



Connected Customer Platform for Retail Powers Home Furnishings e-Commerce Retailer

Background

This company is an e-Commerce retailer with one of the largest online selections of furniture, décor, housewares, and home improvement products. With over 33 million products from more than 23,000 suppliers, the portfolio contains 120 house brands, which offer a curated brand experience, making it easier for customers to discover styles, products, and price points that appeal to them.

This \$15B U.S. retailer with a \$100B revenue goal consists of five brands and five digital properties, each of which has a unique brand appeal and positioning.

- **Primary Brand:** Everything home
- **Brand 2:** The ultimate style edit for home
- **Brand 3:** All of modern, made simple
- **Brand 4:** A fresh take on the classics
- **Brand 5:** An undiscovered world of luxury design.

As a technology-driven platform, this retailer wanted to drive efficiency, create new services, and improve customer experience across its brands and business.

- 23,000 supplier partners across 30 million products
- 2% share of home goods market, driving growth strategy through customer experience
- 24 million active customers
- Integrated supplier services platform and a single unified portal comprising tools, help, recommendations, and reporting
- Operates a logistics capability including last mile delivery
- Focused on a browse-oriented journey that encourages discovery versus keyword search.

Customer Success Story

As channel investments and operations continue to grow, data has proliferated, along with customer profiles and journeys. The pandemic had a significant impact on home furnishings and home goods sub-sectors as people spent more time at home shopping, and money on home improvements in lieu of out-of-home activities.

Our customer wanted to understand how to optimize first party customer data to align with strategic goals across the business. TigerGraph worked with the client to define the following challenges:

- No consolidated view of customers, on single sites or collectively
- Lack of insight into cross-brand and cross-category interactions and shoppers
- Data unification and compute challenges for insights.

In today's retail environment, personalization of experiences, products, and services is expected by consumers. Consumers want to be known and understood, and the proliferation of channels and products creates challenges.

Retailers have a daunting amount of data to manage and utilize. Often, the data is functionally siloed and somewhat unproductive. Consumers create profiles across channels and digital properties, and use multiple devices to browse and shop, making the journey even more complex for retailers to piece together and understand.

Results

The customer identified, consolidated, and optimized profile and device connections, which created efficiency as well as sales lift. Savings in efficiencies are primarily related to targeting effectiveness, campaign preparation and optimization, and attribution insights.

- 12 million additional profile connections
- 40% more device connections
- \$2.9M minimum efficiency savings.

Optimizing customer profiles and connection data set the foundation to implement a more effective personalization program. This resulted in a sales increase of almost 20% from baseline, which was >15% incremental revenue.

TigerGraph's Connected Customer Platform for Retail connects valuable data and uses advanced machine learning and analytics for insights. Our customer realized significant results and identified use cases aligned to increasing annual revenue by \$75M, and finding annual cost efficiencies of >\$13M.

- Direct mail campaigns
- Paid search (hard gateway)
- PLA search (customer bids)
- Personalized landing page experience
- Search and recommend
- Revenue attribution modeling.

TigerGraph delivers quantifiable results, and the extensibility of our technology enabled our customer to expand strategies to achieve key goals.

- Acquire new customers and increase repeat purchase and frequency with existing customers
- Develop new features to enhance the customer
- Grow under-indexed categories in the broader home goods market.

Why TigerGraph for Retail?

Our database technology structures data differently than relational databases. TigerGraph captures and stores cross-enterprise data entities as relationships and connections. Advanced AI and machine learning drive real-time analysis to explore relationships and draw new conclusions.

For retail marketers, our Connected Customer Platform overcomes common challenges and drives business goals and customer satisfaction with advanced AI and machine learning.

- Easily connects and unifies MarTech, enterprise, and external data
- Enriched data quality
- Scalable and real-time
- Advanced AI and machine learning analytics adapt to granular demand signals.

TigerGraph's Connected Customer Platform for Retail is an industry-focused platform and use case framework for retailers.



TigerGraph is the only scalable graph database for the enterprise. TigerGraph's proven technology connects data silos for deeper, wider and operational analytics at scale. Four out of the top five global banks use TigerGraph for real-time fraud detection. Over 50 million patients receive care path recommendations to assist them on their wellness journey. 300 million consumers receive personalized offers with recommendation engines powered by TigerGraph. The energy infrastructure for 1 billion people is optimized by TigerGraph for reducing power outages. TigerGraph's proven technology supports applications such as fraud detection, customer 360, MDM, IoT, AI, and machine learning.

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