

rounds with  yuki

How we reduced 55% of Rounds Big Query bill Without Re-architecting Their Data Platform



rounds

About Rounds

Rounds turns mobile assets into businesses. Their **Machine** is an autonomous, **data-powered AI platform** that streamlines the mobile asset lifecycle, from sourcing and evaluation to continuous optimization.

The logo for Rounds, featuring the word "rounds" in a dark purple, lowercase sans-serif font. The letter "o" is replaced by a teal-colored circle with a white gap on its right side.

Data Stack



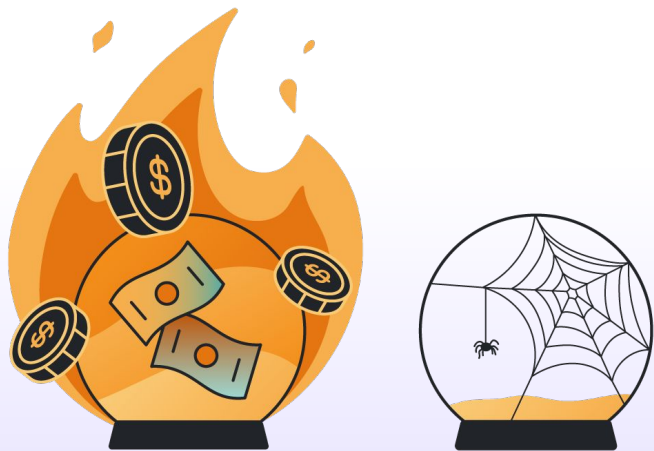
Google
Big Query



AI Mobile Apps Platform



Challenges



BigQuery costs grew with scale

On-demand spend grows with the size of data scanned. As data volumes expanded, costs inflated quickly.



Optimization is time-consuming

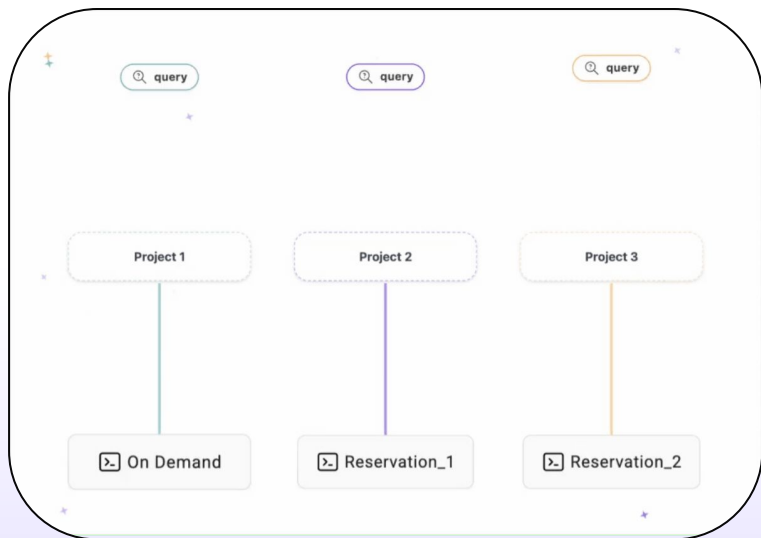
Meaningful BigQuery cost work demanded engineering hours the team needed for the business.



Reservations weren't a clean answer

Rounds wanted flexibility and cost control without forcing a major re-architecture just to make billing work.

Solution



Dynamic per-query routing

Yuki sits between dbt and BigQuery, evaluating each query's execution characteristics and routing it to the most cost-efficient billing path in real time.



Zero infrastructure changes

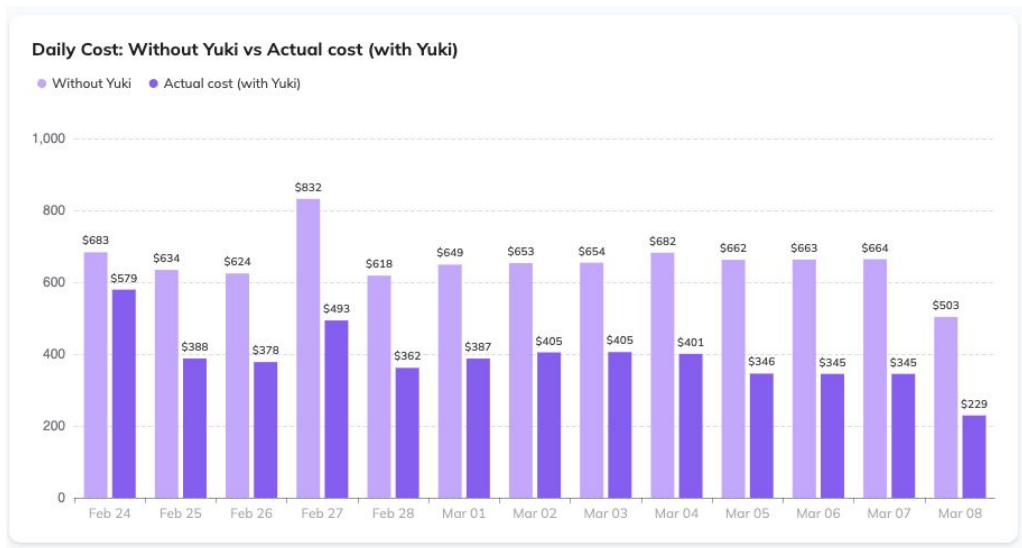
No changes required to dbt models, workflows, or data architecture.



No impact on performance

Daily dbt pipelines kept running as usual while costs dropped.

Results



55%

Cost Reduction

Within 24 hours.

BigQuery dbt compute costs dropped and stayed consistently lower.

With Yuki handling per-query routing automatically, costs **stabilized at a lower baseline** and engineering hours were freed for higher-impact work.



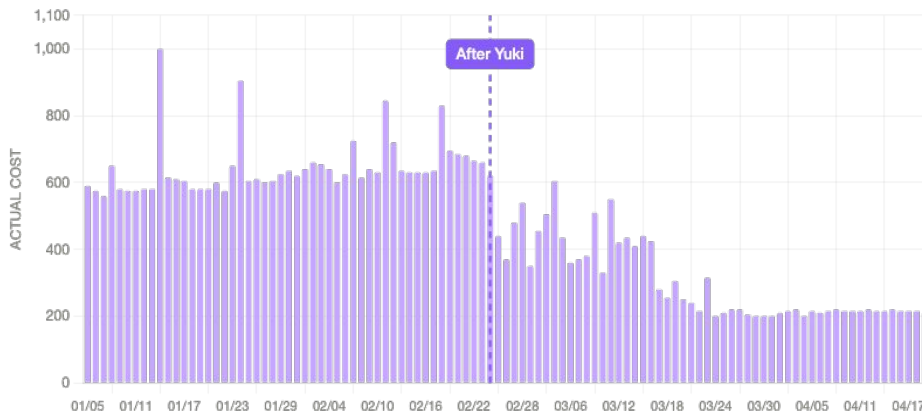
Results

Forecastable spend

Predictable BigQuery costs let the team plan with confidence rather than react to bills

Headroom reinvested into AI

Savings shifted prioritization away from policing costs and toward building



Costs dropped immediately and stayed lower; no manual intervention was needed.



“ Yuki removed a huge amount of friction. The 55% savings were immediate, but the bigger win was predictability. We can forecast BigQuery spend with confidence now, and reinvest that headroom into AI initiatives instead of constantly policing costs. ”



Hannan Kravitz

Head of Data Engineering and Science @ Rounds

“ Cost savings aren't the goal. Optionality is. Rounds cut BigQuery spend with zero disruption, and that gave the team room to say yes to AI initiatives, new data use cases, and faster iteration - without worrying about the next bill. ”



Ido Arieli Noga,
CEO & Co-Founder @ Yuki



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