

Project Syndicate Replaces Manual Work and Gain Unified Campaign Insights Across 450+ Partners with Skyvia

The international media organization shared its success story of using Skyvia data integration platform for automated newsletter and web analytics tracking.

PRAGUE, CZECH REPUBLIC, June 11, 2025 /EINPresswire.com/ -- [Skyvia](#), the most comprehensive

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Samuel, Data Lead at Project Syndicate

data integration platform, shares the story of how [Project Syndicate](#) improved data workflows and simplified campaign analysis by integrating Mailchimp and Google Analytics data with Tableau without writing custom code.

Project Syndicate, a Prague-based media organization with over 450 syndication partners worldwide, faced growing reporting challenges as its newsletter program expanded. With nine active campaigns and more on the way, Mailchimp's native analytics couldn't provide a clear, unified view. Overlapping audiences, scattered exports,

and missing attribution metrics resulted in slow and inconsistent performance tracking.

Skyvia helped the team replace their manual processes with an automated pipeline in just a few days. Campaign data from Mailchimp is now replicated into a central PostgreSQL database. GA4 data flows directly into Tableau, where both sources are combined to provide a single, clear view of campaign performance, web traffic, and revenue attribution.

Key Outcomes:

- Automated data sync from Mailchimp to PostgreSQL, giving near real-time access to campaign stats.
- Unified reporting in Tableau by blending email and web analytics for deeper insights.
- No more manual exports, reducing errors and saving time.
- Improved reliability with built-in sync alerts and schedules.
- Lower integration costs, replacing a more expensive solution.
- Full control over data, stored in their own infrastructure.

“What's convenient about Skyvia is the web interface, all the built-in connectors, and the OAuth

authentication — it's all ready to go," said Samuel, Data Lead at Project Syndicate.

The team also praised Skyvia's simple UI and visual query builder, which made adoption fast and easy. With their analytics stack now stable and scalable, they're preparing to bring in more data — including CMS and syndication metrics — to expand their reporting capabilities further.

By switching to Skyvia, Project Syndicate gained a faster and more reliable way to track performance across its growing global content network. The whole case study is [available on the Skyvia website](#).

About Skyvia

Skyvia is a no-code cloud data integration platform for ETL, ELT, Reverse ETL, data migration, one-way and bi-directional data sync, workflow automation, real-time connectivity, and more.

Key Solutions:

- ETL, ELT, and Reverse-ETL
- Workflow Automation
- SaaS Backup & Restore
- Real-Time Connectivity
- Online SQL Query Builder

With a vast library of 200+ connectors, Skyvia provides seamless integration among various cloud applications, databases, and data warehouses, including Salesforce, Dynamics CRM, QuickBooks Online, SQL Server, Amazon Redshift, Google BigQuery, and others.

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