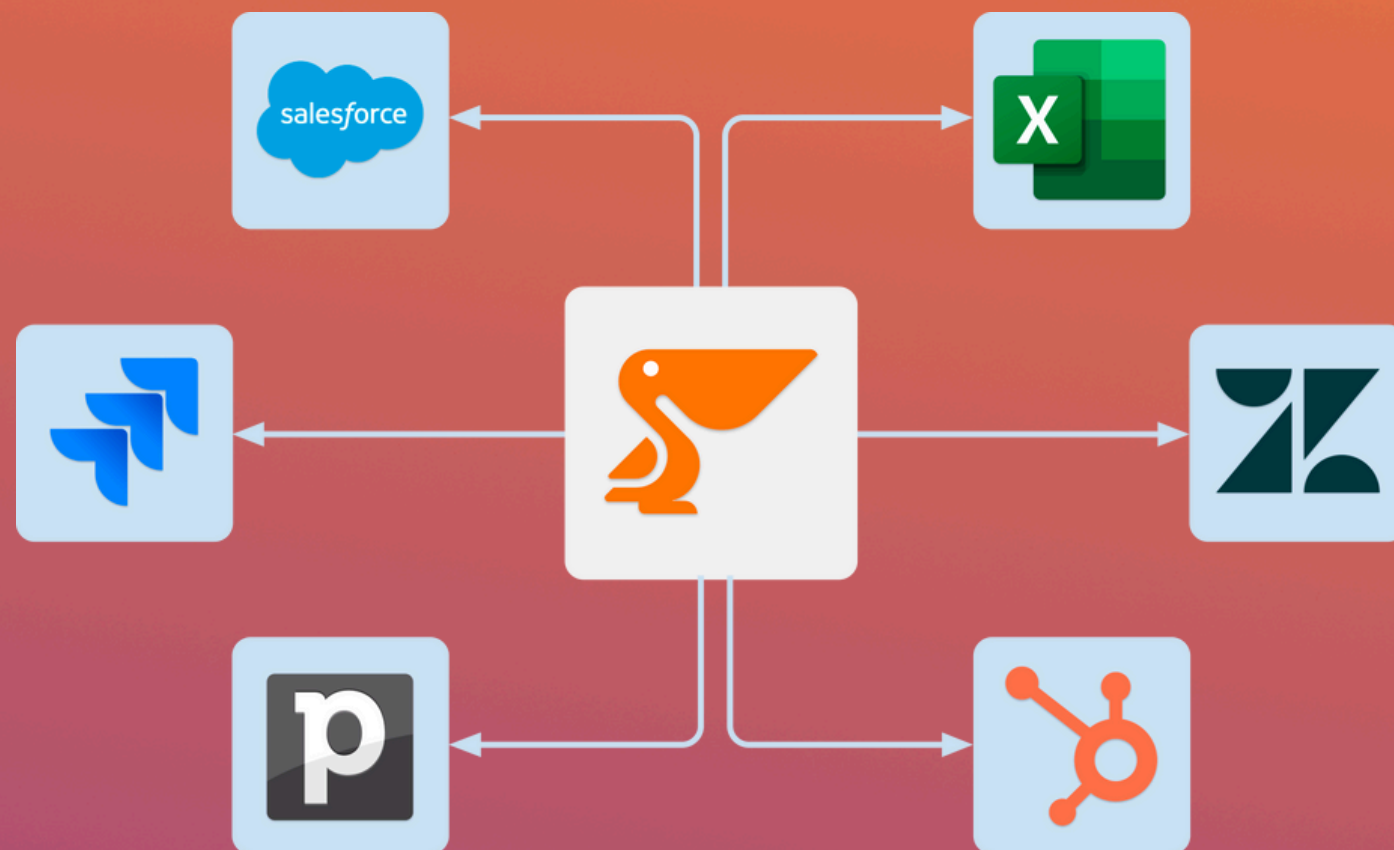
hours saved per month

4

SaaS sources connected

CONNECTORS USED





Pelican is an **all-in-one data platform** that helps business teams to become truly data driven.

Pelican connects to a wide range of data sources including databases, data warehouses and SaaS applications. Users can discover data, explore the data and easily combine datasets.

Pelican redefines the modern data stack by enabling business users to work with data and build agile data products in a self-service manner.

[Request a Demo](#)

A dark blue vertical bar located at the top right of the page, above the "LET'S CONNECT!" text.

LET'S CONNECT!

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More Info

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