Solution Brief

TigerGraph Connected Customer Platform for Retail Powers Marketing

CONNECTED CUSTOMER PLATFORM FOR RETAIL AI AND MACHINE LEARNING

Retail is a demand-driven industry, and because of the significant impact of recent global, systemic shocks, the retail industry has been forced to accelerate digital imperatives. While the industry has increasingly adopted AI and machine learning, these technologies are evolving. To stay competitive and meet business goals, retail marketers should invest in advanced AI and machine learning to overcome the challenges that exist in retail marketing organizations today, and scale for the future.

TigerGraph's Connected Customer Platform for Retail addresses common challenges by connecting data across the MarTech stack, structured as relationships and networks, and delivering real-time and continuously optimized insights, driven by advanced AI and machine learning. TigerGraph supports retailers' omni-channel, personalization, and loyalty initiatives, and pivots marketing to data centricity versus application centricity. Creating and nurturing relationships and predicting what customers want and need require advanced technologies. Our Connected Customer Platform for Retail focuses on key areas of value for retail marketers.

CONNECTED CUSTOMER PLATFORM AND USE CASES

TigerGraph's database is the foundation for data integration and connection, across disparate systems and data. Advanced AI and machine learning enrich the data and process large datasets in real-time, going deep for insights. Connected Customer Platform solutions are tailored to the challenges of retail.

- Seamlessly integrates and connects data across disparate systems and sources
- Enriches data quality
- Advanced machine learning and analytics drive deep insights
- Processes datasets in real-time.

OMNI-CHANNEL

Connected real-time data points across systems, channels, and engagements allow marketers to take a consumer centric approach in a demand-driven landscape.

- Customer journey analytics
- Attribution and campaign optimization.

PERSONALIZATION & LOYALTY

Blend online and offline data and build a progressive and programmatic approach to drive retention, CLV, AOV, and other key marketing metrics.

- Personalized recommendations
- Intelligent affinity
- Membership/subscription/loyalty program churn
- Advanced segmentation.

TigerGraph is the only solution for connecting vast quantities of data to deliver understanding in real-time. TigerGraph's native parallel graph technology is built to understand, explore, and analyze complex relationships, and goes 10 or more levels deep into the data, across all touchpoints. Only TigerGraph provides retail marketers with powerful insights and makes it easy to identify and leverage marketing, enterprise, and 3rd party data to drive business goals.