

Ippen Digital Drives New Revenues Streams for Publishers with TigerGraph



THE CUSTOMER

Ippen Digital, a subsidiary of the Ippen Publishing Group in Germany, offers an integrated platform to aggregate content, drive subscription growth and manage advertising across a broad range of digital content. Ippen Digital is a pioneer in helping publishers transition to new digital revenue achieved through more sophisticated use of audience data and content recommendations.

THE CHALLENGE

At a time of falling print media advertising spending, Ippen Digital is a pioneer in helping publishing transition to new digital revenue through more sophisticated use of content and audience data. Ippen Digital had previously developed an in-house recommendation engine for analyzing web access to its articles. However, with its strong growth over the last few years, it became apparent that this system was unable to deliver highly customized recommendations. Ippen sought an alternative solution utilizing graph database technology.

THE SOLUTION

Prior to selecting TigerGraph, Ippen Digital conducted its own in-house benchmarks based on its requirements and thoroughly compared all available systems. With the shortlist decided, Ippen Digital then built prototypes and performed more detailed performance tests. Ultimately, TigerGraph facilitated easier data preparation and powerful contextual analysis of data, enabling Ippen to power its existing recommendation engine with a knowledge graph.

TigerGraph's native parallel graph database allows Ippen Digital to provide real-time deep link analytics that opens up vastly more information about each reader profile. This helps the company deliver relevant content that is more likely to capture their interest by leveraging prior onsite browsing behaviors, utilizing similarities across content and users, and taking advantage of cross-user behavioral patterns to discover and extract similarities between users, articles, and advertisements—all in real-time. Ippen Digital has built out a 360-degree view of each user with their interests, preferences and likely needs based on all of their digital interaction to deliver hyper-personalized recommendations for higher engagement and revenue.

“Our recommendation engine is based on machine learning and our choice of graph database technology allows for easier data preparation along with more powerful contextual analysis of data to build a Knowledge Graph.”

Jan Ippen, CEO, Ippen Digital

THE RESULTS

Ippen Digital is enabling the publishing industry to transition to new revenue streams by leveraging TigerGraph to uncover the connections in its data. According to Jan Ippen, CEO of Ippen Digital, “TigerGraph is a strong product and we expect it will help us to operate local journalism as efficiently and cost-effectively as possible in the future”. Ippen Digital anticipates being able to extend the efficacy of its solution as ever more insights are revealed.





The Real-Time Native Parallel Graph

CUSTOMERS



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

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.

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