

How Raffish built a unified reporting platform

Across campaign systems –
without a complex data stack

Netherlands-based CXM agency serving enterprise brands, specializing in marketing software implementation & process automation. With Pelikan, Raffish unified marketing & finance data from SaaS platforms, email, and SFTP, enabling reliable, near real-time reporting.

Key Pain Points

- Data was scattered across SFTP feeds, Sprinklr, Postmark, Outlook, Excel, and Exact Online, causing fragmented and inconsistent reporting.
- Monthly reports required manual exports and spreadsheet work, taking days and often leading to conflicting numbers.
- Scaling integrations and reports for new clients would have required custom ETL work and a larger technical team

The Solution

- ✓ Connected SFTP, Sprinklr, email systems, Excel/CSV files, and Exact Online into one unified model.
- ✓ Used low-code transformations to build metrics like campaign performance, email engagement, and margin by client.
- ✓ Delivered dashboards for leadership and account teams with frequent refreshes for a shared, trusted view.

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With Pelikan, we've transformed how we work with data across our agency. Reporting that once took days of manual effort is now automated. Our teams can finally trust the numbers & focus on delivering results for our clients, not wrangling spreadsheets. Pelikan has become the backbone of our operations and client reporting.

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Milind Sinha

CXM, Raffish Agency

Results

- 100% manual data migrations avoided
- Reporting time **reduced from days to minutes**
- 10+ marketing & finance sources unified
- Account teams running self-serve client reporting
- Enabled account teams to run self-serve client reporting

CONNECTORS IN USE

