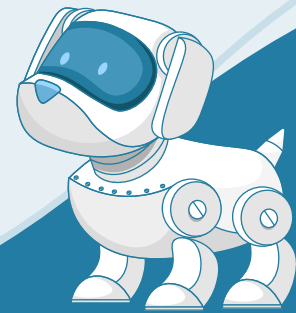# keebo

Dr. Squatch Achieves 34% Snowflake Savings with Keebo

DR.SQUATCH
— Soap Co. —

Challenges

- Rapid growth in Snowflake costs
- Increasing analytics demand to support massive growth
- Small engineering team with no time for Snowflake optimization

Results with Keebo

- 34% Snowflake savings since using Keebo
- No noticeable impact on BI performance
- Freed-up data team resources for strategic insights

Early adoption of digital advertising allowed Dr. Squatch to quickly grow in the personal care space. The team, largely based in Los Angeles, was growing as well--more than 10x in only 3 years. All of this drove increased demand from the data team, charged with providing real-time, self-service analytics to the company. With technology budgets naturally prioritized for the direct-to-consumer buying experience, Snowflake spend came under increased scrutiny. This is when Dr. Squatch turned to Keebo to help them save money and free-up the data team for more strategic tasks.

> **" The impact was really obvious when we started using Keebo because we could see the savings right away. "**

Danielle Mendheim
Director, Data and Technology, Dr. Squatch
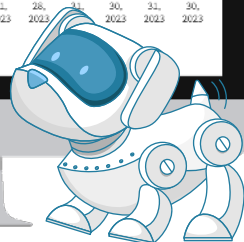
CUSTOMER PROFILE

Natural soap and grooming products sold direct-to-consumer

Started in the founder's garage and saw 30-fold growth in only a few years

Known for it's viral advertisements, including in the Super Bowl, driving hundreds of millions of views

Saved credits

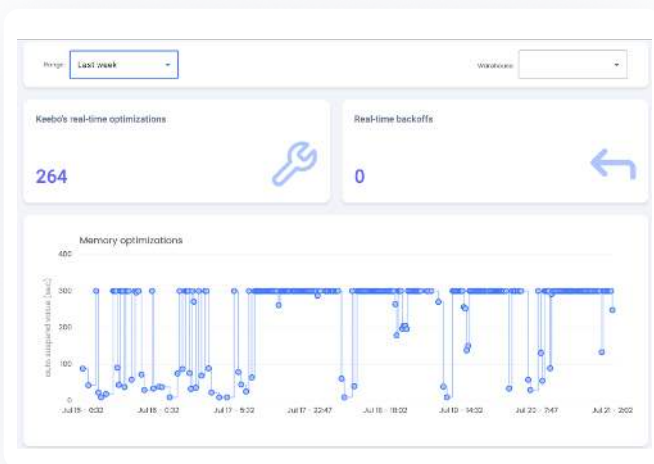Credits actually used Credits saved by Keebo
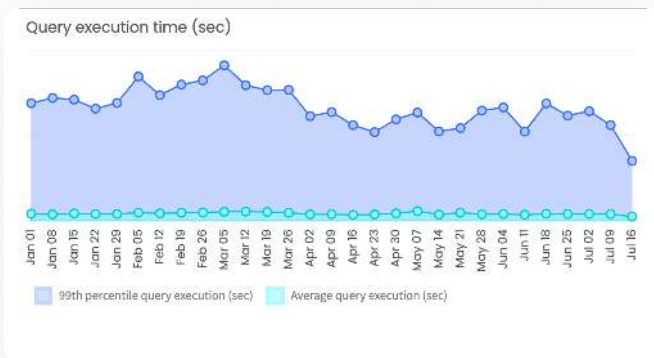
Savings Without Slowdown

With Keebo, Dr. Squatch shows a dramatic decrease in credit usage (dark blue bars):

For their busiest warehouse (supporting Looker), Keebo does hundreds of optimizations per week, all without intervention from their team:

Even with the optimizations in place, saving more than 30%, there is no perceptible slowdown for their users:

Immediate Results

After a 30-minute setup, Keebo showed results right away. Keebo's portal made it easy to demonstrate improvements, which made it an easy sell to leadership. With Keebo, Dr. Squatch was able to optimize costs, improve performance, and do it all without needing to hire additional personnel. As the usage increases, Keebo automatically optimizes and provides recommendations.

The Data Team's Best Friend

Before Keebo, monitoring and optimizing Snowflake took up a good portion of the engineering team's time at Dr. Squatch. Now, with Keebo's help, the team can focus on solely providing real-time, self-service analytics to the business. As usage increases, Keebo's projection function will allow the team to measure Snowflake run rates and better plan for the future..

> **❝ Keebo is an easy sell. We ended up saving more than we expected, with no noticeable impact to our models or Looker analytics. ❞**

Danielle Mendheim
Director, Data and Technology, Dr. Squatch

GET IN TOUCH

To learn more about Keebo or a free trial, contact us at info@keebo.ai or visit https://keebo.ai