How Real-Time Recommendations Increase Revenues, Optimize Margins & Delight Customers

"You May Also Like" sounds simple, but there's a lot happening behind the scenes:

**Lots of Data**
**Promotions**
**Personalization**

Real-time recommendations take into account the user's needs and your business strategy.

**User perspective**
- Finds items of interest to the user, especially surprising items:
  - Use past purchases
  - Similar users
  - Similar or related products

**Business perspective**
- Find items that promote your business strategy:
  - High-margin items
  - Overstocks
  - Promotions

Recommendations Are Everywhere

Healthcare
Travel
Government Services
Financial Services
Media & Entertainment
Job Search & Recruiting

Game-Changing Recommendations with Graph Technology

Graph technology connects all your data.

**Collaborative filtering**
- Recommend based on similar users or products

**Content filtering**
- Recommend based on user history and profile

**Rules-based filtering**
- Recommend using rules

**Business strategy**
- Recommend based on business strategy (promotions, margin, inventory)

**Graph technology**
- Enables you to use multiple methods and weight them:
  - Collaborative filtering
  - Content filtering
  - Rules-based filtering

**Neo4j** puts your business in control.

Tweak & Monitor

Results with the Neo4j platform

Delivers blazing speed
- Takes just 20 ms to load and render a user's recommendations

Supports demand-based pricing
- Refresh prices 18x faster

Scale effectively
- In one quarter, digital sales rose 34% to a record high

Drive more sales
- Deliver agility w/ Neo4j

You May Also Like:
- I hadn't thought of that!

Game-Changing Recommendations with Graph Technology

Thousands of times faster than MySQL
- From batch to real-time
- 4 ms response (target was 20 ms)

Delivery based
- 90% of 35M+ daily transactions handled by Neo4j

Supports demand-based pricing
- 50% of 200+ data transactions handled by Neo4j

Saves time & money
- Savings equivalent to $100K+ in a high-end business

Delivers agility
- Faster, easier development w/ 90% less code

Delivers agility w/ Neo4j

Dive deeper into how graph-powered recommendation engines make a bottom-line difference

GET THE WHITE PAPER

Get in touch: info@neo4j.com