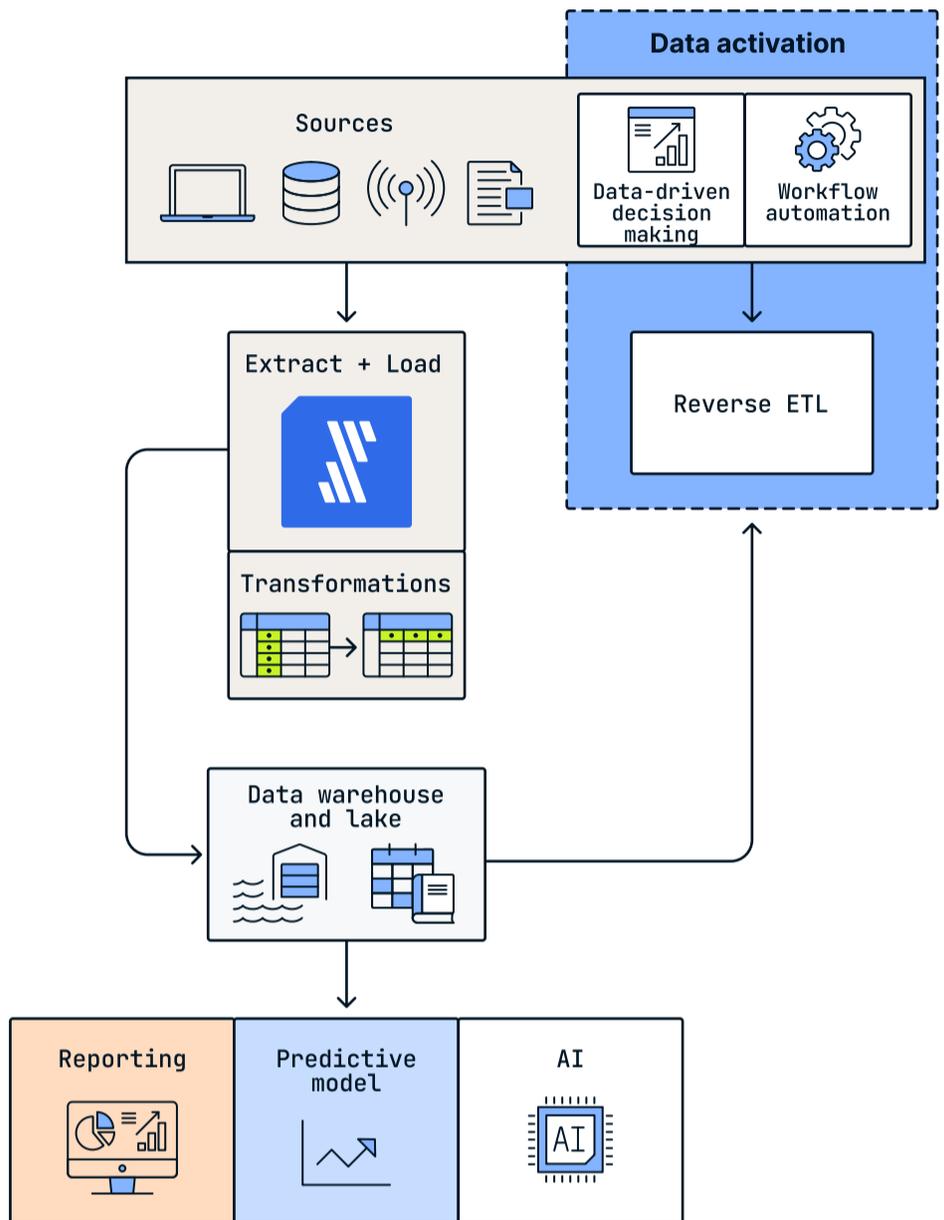


# How to use reverse ETL to activate your data

The true value of data is driving business outcomes. While business intelligence tools and dashboards can help teams understand the state of an organization's operations, they often sit away from the systems where decisions are actually made. Insights that only live in a report are easily overlooked or lost in translation.

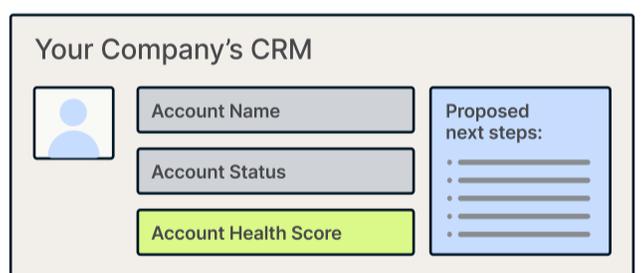
That's why modern data teams are adopting reverse ETL. Reverse ETL moves data from a data lake or data warehouse back into operational systems, allowing insights to be operationalized in business platforms and workflow automation.

Closing the data loop with reverse ETL helps business teams take action with real-time insights, all while automated solutions — like Fivetran — reduce manual effort for the data team.



## Data-driven decision-making

Reverse ETL allows you to automatically move critical insights directly into the platforms your business teams use to make decisions. For instance, you can sync account health metrics to your CRM, alerting account managers to struggling customers.



## Workflow automation

By syncing transformed data in the form of data models back into business systems in real time, reverse ETL also allows you to trigger automated workflows, allowing your organization to react to new developments in real time. For instance, you may sync product engagement data back into a CRM to enable automated email outreach. This way, when a customer takes a desired action, your system will automatically reach out to them to inspire a desired outcome.

