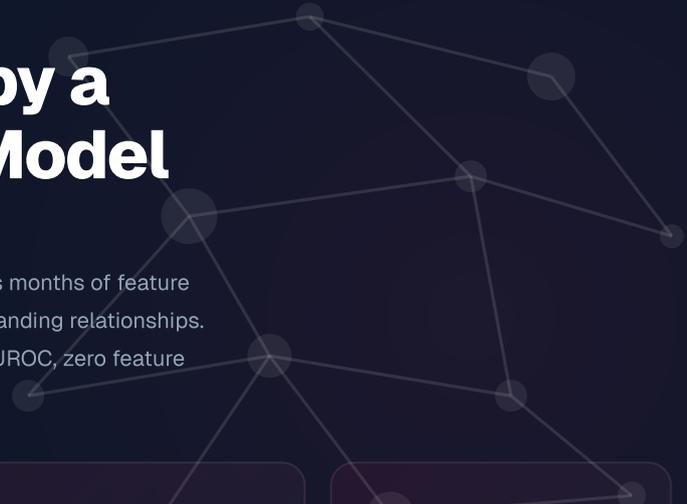# Lead Scoring Powered by a Relational Foundation Model

Which leads will convert is a million-dollar question. Hiring ML teams means months of feature engineering from flat tables. LLMs tokenize your CRM data without understanding relationships. KumoRFM is the world's first foundation model for relational data - 85%+ AUROC, zero feature engineering, under an hour.

3.2x
MORE ACCURATE
Than traditional ML on lead conversion

<1 hr
TO PRODUCTION
From raw tables to deployed scores

85%+
AUROC
On real-world B2B lead conversion

0
MANUAL FEATURES
Discovered automatically from relational data

KEY BENEFITS

1. KumoRFM is the world's first foundation model for relational data - it works on raw tables with zero feature engineering.

2. Connects directly to your CRM, product usage, support, billing, and marketing tables. No ETL, no flat tables, no Spark.

3. Graph Transformer learns from relationships across tables - discovering patterns no ML team or LLM would find.

4. 85%+ AUROC on real-world B2B lead conversion. Beats both traditional ML and LLM-based approaches (RelBench validated).

5. Setup takes under an hour. Continuous retraining keeps scores accurate as your data evolves.

TRADITIONAL ML VS. KUMO

DIMENSION	TRADITIONAL	WITH KUMO
Input signals	50–100 hand-crafted features	Entire relational database
Setup time	6–12 weeks of engineering	Under 1 hour
Cost per model	$50K – $1M+ (McKinsey)	Fraction - single platform
AUROC	0.65–0.75	0.85+ (RelBench validated)
Explainability	Black box or basic SHAP	Human-readable relational explanations
Maintenance	~30% annual cost	Continuous automatic retraining

TRUSTED BY   Databricks   Snowflake   DoorDash   Reddit   Sainsbury's   Coinbase   Discord   iFood   Ro   Chime   Yieldmo   Catalina

Customer results

5.4x
Databricks
Lead-scoring models built on Kumo's relational deep learning delivered 5.4x improvement in lead conversion.

Record lift
Reddit
Kumo graph embeddings drove Reddit's biggest-ever improvement in ad engagement models.

Expansion
Snowflake
Personalized solutions recommendations driving expansion revenue growth.

BUILT BY PIONEERS IN AI

Vanja Josifovski
CEO & Co-Founder
Former CTO at Airbnb and Pinterest

Jure Leskovec
Co-Founder & Chief Scientist
Stanford Professor. Co-creator of PyG

Hema Raghavan
Co-Founder & Head of Eng.
Former Sr. Dir. of Engineering at LinkedIn

40+ Peer-reviewed papers NeurIPS, ICML, KDD

Sequoia Capital led investment

#1 Graph ML library PyG (PyTorch Geometric)

SOC 2 Type II certified

HOW KUMO WORKS

01 **Connect your tables**
Point Kumo at your data warehouse. Schema is inferred automatically.

02 **Define the prediction**
Predictive Query Language reads like SQL. No ML expertise required.

03 **Deploy with explanations**
Kumo trains, evaluates, and deploys with human-readable explanations.

RESEARCH FOUNDATION
Built on 40+ peer-reviewed papers at NeurIPS, ICML, and KDD.

ICML 2024 KumoRFM: A Relational Foundation Model for Predictive Analytics

NeurIPS 2024 Relational Deep Learning: Graph Representation Learning on Relational Databases

NeurIPS 2024 RelBench: A Benchmark for Deep Learning on Relational Databases

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Kumo