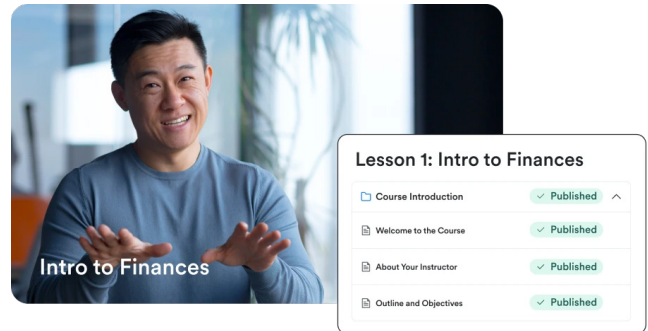


# Kajabi saves six figures and unlocks advanced use cases with RudderStack’s Warehouse Native CDP



## Industry

Creator economy  
SaaS

## Company size

201-500 employees

## Headquarters

Newport Beach, CA, USA

## Products

Event Stream  
Profiles

## Highlights

- Simplified data collection from complex sources with RudderStack Event Stream
- Built customer 360 in Snowflake with RudderStack Profiles for team use cases
- Boosted productivity and data quality with RudderStack Transformations and tools

## Key stats

- \$100,000 annual savings over previous solution
- Completed migration in only three weeks
- Productivity gains enable Kajabi’s data team to focus on revenue-driving work



We’re saving \$100,000 a year, and we haven’t lost functionality, we’ve gained it.”

**Aaron Newcomer**

Director of Data Platform  
Engineering at Kajabi

## Overview

Kajabi is a leading creator commerce platform that empowers creators to turn their knowledge and passions into sustainable online businesses. The company offers a suite of tools to help entrepreneurs build, market, and sell digital products including courses, communities, memberships, podcasts as well as website-building tools, email marketing automation, and payment processing via Kajabi Payments. Kajabi's platform is known for its user-friendly interface, robust feature set, and seamless integrations. With Kajabi's all-in-one creator commerce platform, the company has helped tens of thousands of creators build and grow their online businesses and collectively earn over \$8 billion in GMV.

## Challenges: Limited by Segment's rigid walled garden

Amidst rapid growth, Kajabi's existing CDP, Segment, struggled to keep up with its evolving needs. "We were looking for more functionality from our event tracking infrastructure," explained Aaron, Kajabi's data platform leader. "Segment didn't have the built-in transformation capabilities we needed, and their pricing based on monthly tracked users just didn't make sense for our business."

Kajabi was tracking a high volume of one-time website visitors in addition to their core app users, making Segment's MTU-based pricing model cost-prohibitive. The company also required more advanced identity resolution and the ability to easily push data into their data warehouse and downstream tools. They sought to build a customer 360 with all the relevant data in their

warehouse, which proved to be nearly impossible with Segment. They needed a warehouse-native solution, not a closed SaaS system.

Moreover, Kajabi's data team was looking for ways to streamline their data infrastructure and reduce the number of tools they needed to manage. With Segment, they found themselves having to rely on additional third-party services for data transformations and other essential functions, which added complexity and cost to their data stack.

Kajabi recognized that to turn their customer data into a competitive advantage, they needed a Warehouse Native Customer Data Platform that could scale with their business needs. They sought a solution that would enable them to build a solid data foundation to handle their current data challenges and enable future data initiatives.

## **Solution: Migrating to the Warehouse Native CDP**

After evaluating several options, Kajabi decided to migrate to RudderStack, the Warehouse-Native CDP. RudderStack's pricing, warehouse-native approach, and additional functionality made it a clear winner.

"Considering where we wanted our data platform to go and where I saw some of our needs for data transformations and event movement, RudderStack

seemed like a better place to do that," Aaron explained.

Migrating to RudderStack was smooth and efficient. Kajabi's engineering team completed the switch within three weeks. The RudderStack team provided exceptional support throughout the process, quickly resolving any technical challenges that arose. Aaron shared that the RudderStack team was very responsive whenever they had questions, and they even built a custom integration to ensure seamless data flow from one of Kajabi's key data sources.

The cost savings were significant, as Aaron noted, "We're saving \$100,000 a year with our current contract." What's more, Kajabi didn't have to sacrifice functionality to achieve these savings. RudderStack's Warehouse Native approach enables significant savings while increasing functionality. Today Kajabi is able to tackle more advanced use cases with better quality thanks to RudderStack.

#### **Sources**

Android, Auth0, Braze, iOS, Javascript, Node, Ruby, Snowflake, Webhook Source

#### **Destinations**

Amazon Kinesis, Amazon S3, Amplitude, Braze, Google Analytics 4 (GA4), Snowflake, Snowflake, Webhook

#### **Warehouses**

Warehouses:  
Snowflake