kleene

How Kleene.ai Helped Komi
Scale with Confidence and
Save £100K+ in Data Costs

£120K
annual savings
through lean
headcount

100%
alignment across
finance, data and
other teams

110 Hours
per month saved in
manual reporting

About

Founded in 2016, Komi Group has grown into one of the UK's fastest-scaling digital media and content businesses. With over 45 social media brands and 4.5 billion monthly views, Komi has delivered a 153% year-on-year revenue increase and a 77% rise in Q4 revenues.

Strategic acquisitions in the UK and US have played a critical role in fuelling this growth, backed by Tom Moran's focus on leveraging data to drive confident, finance-led decisions.
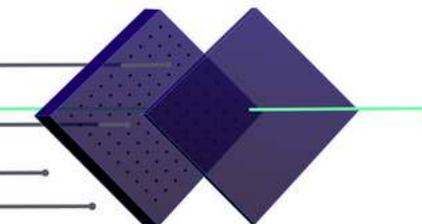
> *"As CFO, my focus is on building the financial infrastructure to integrate data, industry insight and commercial context, enabling faster, more informed strategic decisions that drive growth and value"*
>
> **Tom Moran, CFO KOMI Group**

The Strategic Data Gap Holding Growth Back

As Komi scaled rapidly, Tom and his team encountered a common challenge for high growth businesses: disconnected data and manual reporting workflows limited the speed and accuracy of strategic decision making.

Finance and Data teams struggled to access timely, reliable insights needed for activities such as forecasting, budgeting, and evaluating performance. Without a unified view, tracking platform trends or reacting to change in real time was difficult, slowing down opportunity evaluation and making it harder to allocate resources effectively.

Komi needed a single, integrated platform to consolidate operational and financial data. With a unified view of what was driving performance and where trends were shifting, the Finance function could collaborate more closely with the Data team to guide investment strategy, anticipate risks, and act faster on high impact decisions.

Why Komi Chose Kleene

Kleene.ai delivered a data infrastructure that brought Komi's entire data ecosystem into one platform.

By integrating with key applications across the business, Kleene allowed the finance function to:
- Continuously assess performance using trusted, validated metrics
- Identify revenue-generating opportunities early through consistent, portfolio-wide data views
- Evaluate acquisition targets with speed and confidence by accessing historical and audience data in one place

With this infrastructure in place, Tom no longer had to rely on fragmented or outdated reports. Instead, he had immediate access to consolidated insights across all revenue streams, enabling him to shape strategic planning, prioritise investments, and act decisively on growth opportunities.

The Impact

With Kleene.ai, Tom was able to elevate the role of data from a back-office reporting function to a strategic growth engine.

> *"Kleene gives us fast, centralised insight. That means we can spot trends early, shift our strategy quickly, and maximise revenue opportunities"*
> Tom Moran, CFO KOMI Group

The platform became essential to finance and leadership, unlocking smarter, faster decisions across the business:

- **£120K+ saved in annual headcount efficiency**, operating a lean results driven data team
- **>110 hours per month saved** by eliminating manual data pulls and spreadsheet work
- **70% reduction in reporting effort,** freeing analysts to focus on insight, not admin
- **Multiple strategic investment opportunities** supported by fast, data-backed due diligence
- **Stronger alignment** across leadership, finance, and content teams through one single source of truth

> *"We used to spend a day or more pulling data for weekly reports. Now it's ready at the start of the day, with more granularity and confidence than ever"*
> Tom Moran, CFO KOMI Group

Trusted by the world's most data-driven companies

TRAVEL CHAPTER   HOTTER   SYMPROVE   Huel®   moonpig   swoon

See Kleene in action today

See it in Action