

# Elait Builds Future-Ready Marketing Analytics Platform for Global Gaming Leader Reducing Costs by 66%



ELAIT

## Embedding Practices and Building Lasting Capability for Online Gaming Organisation

### Challenge

- Legacy platform lacked scalability & governance maturity
- Excessive cloud spend due to design inefficiencies
- Limited internal capability to manage modern cloud infrastructure



### Solution

- Migrated Marketing Analytics to Snowflake using Medallion architecture & dbt models
- Established CI/CD pipelines, IaC utilities, & Snowflake governance best practices
- Embedded structured knowledge transfer & trained client teams for full ownership



### Outcome

- Delivered a scalable, governed analytics platform in just 4 months with a 66% cloud cost reduction
- Delivered a unified marketing analytics framework providing a single, trusted view of ROI, optimized budget allocation, & customer acquisition targeting
- Enabled client teams to operate independently with ongoing support from Elait

