€21M ARR
SCORING 150+ AGAINST RULE OF 40

SUPERMETRICS

#1 marketing data integration solution in the world

Helping businesses grow with data

Supermetrics lets you get the exact marketing data that matters to you; when you need it, where you need it. It helps you make better, faster, data-backed decisions in order to grow your business with better marketing.

Problem: scattered & siloed marketing data

- The amount of data and data sources marketing teams work with today is growing exponentially.

- Cross-channel analysis and reporting has become increasingly difficult and an inefficient process that is prone to human error.

- Building & maintaining custom data pipelines or complicated DIY data hacks has become laborious and expensive.
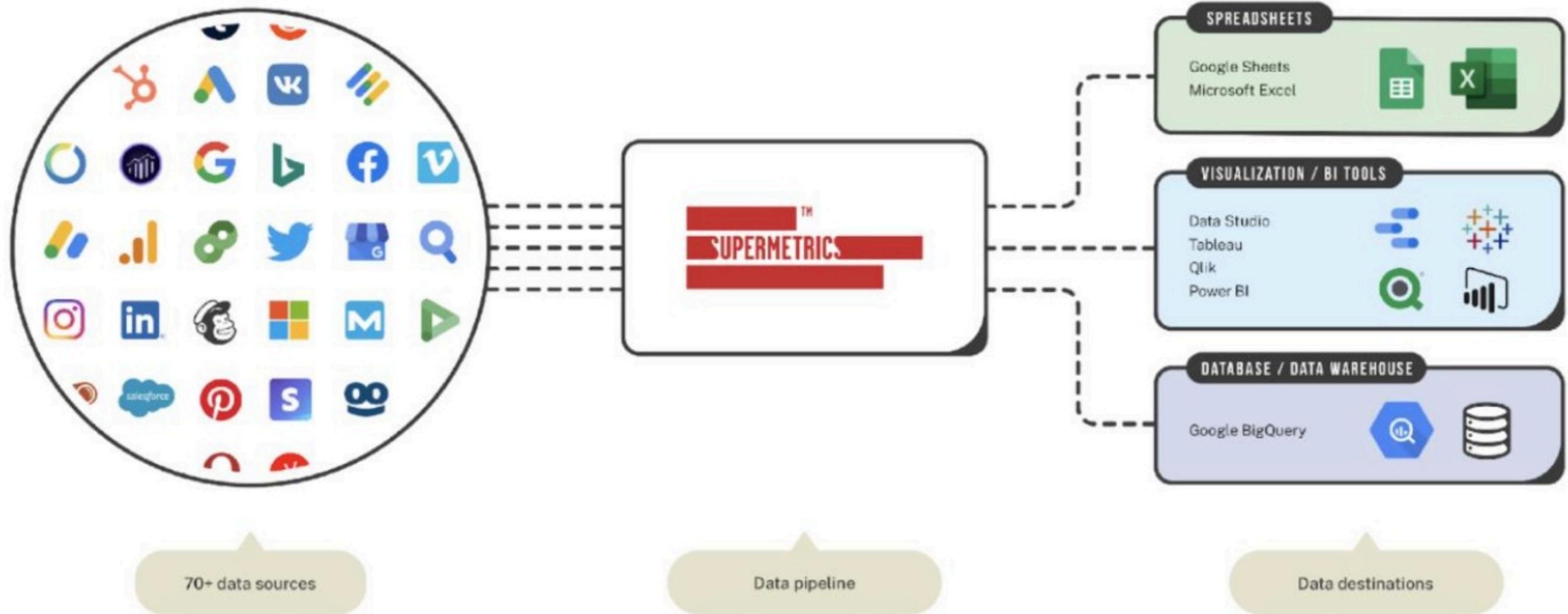

7000+
data sources

Solution: connect & automate with ease

Supermetrics automates data transfers from more than 70 marketing data sources to tools like Google Sheets, Google Data Studio, Excel, data warehouses and various business intelligence tools. Marketers can easily and without advanced technical skills analyse and report unified data in their favorite tools.

SPREADSHEETS

Google Sheets
Microsoft Excel

VISUALIZATION / BI TOOLS

Data Studio
Tableau
Qlik
Power BI

DATABASE / DATA WAREHOUSE

Google BigQuery

70+ data sources

Data pipeline

Data destinations

Why Supermetrics

High quality connectors

Our data connectors allow you to pull all the metrics and dimensions you need from the most popular marketing platforms. Your get clean, unsampled data ready for storage, analysis, visualization, and reporting.

Secure data transfers

We never store your data in our systems. In fact, all we do is move it. To make sure that no one can access your data during the transfer, we encrypt it at the source and decrypt it at the destination using tokens for authentication.

Not another platform

Instead of forcing your to master yet another platform, Supermetrics simply moves data between the marketing channels and data tools you already know and love. You choose the platforms, we'll bring the data.

Power of data
at everyone's fingertips

"We believe that everyone should be able to crunch data and discover insights independently and without advanced technical skills"

Supermetrics is leading the way in building user-friendly data tools everyone can use. Advanced technical skills are not required and you can get data flowing with just a few clicks.

We empower a whole new generation of data-curious marketers and citizen data scientists by giving them direct access to data in tools they love and are familiar with.

500,000+ users around the world

Erik Ickes
Director of Marketing, Heinemann Publishing

"Once you discover Supermetrics, you realize it's the greatest thing ever and you think: *How did we ever live without it?*"

Lyndsay Weir
Global Data & Analytics Manager, Nestlé

"Supermetrics has helped us save 80% of the time we used to spend on building marketing reports."

Sebastian Mehldau
Growth Marketing Manager, VanMoof

"Supermetrics really focus on the quality of connectors so we can pull a lot more in-depth data from their connectors than others. The consistency of data is also excellent."

Maxim Poliakov
Digital Marketing Manager, Humberview

"Making a bet on Supermetrics' reputation and years of experience has paid off 100%. The onboarding team went above and beyond and helped us develop and deploy a robust, high-performance, multi-platform, multi-client reporting system."

Our traction

2.2x
YoY Growth

14.000+
Paying customers
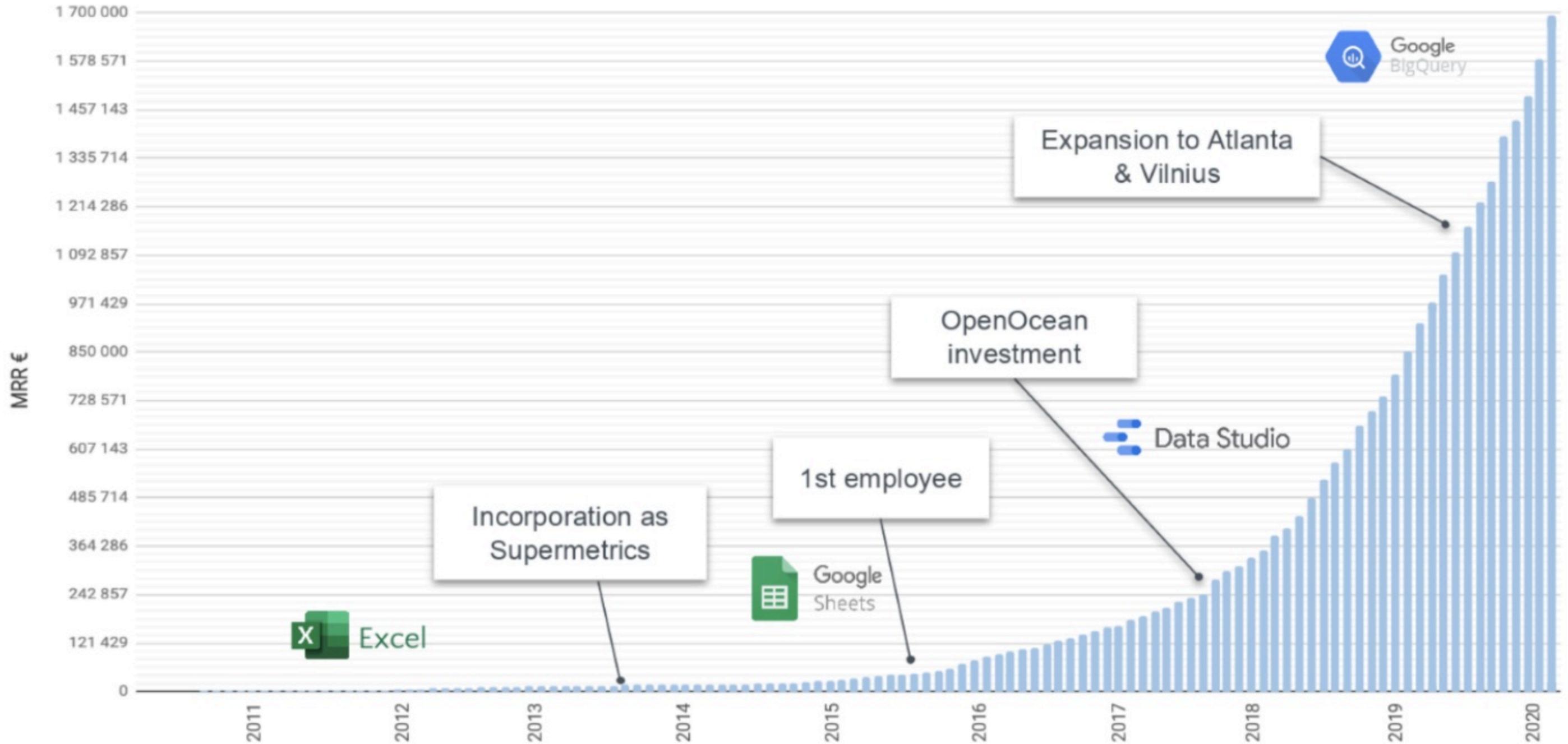
€28bn+
Ad Spend Processed

€21 M
ARR

35%
Profit margin

Our growth: Scoring 150+ against rule of 40

Moving marketing data to any destination

Spreadsheets & dashboards

Supermetrics for Google Sheets

Supermetrics for Data Studio

Supermetrics for Excel

Data warehouses & business intelligence tools

Supermetrics API

Supermetrics for BigQuery

14,000+ data-driven businesses that are using Supermetrics to get data

Nestlé L'ORÉAL dyson WB Canon Pfizer BELL

DECATHLON ◊ MOO HubSpot VANMOOF kangaroo Happy Socks FRESHLY

iProspect TBWA\ dentsu webprofits avidly OMG h havas media

The recognized category leader

- #1 app in Google's marketplaces by ratings, reviews and number of users

- Rated as #1 PPC reporting tool by influencers and marketers

Supermetrics for Google Sheets ✓

Supermetrics for Google Sheets is an add-on that turns Google

Supermetrics ★★★★☆ (359)　371,610 users

Works with 📊

g2.com ★★★★☆

trustradius.com ★★★★☆

capterra.com ★★★★☆

Next: Bringing data warehousing to marketers

Marketing teams are struggling with the sheer amount of data they need to work with. Adding a data warehouse into the workflow helps them:

- Work with large data sets without friction
- store and analyse historical data efficiently
- Break the final data silos and unify marketing data with other business data.

We are currently investing heavily on expanding our data warehouse product offering and making a Marketing Data Warehouse accessible and easy to use for marketers and analysts.

Leadership team

Mikael Thuneberg
CEO

Automated data fetching
to solve his own
problem

Henna Mäkinen
CFO

CFO @ Wolt,
CFO @ Ilmatar,
Legal counsel @ Nokia

**Duleepa "Dups"
Wijayawardhana**
CTO

Ex CEO @ Empire
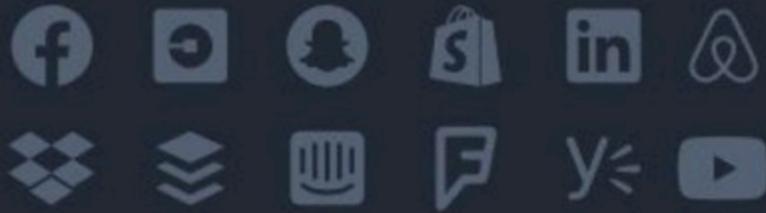Avenue Ex-Sun /
MySQL

Martin Illman
Sales

Ex-Country Manager
@ Meltwater

Zhao Hanbo
Marketing & Biz Dev

Ex-Zokem
Co-founder @ Agaidi

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