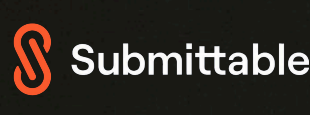


How Submittable Uses Data Analytics to Power Impactful Grant and CSR Programs



Key Takeaways

- The Submittable platform enables organizations to manage grants and corporate social responsibility (CSR) programs.
- To provide customers with clear visibility into their applications, awards, and impact, Submittable required embedded analytics that could adapt to thousands of different processes.
- Thanks to the GoodData® solution, Submittable benefits from automated provisioning and a scalable analytics foundation that supports strong product adoption. Customers can now easily explore their data and understand the outcomes of their programs.

\$10B+

Funds disbursed via programs run in Submittable

165K+

Programs supported

2,561

Individual analytics users

400+

Organizations using GoodData® analytics within the Submittable platform

The Company

The Submittable platform helps organizations of all kinds (including nonprofits, governments, and corporations) to manage grants, CSR initiatives, and other application-based programs.

Because Submittable supports everything from small community grants to large, government-funded programs, it serves a diverse and global customer base. A key strength of the platform is its flexibility. Customers can design their own application forms, build customized review workflows, and define the awarding process that fits their program.

“Our goal is to make giving easy for our customers and for the people who are receiving those funds. We want the entire process to be seamless and ensure the money gets to the people who need it most.”



Ravindar Gujral
Global CTO, Submittable

The Analytics Challenge

Submittable's customers each run their own unique grantmaking or CSR process, and every program collects different types of data. Customers define their own application forms, workflows, questions, and criteria for making decisions. This means that Submittable must support thousands of different data combinations across its customer base.

Because every application, program, and review cycle can look completely different, creating a single set of standard analytics was not enough. Customers needed to understand how their specific programs were performing; whether during application intake, through multiple rounds of review, or after awards had been made. They wanted to explore the responses to individual questions, understand applicant cohorts, and assess whether funded projects had achieved the goals set out in the application process.

Submittable also faced similar challenges on the CSR side, where organizations track employee engagement, giving behavior, and the impact of their contributions. While basic reporting was straightforward, customers wanted deeper insight into whether their giving efforts made a meaningful difference.

Supporting this level of variation requires giving customers tools to perform their own reporting and analysis. Submittable needed an analytics solution that could handle the complexity of highly customized data and make it usable for a wide range of users.

“Every customer is defining their own schema. Every application is different, every program is different, and all the data they are collecting is different. Trying to come up with an analytical solution that is standard across all these customers is quite a challenging task.”



Ravindar Gujral
Global CTO, Submittable

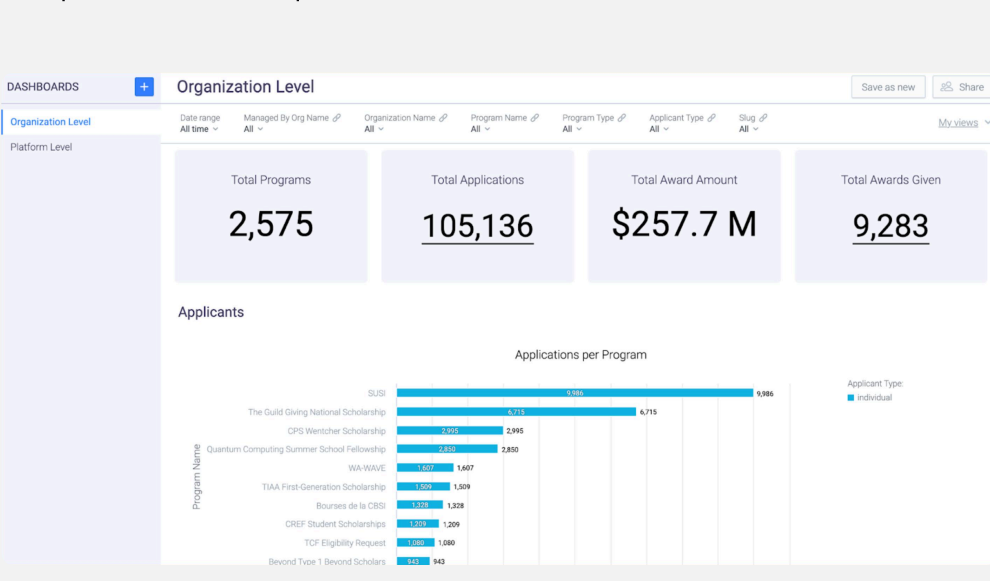
The Solution

Submittable chose GoodData as a way to surface the data stored in its own pipelines and data warehouse in a format customers could easily work with.

GoodData provided both a logical data model and a dashboarding system, which Submittable embedded directly into its products. This allowed the company to offer standard reports while also giving customers the ability to create their own dashboards, analyze their data, and explore it without needing technical skills such as SQL.

A major benefit for Submittable was the ease with which GoodData could be embedded. The team built an automated provisioning system so that when a customer is onboarded, their reporting environment is available immediately, and GoodData dashboards are accessible on their first day using the product.

Submittable worked closely with GoodData's professional services team during the initial setup. They helped build the logical data models and established the foundations needed for long-term success. Once this groundwork was complete, Submittable's internal team was able to take over confidently and continue building on top of the GoodData® platform.



Dashboard in the Submittable Platform

“If you want analytics available in your product for your customers, and are looking for flexibility and ease of use, definitely choose GoodData.”



Ravindar Gujral
Global CTO, Submittable

What Submittable Appreciates Most About GoodData

The flexibility to support a large customer base while keeping each customer's data fully separated.

The logical data model offers a simpler and clearer way for Submittable to work with its own data.

The dashboarding tools are intuitive, allowing customers to create their own reports without needing technical expertise.

The Result

With GoodData in place, Submittable can surface the information customers need in a way that is easy to access and use. Dashboards are available immediately upon login, making analytics a seamless part of the overall experience and supporting stronger adoption of Submittable's products.

Previously, Submittable noted that if customers cannot see how their programs are performing, they cannot evaluate whether their grants or CSR initiatives are achieving their goals. GoodData fills this gap by enabling organizations to explore their data throughout the entire lifecycle of their programs, from intake and review to awarding and post-award impact tracking.

Now, reporting has become a core part of how customers use the platform, and they can rely on clear data to understand what is happening within their programs.