TigerGraph

wish

FOUNDED IN: 2010

LOCATION: SAN FRANCISCO, CA

EMPLOYEES: 900

AREA OF FOCUS: ECOMMERCE

Wish is one of the fastest growing ecommerce platforms in the world. Founded in San Francisco just over a decade ago, the company is already the third largest ecommerce platform in the United States, with revenues of $2.5 Billion in 2020. More than one million merchants list their products on Wish. The company's app was the most-downloaded ecommerce application worldwide, and approximately 90 million people use the app at least once a month globally.

Customer Success Story

Wish Increases Revenues with Personalized Ecommerce Recommendations Powered by TigerGraph

The Challenge

Wish wanted a way to provide consumers with personalized recommendations in order to maximize revenues. To meet this challenge, the company needed a solution that would run real-time queries to suggest the appropriate products to shoppers, based on their past preference and online behavior. Wish turned to TigerGraph for its ability to provide personalized recommendations, make better business decisions and, ultimately, increase revenues.

The Solution

TigerGraph provides Wish with the ability to model its vast product catalog and develop a precise understanding of consumers' shopping patterns. Next, TigerGraph's deep link analytics uncover insights that are based on product features, customer demographics, prior purchases, search context, and more, to provide accurate and personalized purchase recommendations—and do so in real time.

Initially, the TigerGraph data platform was used to detect similar and duplicate products. However, after seeing the performance and potential of real-time graph analytics, Wish expanded their use of TigerGraph to provide real-time recommendations to customers—an important, business-critical project.

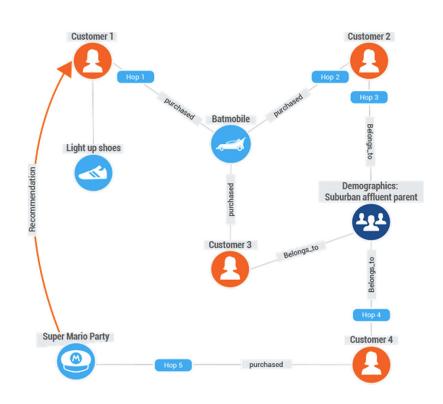**Wish makes product recommendations based on the buying behavior of similar customers**

The Results

Along with increasing query speeds by 100-fold, TigerGraph is enabling Wish to use fewer machines—cutting hardware and associated management and maintenance costs. In one instance, TigerGraph has reduced memory usage by 10 times due to efficient graph-based encoding and compression.

Moreover, TigerGraph has increased the productivity of the data and analytics team at Wish enabling the business to make better decisions and improve time to market.

Calls-to-action

- **Watch this presentation on improving consumers' shopping experiences with graph and AI**

- **Watch this webinar on increasing revenues with hyper-personalized recommendations**

- **Read this solution brief on hyper-personalized recommendations**