

## Barstool Sports Cuts Costs by 70% with Keebo's Automated Optimizations

Barstool Sports is a digital media company that delivers content centered around news, pop culture, and sports happenings. The web-based company creates exclusive content around a variety of topics and across media, including blogs, podcasts, and videos.

Headquartered in New York City, Barstool Sports employs over 600 individuals and has garnered major investments from Penn National Gaming and The Chernin Group. The brand engages with over 66 million unique users each month, making customer and visitor engagement a priority for monitoring and maximizing.

### CHALLENGES

Barstool Sports implemented Snowflake, Looker, and AWS data analytics tools to provide a better self-service experience for its internal users. However, the growing number of dashboards and dynamic filters for content management and customer engagement led to increasing Snowflake usage. Snowflake was also used by management to analyze website traffic logs and conduct deeper marketing analysis. By understanding customer traffic metrics, the team could provide better content that was more in line with user interests and thereby improve their engagement. The team needed a solution that could reduce the engineering cycles needed to manage queries as well as help manage mounting Snowflake costs.

#### Managing user access and queries

Barstool Sports' unique operations structure included curated dashboards with different filters for different teams, all accessible by end users through an in-house content management system. However, the number of queries was beginning to skyrocket.

#### Scaling team resources

The data team at Barstool Sports was overwhelmed by the number of queries and warehouse optimization tasks needed to keep things on track. With only 15 engineers and a data team of 9 individuals, they needed technical reinforcements that could help with alleviating strain on internal resources.

#### Reducing operational costs

Snowflake was pivotal for gaining cross channel insights into customer engagement, but Snowflake usage costs were becoming unsustainable with exponentially growing data sources.

### RESULTS

60%

Savings on Direct Application Connections

70%

Savings on Customer Engagement Application Use

0

System Downtime or Disruption

34%

Reduction on Snowflake Credits





“ It was a really easy decision for us to trial and keep Keebo in our infrastructure because of how easy it was to integrate and how immediate and apparent the benefits were. ”

—NICK BOOTH, HEAD OF BACKEND ENGINEERING,  
BARSTOOL SPORTS

## SOLUTION

Keebo optimized Snowflake warehouses for Barstool Sports in real time, making it easier for the engineering team to implement solutions for internal stakeholders based on data already on hand. With Keebo, Barstool Sports was able to optimize their usage, achieve significant savings, and benefit from real-time optimizations all without undertaking any major changes.

Further, Keebo was able to integrate directly with Snowflake without disturbing existing processes or functions. “Knowing how Keebo was going to work gave me confidence that the changes I made were not going to disrupt workflows or data integrity,” according to Nick Booth, Head of Backend Engineering.

“ With Keebo, we can focus on delivering value instead of spending time worrying about costs. ”

—NICK BOOTH, HEAD OF BACKEND ENGINEERING

### Improved engagement

“We’ve seen 50% to 70% savings on our customer engagement application usage. Without Keebo, the cost of this particular product would be unsustainable,” explained Booth. Barstool Sports was able to explore new solutions and ways to engage with their audience based on the data without incurring significant costs or spending their own engineering cycles.

### Refocused business priorities

Not only was the team able to get Keebo up and running to optimize their instance of Snowflake with minimal effort, it also helped them realize new offerings for the future. Keebo helped Barstool Sports gain a better sense of the data that they were using as well as its associated cost. “At Barstool our #1 priority is delivering high-value strategic features to the business on a tight timeline,” shared Booth. “With Keebo, we can focus on delivering value instead of spending time worrying about costs. It helped us to be confident we can deliver more complicated and compute-intensive features.”

### Easy implementation

The Barstool Sports team found the ease of implementation helpful given their short-staffed data resources. “It was a really easy decision for us to trial and keep Keebo because of how easy it was to integrate and how immediate and apparent the benefits were,” said Booth. “It is easy for someone who is not a full-time data engineer to get started.”





## About Keebo

Keebo is a cloud-based Data Learning platform that offers a fully-automated turnkey solution for query acceleration, warehouse optimization, and workload intelligence. Keebo is compatible with all BI and data warehouse technologies.



### Zero Code, 1-Line Integration

To use Keebo, all you need to do is change the hostname of your database connection to point to your Keebo instance. The rest is all done with Keebo's automated Data Learning technology. Keebo is a drop-in solution, which means you don't even need to change your existing queries or dashboards. You can connect to Keebo using the same driver and SQL dialect that you use to connect to your existing database.

### Compatible with All BI Tools and Databases

Already invested in a BI stack and a data warehouse or data lake technology? Great, Keebo's Data Learning technology works with all BI tools and database technologies, which means you get to keep your favorite tools! No migration needed. Whatever stack you are using will be significantly faster and cheaper with Keebo than without Keebo.

### Up to 70% Savings On Compute? Yes!

With Keebo, your queries take seconds rather than minutes, which means significantly lower load on your data warehouse. Downsize your cluster size, reduce your cloud data warehouse bill, and at the same time increase your query performance.

## Get in Touch

To learn more about Keebo or a free trial, contact us at [info@keebo.ai](mailto:info@keebo.ai) or visit <https://keebo.ai>