

Case study: Fivetran

Fivetran is the global leader in automated data movement, headquartered in Oakland, California. The company helps businesses like OpenAI, Deliveroo and Pfizer centralise their data in the cloud, enabling faster, more informed decision-making.

Since its foundation in 2012, Fivetran's mission has been to make access to data as simple and reliable as electricity.

Today, Fivetran builds and maintains the largest catalogue of fully-managed data connectors of any data integration company – automatically moving data, code-free into any cloud destination from SaaS applications, databases, and other sources.

The result is a one-stop data movement platform powering analytics, AI preparedness, and operations at scale. Whether enhancing customer support calls in real-time with chatbots built on large language models, empowering multiple internal teams with self-service analytics, or fuelling a 360-degree view of customers, Fivetran helps organisations maximise the value of their data.

Fivetran + Eleven Hundred Agency: Moving data and making headlines

Eleven Hundred Agency has been working with Fivetran since 2020. Fivetran sought a nimble PR agency to boost its brand awareness as it launched its ambitious European expansion with the opening of its regional headquarters in Dublin, Ireland. Eleven Hundred Agency designed a comprehensive PR campaign to elevate Fivetran's brand awareness in English-speaking European media, showcase its customers, highlight its technical credentials, and position its spokespeople in front of decision-makers in key verticals, including finance, retail, and manufacturing.

The thought leadership programme has been a cornerstone of the PR strategy from day one. Educating the market of Fivetran's complex technical capabilities and translating its benefits to general audiences has required considerable creativity. Fivetran has been likened to plumbers who keep underground pipelines flowing, or electricians responsible for making sure that a single flick of a switch turns the lights on. Eleven Hundred Agency's earned media campaign sought to explain that in the world of business, Fivetran creates the same level of trust and reliability around data-driven decisions as people have come to expect from their basic utilities.

While Fivetran operates in a niche part of the data ecosystem, its role is foundational – powering everything from basic reporting to advanced analytics, forecasting, AI, large language models and machine learning. Eleven Hundred Agency's objective was to position Fivetran within broader conversations about technology trends and business transformation. Central to this strategy was highlighting that while Fivetran may be a mostly 'invisible' back-end tool, it is the critical infrastructure that enables global enterprises to innovate and move fast.

Eleven Hundred Agency made Fivetran's technology accessible to key audiences in the context of data privacy, departmental silos, data democratisation, and wasted tech investments. The vertical campaign showed marketers how to develop a data-driven company culture, educated manufacturers on the importance of real-time data, and guided financial services leaders towards seizing AI opportunities.



In 2022, Eleven Hundred Agency identified that conducting research into the barriers of AI adoption would grant Fivetran further credibility to comment on evolving AI trends and reach more mainstream audiences.

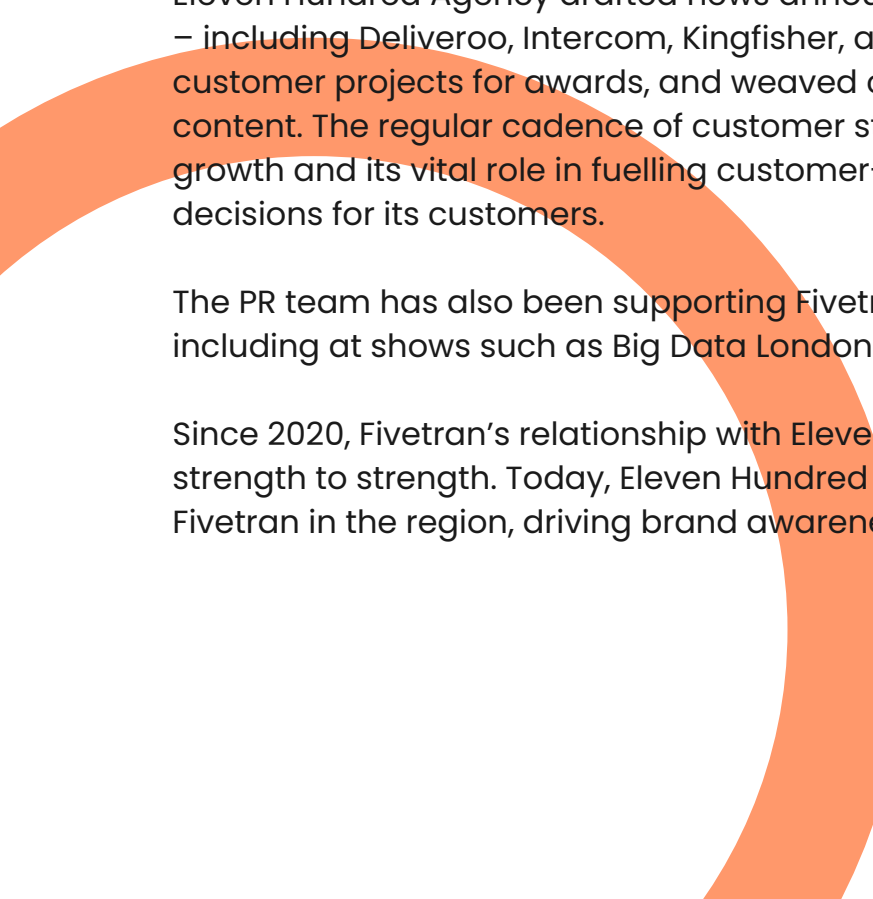
In 2022, the PR team project-managed a global survey with independent market research company Vanson Bourne. Eleven Hundred Agency was instrumental in shaping survey design, drove global, cross-agency collaboration, developed various story angles and led media outreach, which included press releases, executive positioning, written thought leadership and more. The campaign resulted in a high volume of top-tier coverage such as features, bylines and interviews in Fivetran's key technology titles as well as pieces in The Independent and The Sunday Times. The research was so successful that Fivetran chose to repeat the project in 2024, with the findings still serving a strategic role for PR and marketing in the region.

As Fivetran's market traction evolved over the years, the PR team increasingly leveraged local customers in media activities. Customer advocacy made a real difference in telling Fivetran's core message to relevant audiences and illustrating its tangible business impact – whether that's flights taking off on time, ecommerce sites acing personalisation or food delivery complaints being resolved before the chips get cold.

Eleven Hundred Agency drafted news announcements around key customers – including Deliveroo, Intercom, Kingfisher, and Trinny London – entered customer projects for awards, and weaved case studies into editorial content. The regular cadence of customer stories underscores Fivetran's growth and its vital role in fuelling customer-centricity and data-driven decisions for its customers.

The PR team has also been supporting Fivetran on the busy UK event circuit, including at shows such as Big Data London and Big Data & AI World.

Since 2020, Fivetran's relationship with Eleven Hundred Agency has gone from strength to strength. Today, Eleven Hundred Agency is a strategic partner to Fivetran in the region, driving brand awareness and business growth.



Campaign highlights

- **AI research makes waves.** Eleven Hundred Agency commissioned and coordinated a global survey that found companies are losing six percent of revenue annually on AI projects due to poor data integration. Using the findings, the PR team was able to break into new publications, educate the market in new ways and position Fivetran more broadly on the technology scene. The team secured 13 pieces of coverage, multiple interviews, and new thought leadership opportunities off the back of the research project.
- **Establishing a customer advocacy programme.** Customers tell Fivetran's story best but securing public references had historically proven a challenge – in part, because of the calibre of customers, but also because Fivetran's technology works behind the scenes, making its impact difficult to quantify. The agency team worked closely with a number of key customers to reframe their Fivetran deployment as a marker of their innovation. The team also established a robust process for getting customers to tell their Fivetran story – from press releases and case studies to awards and even at events. In 2024 alone, Fivetran announced six local customers to the media. This resulted in 56 pieces of coverage – far exceeding the original target of 20 – in outlets like UK Tech News, Retail Times, Tech Central Ireland, and Financial Promoter.

How we're helping Fivetran

- Top tier trade and vertical media relations
- Thought-leadership programme
- News creation
- Localisation of global press releases
- Award entries
- Event support
- Analyst relations
- Research project management
- Media training
- Blog creation
- Customer marketing
- Paid media campaigns

- **Top-tier coverage for Fivetran's leadership.** In October 2024, the agency secured Fivetran's CEO an interview with The Register – the no1 target publication and the most influential journalist for Fivetran in the UK. The resulting coverage highlighted Fivetran's work with OpenAI, creating a full-circle moment for the PR campaign, where executive profiling, customer advocacy and AI messaging met to give Fivetran maximum third-party credibility. This was a stand-out moment for the 2024 campaign, in which Eleven Hundred Agency delivered 145 pieces of high-quality, earned coverage, and cemented Fivetran's position as the leader in data movement.
- **Recognition of impact.** Eleven Hundred Agency is honoured that its work with Fivetran won Tech Campaign of the Year at the 2025 UK Content & PR Pro Awards. While the focus has always been on driving meaningful results for Fivetran, it's rewarding to see the campaign recognised by industry experts as a success.



"It's been great working with Eleven Hundred Agency. They provide us with strategic counsel and bring lots of hard work and creativity to the table to help us uplevel our brand awareness in the UK and Ireland. I've been really impressed with the results and look forward to collaborating with the team in the future."

**– Matias Cavallin, Senior PR Manager,
Fivetran**

TALK TECH
WITH US

Unit 217
Business Design Centre
52 Upper Street
London – N1 0QH

+44 (0)20 7688 5202
contactus@elevenhundredagency.com
www.elevenhundredagency.com