Perform Media

A Graph-Powered Single Customer View Improves Data Monetization

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 customers 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?

“Then 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.
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, its 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.

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– Florian Diederichsen, CTO, Perform Media