quander
engage • capture • analyse

Quander

Quander Brings Consumer Data to Life for Big-Brand Clients Experimenting with New Immersive Digital Experiences

INDUSTRY
Creative Digital Marketing

USE CASE
Business Intelligence / Data Visualization

GOAL
Add value for clients with clear data analytics of what works best

CHALLENGE
Bringing rich data to life for clients so they can act on it quickly

SOLUTION
Use Neo4j to visualize and hone the impact of new brand experiences

RESULTS
– Increased client appreciation of the data being collected
– Business growth for Quander and its clients

UK-based Quander provides immersive, multi-sensory digital brand experiences for their customers. They use graph database technology to deepen consumer engagement via analytics on how consumers engage with an individual experience.

The Company

Quander specializes in immersing consumers in multi-sensory, measurable digital brand experiences in the physical world – from exhibition and retail spaces to busy city centers. Through consumer interaction, these experiences create new ways for brands to identify existing and new customers, as well as capture rich information about them.

The Challenge

Quander's people combine event production, retail experience and bleeding-edge technology for the benefit of brands like Sky, YouTube and Samsung that want to engage with customers more creatively out in the real world. Two important features of Quander's proposition: that the consumer experiences it creates have the "wow" factor, and that the resulting interactions generates valuable data brands need to maximize future engagement.

As well as impressing its clients with advanced consumer experiences – from 4D virtual reality event check-in to state-of-the-art digital signage – Quander needs to powerfully illustrate what impact those experiences are having and how brands can improve on them. Previously, Quander used a traditional relational database management system to store consumer data, but this didn't do justice to the emerging insights and it was difficult to bring this to life for clients. "We needed a new way to store information that was easier to access and easier to analyze," Williams said.

The Solution

Quander quickly discounted a NoSQL database. Although this option offered the ability to store unstructured data, it couldn't easily represent data relationships. It was only when the team started searching for something compatible with Quander's existing GraphQL-based API that Quander came across graph database technology. "We needed a data store that was a natural fit for the front-end – and there it was," Williams said.

When he read about Neo4j, Williams knew he had found the answer. "We were taken aback by the ability to visualize the data we were storing, and the relationships between different data points," he continues. "It would transform our own analyses and we'd be able to show our clients the richness of the data, and the kinds of queries we could perform in the future."

Case Study

> "Neo4j helps us demonstrate the value of having data in the first place. It helps us win business, getting people thinking about what else is possible. It's captivating."
>
> – *Gavin Williams,*
> *CEO, Quander*

Whatever the digital brand experience, Quander captures a lot of detail about the features consumers engage with most, so its clients keep improving results. "With a graph database, you get a lot of that data automatically, for free," Williams said. "With a traditional relational database, there would be a lot of development work to achieve the same thing."

The Results

Switching from its traditional database technology to Neo4j has transformed Quander's ability to deliver valuable, actionable consumer intelligence to clients – that speaks for itself because the data visualization is so intuitive.

"We can use this to advise clients about which experiences and features should stay, or be removed, and where a certain experience works best – without having to send them reams of data to pore over themselves," Wiliams said. "We can help decide on the most effective combination of experiences based on the time of year, demographics and more."

"More than that: Neo4j helps us demonstrate the value of having the data in the first place," he adds. "This helps us win business. It builds trust, and gets people thinking about what else might be possible. It's captivating."

Quander is better off financially and more efficient, too. "With our RDBMS, we would have had to pull down all of the data, write the code and then run those algorithms on a remote server," Williams said. "Neo4j gives us that information automatically, in real time. And because it's part of the database, it saves a lot of money: We don't have to pay to analyze the data in the cloud – we have instant, free access. This is fantastic, as it means the developers can focus on building features and enhancing the product, rather than being fixated on how to analyze this or that piece of information."

Quander's ambitions for Neo4j are growing by the day. "By visualizing the rich data straight from our API, we can help clients to prioritize and plan content in real time. This will be a real focus for next year," Williams said.

He is also excited by the scope for using artificial intelligence to distill subtler insights for clients – for example, via anomaly detection. "If numbers of consumer interactions today are lower than last week, it will alert you and offer recommendations. We see this being very important in the future. It will ensure no one ever builds a poor brand experience."

"My advice to anyone is that graph, and Neo4j in particular, is going to be the biggest thing going – just follow the movie tutorial to see the benefits. If you're scared about deployment, about scalability, don't be – there are all sorts of cloud marketplace and hosting solutions available. Graph is cool, but Neo4j's Cypher language is significantly more powerful and easier to understand than anything else out there. Everyone I speak to – here, and among our client base – loves Neo4j."

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?

Contact us across the globe:
info@neo4j.com
neo4j.com/contact-us

neo4j.com