



BeenVerified.com Breaks Through Reporting and Analysis Bottleneck With RJMetrics

BeenVerified is a rapidly-growing provider of subscription people search and background checks. The company's goal is to make background checks available to everyone, especially families and small businesses who have been priced out of the market in the past. BeenVerified has been featured on CBS, The New York Times, Fox News, VentureBeat, and NetworkWorld. Their iPhone app has ranked as high as #3 in Apple's App Store.

Business Problem

BeenVerified experienced explosive success when its iPhone application launched in 2009. The company's programmers were quickly tasked with scaling the technology, continuing to improve the product, and addressing the business team's frequent requests for new metrics. As they iterated on improvements to the product, the need to develop corresponding metrics was becoming a larger and larger burden. This bottleneck slowed the company's product, marketing, and strategic decision processes.

It quickly became clear that relying on the IT department for ad-hoc reporting was not a scalable solution. "It would take 24 hours for a programmer to code up a new report, and then half the time we would find out that the new report was useless," said Josh Levy, CEO of BeenVerified.

Solution: RJMetrics

BeenVerified did not have the time or bandwidth for a long, drawn-out implementation process. Fortunately, integrating with RJMetrics was as simple as opening up a connection. RJMetrics took it from there. "There wasn't much set up needed from our end," said Levy.

The initial implementation delivered a fully featured dashboard that offered insights into the company's rapid growth and diverse customer base. Just as importantly, however, these metrics have evolved with the business. "RJMetrics made it really easy to spin up new reports. One of the most important things for us is to be able to build up and tear

"I think every single internet company should be using RJMetrics - except our competitors." – Josh Levy, CEO BeenVerified.com

down reports as things change - because they change literally week to week and day to day," said Levy.

Levy added, "The throughput gain we have gotten is amazing. I can track all of these stats without involving anyone from my tech team. They are all working on improving our product. That is the most important thing for us."

Ongoing Value and Support

BeenVerified's product is a subscription service that provides unlimited background check searches. This means that the company needs to focus not just on how many people convert into paying customers, but also on how usage among paying customers influences retention.

Most of the key business events in a customer's lifecycle happen after the user's initial conversion. Metrics like cohort analysis and customer lifetime value are critical for making customer acquisition decisions, and RJMetrics makes it easy to monitor and explore these metrics with just a few clicks.

Levy describes RJMetrics customer support as "amazing." He added, "I have been shocked by the response time on all of my issues."

When asked if he would recommend RJMetrics, Levy said "I think every single internet company should be using RJMetrics -- except our competitors. I think business intelligence is the number one most important thing to run your business well."