TigerGraph Powers Kickdynamic's Real-Time Email Recommendations

Kickdynamic

THE CUSTOMER

Kickdynamic's email marketing platform enables companies to deliver truly personalised marketing communications. With Kickdynamic, marketers can automate content generation at scale, populating HTML templates with personalised offerings drawn from CRM data. More than 200 brands in fashion, retail, travel and other sectors are using Kickdynamic to boost customer engagement and sales.

THE CHALLENGE

In the competitive world of online retailing, it isn't enough to offer simple recommendations such as "customers who bought this item also bought this". Recommendation is a never-ending battle for accuracy and timeliness, and studies have shown that businesses must constantly strive to deliver highly relevant content or run the risk of seeing their customers drift away.

A Gartner survey found that more than half of consumers would unsubscribe from companies' communications due to poor marketing personalization, while 74 percent of marketing leaders report they struggle to scale up their personalization efforts. Caught between these two inexorable facts, marketing leaders are looking for new solutions to analyse customer data and personalise communications.

THE SOLUTION

Kickdynamic knew that it needed a graph database to underpin the development of its recommendation engine. After careful consideration, it chose TigerGraph on AWS Cloud. TigerGraph's deep-link analytics allows Kickdynamic customers to go 10 hops or more into their CRM data, with each hop yielding further insights into customer likes, needs and intent. And thanks to its native parallel architecture, TigerGraph processes queries in real-time, enabling the delivery of product content based on customer preferences and product availability.

With TigerGraph, Kickdynamic customers get to know their customers better through real-time relationship analysis which allows them to make inferences from browsing data, discovering similarities across products and users, and cross-user behavioural patterns to deliver relevant recommendations and capture key 'business moments' before they disappear.
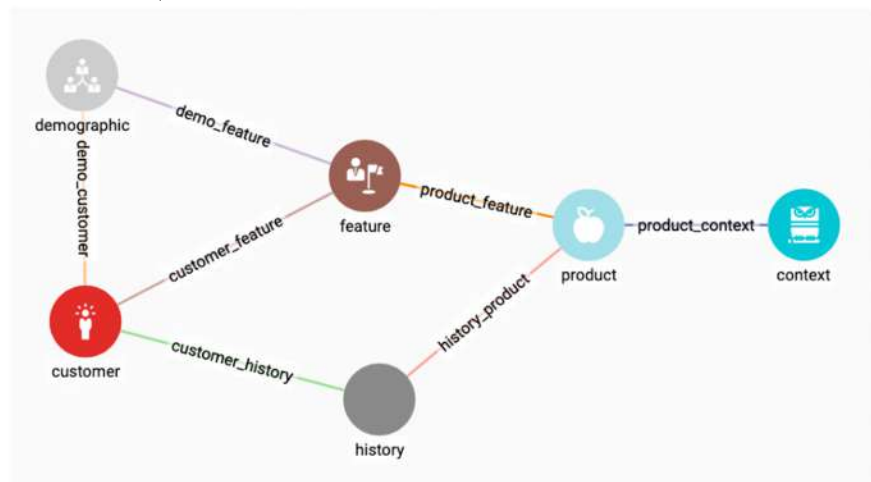
> "Having tried various other solutions, we found that TigerGraph offered the best combination of performance and advanced, real-time, analytical capabilities. TigerGraph's scalable graph database will enhance our platform and enable us to continue to achieve our vision of delivering advanced personalisation in email."
>
> Gabriele Corti, Chief Product Officer at Kickdynamic

THE RESULTS

TigerGraph's deep link analysis is helping Kickdynamic customers – such as luxury clothing retailers – deliver real-time targeted recommendations that strike a chord with consumers. The result is increased engagement, brand loyalty, and sales conversions while also helping marketers to streamline their internal manual email build processes.

The recommendation graph updates in real-time in response to changes in customer and product data.

TigerGraph CLOUD

The Real-Time Native Parallel Graph

Real-time fraud detection at 4 out of the world's top 5 banks

Care path recommendations for 50 million patients

Personalized offers for 300 million consumers

Energy infrastructure optimization for 1 billion people

Learn more at tigergraph.com/customers

CUSTOMER QUOTES

"It's huge data (*terabytes*) and finding influencers in that data, it's not easy, but TigerGraph has scaled for us."

- Vishnu Maddileti
Director of Data Sciences and Analytics
Amgen

"Some of the questions that graph databases answer are hard to come to conclusion with in RDBMS or it takes forever. We needed a better tool to find relationships and TigerGraph was just that."

- Ely Turkenitz, IS Manager
Santa Clara County

GET STARTED FOR FREE AT TIGERGRAPH.COM/CLOUD

TigerGraph Cloud graph database as a service is built for agile teams who'd rather be building innovative applications to deliver new insights than managing databases.

CLOUD STARTER KITS

TigerGraph Cloud Starter Kits are built with sample graph data schema, dataset, and queries focused on specific use cases such as fraud detection, recommendation engine, supply chain analysis and/or a specific industry such as healthcare, pharmaceutical or financial services.

Starter Kit	Overview
Customer 360 – Attribution and Engagement Graph	Real-time 360-degree view of the customer journey for attribution and engagement
Cybersecurity Threat Detection-IT	Block cybersecurity threats by detecting interconnected events, devices and people
Enterprise Knowledge Graph (Corporate Data)	Analysis of corporate data including investors and key stakeholders
Enterprise Knowledge Graph (Crunchbase)	Knowledge Graph example featuring Crunchbase data
Entity Resolution (MDM)	Identify, link and merge entities with analysis of attributes and relationships
Financial Services (Payments) – Fraud Detection	Detect and stop fraudulent payments in real-time
Fraud and Money Laundering Detection (Financial Services)	Multiple types of fraud and money laundering patterns
GSQL 101	Introduction to TigerGraph's powerful graph query language
Healthcare Graph (Drug Interaction /FAERS)	Focused on public (FAERS) and private data for pharmaceutical drugs
Healthcare – Referral Networks, Hub (PageRank) & Community Detection	Analyze patient claims to establish referral networks, identify influential doctors
Machine Learning and Real-time Fraud Detection	Mobile industry example for detecting fraud in real-time and for machine learning
Network and IT Resource Optimization	Network and IT resource graph for analyzing the impact of hardware outages
Recommendation Engine (Movie Recommendation)	Graph-based movie recommendation engine built with public data
Social Network Analysis	Social network example for understanding and analyzing relationships
Supply Chain Analysis	Example covering inventory planning and impact analysis

CONTACT

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About TigerGraph

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. 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. The company is headquartered in Redwood City, California, USA. Follow TigerGraph on Twitter at @TigerGraphDB or start free at tigergraph.com/cloud.