

## Case Study



## Perform Media

## A Graph-Powered Single Customer View Improves Data Monetization

**INDUSTRY**

Media & Entertainment

**USE CASE**

Customer 360 / Master Data Management

**GOAL**

Create a single view of their customers across multiple platforms for improved insights

**CHALLENGE**

Huge growth of replicated and incomplete data in disparate places hindered effective insights

**SOLUTION**

Implemented a single customer 360 view to consolidate information using Neo4j

**RESULTS**

- Improved customer support and recommendations
- More targeted advertising as a result of better customer insights
- Increased yield and monetization across all brands

*With over 10 individual platforms for avid sports fans to engage with, Perform Media has a lot of customer interactions and transactions. As their siloed data grew out of control, they needed to connect data for real-time insights to improve the customer experience – and that's when they found Neo4j.*

**The Company**

[Perform Media](#), a division of Perform Group, offers sports products and content to fans across the world through owned-and-operated media brands and partnerships. Perform Media's brands include Goal, the world's premier football destination, which is available in nearly 40 countries, 18 languages and serves over 60 million users every month.

**Our Partner**

[Marionete](#) provides advisory and technical consultancy to deliver commercially focused data science and big data projects. Marionete offers solutions and technical resources to help clients deliver data monetisation, insights and predictive analytics.

**The Challenge**

Perform Media's customers interact with each of the Perform brands separately, often not realizing that each brand is delivered by the same organization. As a result, Perform Media held multiple accounts and transaction records for the same customers. At scale, this resulted in huge amounts of replicated and incomplete data.

From persona data to purchase history, communication history and subscription preferences, the list of Perform's customer data went on and on. Adding to the complexity, this data was often collected at multiple touch points along the customer journey and stored in incongruent formats within different data storage platforms.

Perform Media's key challenge was to identify the same user appearing in different modes across the entire Perform ecosystem. Questions arose, such as: Does a customer sign in to each of his online accounts with the same email address? What if a customer isn't signed in? How can you tell that a customer browsing Manchester United news on Goal is the same customer who goes to Soccerway expressing an interest in betting?

"The challenge is how to connect the dots between all the customer interactions across our portfolio," said Florian Diederichsen, Chief Technical Officer at Perform Media.

In the ever-changing world of digital experiences, the success of Perform Media's business strategy relied on a deeper understanding of each of their customers – not just within each division, but across the entire business.

## Case Study



“Building a fuller and more personalized picture of the customer and their journey enables all arms of this industry to benefit.”

– Florian Diederichsen,  
CTO, Perform Media

However, Perform Media wasn't fully equipped to execute on effective data strategies. They needed a single place where their data could be organized and merged, with relationships mapped and analyzed.

### The Solution

Perform Media needed to create a single customer view. They partnered with Marionete to collect data generated from the disparate customer interactions across numerous platforms.

“The data was then manipulated and cleansed,” said Diederichsen, “so that [Neo4j](#) graph technology could be applied – the crux of delivering a single customer view.”

The Neo4j [graph database](#) enables relationships to be mapped between unstandardized data, in numerous formats; and mapping these interactions creates a [consolidated customer 360 view](#) and single profile for each user across the Perform Media ecosystem.

Not only does Neo4j map the data fed into the graph, it's flexible data model also helps to remove inaccuracies and cleanse the data – the only way to achieve trustworthy insights.

“Also, as time goes on, the technology continues to [extract, transform and load \[ETL\]](#) data from the various sources, adding to the relevant customer profile and exponentially building up each user's profile,” added Diederichsen.

### The Results

The single customer view – with data cleansed and inaccuracies removed – allows Perform Media to make well-informed decisions based on customer insights from the graph database. The benefits Perform Media experienced were threefold:

First, Perform Media customers have access to new offers, products, content and services they might be interested in, irrespective of which platform they engage with.

Second, Perform Media's brand partners and advertisers have better customer insights from the single customer view, meaning they're able to reach their target audience with more effective messaging and relevancy. Advertising is far more targeted.

Third, Perform Media benefits from increased yield and data monetization. They're closer to their customers, enabling more effective use of their marketing resources. Customer segmentation is improved, campaigns more personalized and products more targeted.

“Building a fuller and more personalized picture of the customer and their journey enables all arms of this industry to benefit,” said Diederichsen.

With a graph-powered single customer view, Perform Media has a more insightful guide to improve sales and customer interactions. Using [connected data](#) to their advantage was imperative to stay ahead of the competition.

Neo4j is the leader in graph database technology. As the world's most widely deployed graph database, we help global brands – including [Comcast](#), [NASA](#), [UBS](#), and [Volvo Cars](#) – to reveal and predict how people, processes and systems are interrelated.

Using this relationships-first approach, applications built with Neo4j tackle connected data challenges such as [analytics and artificial intelligence](#), [fraud detection](#), [real-time recommendations](#), and [knowledge graphs](#). Find out more at [neo4j.com](#).

Questions about Neo4j?

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