

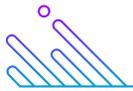
SingleStore for Retail & Ecommerce

Unlock the Power of Real-Time Insights with SingleStore



Consumer data holds opportunities to optimize customer interactions. Modern retail and ecommerce companies heavily rely on in-the-moment analytics as it enables them to communicate more effectively with their customers in an era where customers are more informed and respond better to customized marketing efforts. Moreover, streaming analytics provides the organizations with useful insights on customer behavior, which in turn can help them to refine their marketing strategies. To capture these moments, retail and ecommerce data platforms can leverage SingleStore, an operational database that can simultaneously monitor real-time operations and provide instant analytics with historical data.

Why SingleStore for Retail and Ecommerce solutions:



Streaming Data Ingest and Store

Collect and store multiple streams of data in a relational format, without relying on slow batch processing



Fast Query Response

Discover new customer segments, overlaps or propensity to buy events as it happens using historical and real-time sources with standard SQL



Proven Compatibility

ANSI SQL compliant with full data persistence improves data accuracy that also works with existing business intelligence and middleware tools



Geospatial Index

Analyze customer or asset location with precision and speed for targeting and tracking in a single scalable database

Fastboards

Deliver up-to-date dashboards with live data analysis for drill downs and aggregations.

- **Drop-in Compatibility:** Broad tool support through standard SQL and APIs
- **Low latency Analytics:** Sub-second query response time for complex analytics
- **Real-time Insights:** Ability to turn real-time data into actionable insights

Customer Segmentation

Deliver tighter targeting with overlap analysis using converged real-time data and historical analysis in a single SQL accessible database.

- **Single Platform:** Real-time data ingest while delivering live SQL queries
- **Industry Standard Hardware:** Reduce TCO with commodity hardware
- **Operational 24/7:** Delivers reliability around the clock

SupplyChain Optimization

Deliver a proactive more personalized ad targeting service with real-time segmentation, attribution, and conversion.

- **Sophisticated SQL:** Easily build sophisticated queries with ANSI SQL
- **Scale Reliably:** Scale sophisticated analytics to thousands of end users
- **Real-Time Ingest & Queries:** SQL ensures latest events are calculated

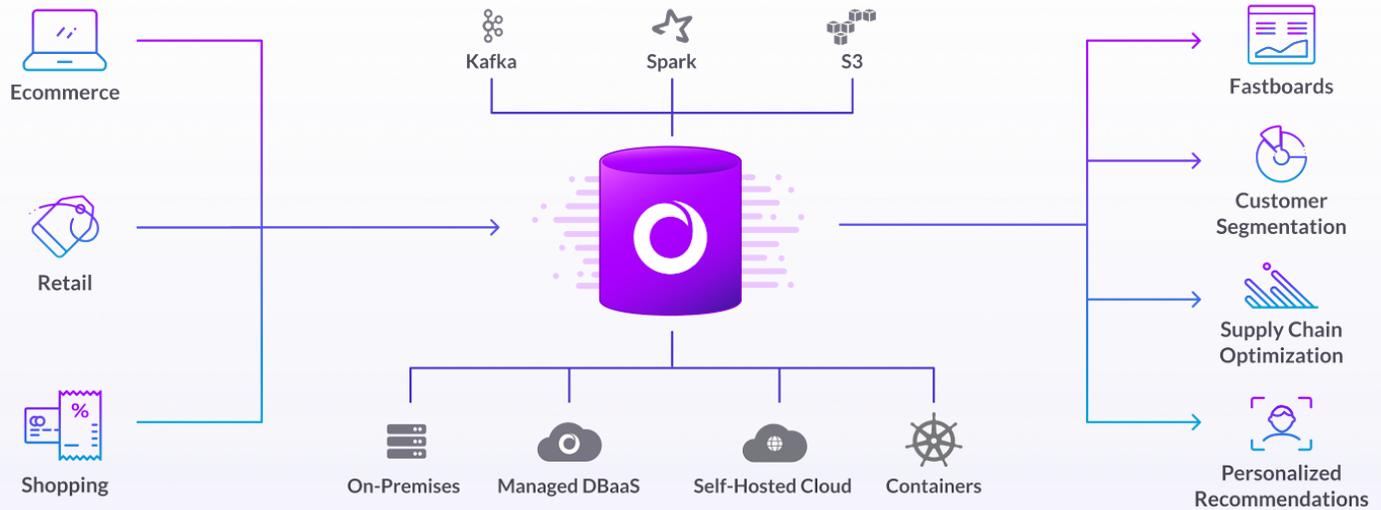
Personalized Recommendations

Target customers in the moment with personalized experiences using real-time segmentation, attribution, and smart recommendations.

- **Real-Time Insights:** Ability to turn real-time data into actionable insights
- **MySQL Wire Protocol:** Interoperate with existing apps and platforms
- **Integrated Platform:** Simultaneous transactions and analytics in a single system

Fastest Event-to-Insight Performance

Deliver against the toughest service level agreements using distributed, lock-free ingestion and real-time query processing



Kellogg's uses SingleStore to optimize its supply chain and deliver ultra-fast dashboard performance. With SingleStore, Kellogg's was able to achieve 20x reduction in their ETL process time.

[Read Case Study >](#)



Macy's leverages SingleStore to build real-time dashboards to provide up-to-the-minute 360 degree view of the business. With SingleStore, their ecommerce data platform team can now see how customers are engaging with the website across different categories. SingleStore platform can deliver real-time views to understand the conversion and key metrics required to optimize the business. With the real-time data pipeline solution powered by SingleStore, Macy's can make use of the real-time views to understand the conversion and key metrics required to optimize the business.



Teespring leverages SingleStore to enhance their Ecommerce platforms with real-time analytics. With SingleStore in place, Teespring optimizes buyer and seller experiences. They are revolutionizing retail, giving entrepreneurs the opportunity to build and grow their brands via its ecommerce platform.

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Ready to Get Started? Try SingleStore for Free Today >>>