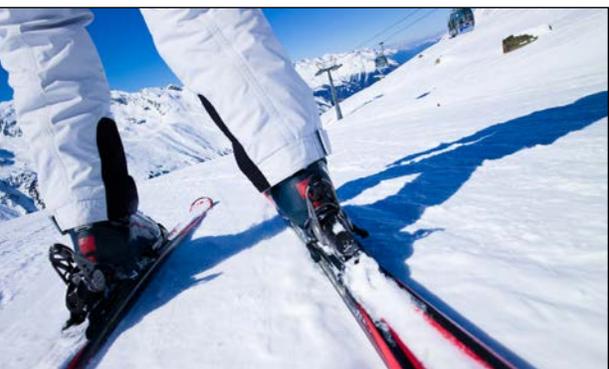




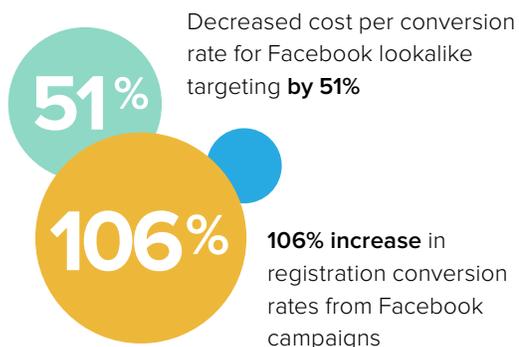
The Canadian Olympic Committee Improves Campaign Costs with Customer Data

About The Canadian Olympic Club

The Canadian Olympic Club is operated by the Canadian Olympic Committee, an organization dedicated to garnering support and a following for the Canadian Olympic Team. The Club serves as an all-access community that unites and rewards passionate Team Canada fans across the country, and is the first digital fan club of its kind for any national Olympic team.



SUCCESS HIGHLIGHTS



- **56% increase in user base** in four months
- **87% of all new users** coming in through Facebook

The Challenge

To drum up awareness and loyalty for Team Canada, the digital marketing team realized that it must adopt a data-driven marketing approach to reach consumers with relevance and drive acquisition while maintaining cost-efficiencies. “We needed a way to turn anonymous site visitors to olympic.ca into known users and keep them actively engaged with the team, not just during the Olympic Games, but year-round,” said Georgia Sapounas, Senior Manager, Digital at the Canadian Olympic Committee.

The Solution

The Canadian Olympic Committee implemented Gigya’s Registration-as-a-Service, which allows users to authenticate using a username/password or existing third-party account. Socially logged-in users provide permission-based access to rich identity data housed within their profiles. The Committee also uses Gigya’s Loyalty Package, offering badges and points to incentivize users to take valuable on-site actions, like participating in contests.

All of this information is then stored in Gigya’s Profile Management identity repository, which automatically normalizes and indexes both structured and unstructured user data and ties these insights

“ WE’VE BEEN ABLE TO GET AN IDENTITY-CENTRIC VIEW OF OUR FANS AND TURN THIS DATA INTO ACTIONABLE INSIGHTS, IMPROVING OUR CAMPAIGN COSTS AND CONVERSION RATES. GIGYA’S PERMISSION-BASED APPROACH TO COLLECTING CONSUMER DATA IS QUICKLY REPLACING TRADITIONAL CONSUMER RESEARCH STRATEGIES AS A MORE ACCURATE WAY TO LEARN ABOUT OUR AUDIENCE. ”

Georgia Sapounas
Senior Manager, Digital,
Canadian Olympic Committee

to on-site behaviors. Stored data can then be easily queried to build custom segments based on any number of attributes via Gigya’s web-based Customer Insights dashboard.

The Benefits

Giving site visitors the ability to authenticate and enter into the Olympic Club’s weekly contests with just one click has had a positive impact on user acquisition and data collection. The points users earn in the Club can be redeemed for virtual, social and experiential prizes, which incentivizes registrations and keeps users actively engaged and sharing information.

After collecting and analyzing fans’ permission-based data, the Committee discovered that users logging in via Facebook shared similar demographic profiles, as well as interests in Canadian hockey teams, TV shows and particular gaming apps. These types of insights were used to build custom and lookalike audience segments to reach users with similar profiles who were most likely to convert across Facebook and Twitter.

By leveraging these insights, the Canadian Olympic Committee was able to simultaneously boost user registrations from Facebook promotions by 106% while decreasing cost per conversion by 51%. In addition, it increased its overall user base by 56% in just four months, with 87% of new users coming in from Facebook.

“We designed the Canadian Olympic Club to engage Canadian consumers year-round and bring fans closer to the team and sponsors than ever before,” said Georgia Sapounas, Senior Manager, Digital at Canadian Olympic Committee. “Working with Gigya has given us the tools and insights to truly understand our audience.”



© 2017 Gigya, Inc. | 2513 Charleston Road #200, Mountain View, CA 94043 | T : (650) 353.7230 | www.gigya.com

Gigya, the Gigya logo, and Customer Identity Management Platform are either registered trademarks or trademarks of Gigya Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners. Gigya does not own any end user data or maintain any other rights to this data, other than utilizing it to make Gigya's services available to our clients and their end users. Gigya acts as an agent or back-end vendor of its client's website or mobile application, to which the end user of our client granted permissions (if applicable). Gigya facilitates the collection, transfer and storage of end user data solely on behalf of its clients and at its clients' direction. For more information, please see Gigya's Privacy Policy, available at <http://www.gigya.com/privacy-policy/>.

Gigya Case Study Canadian Olympic Committee 201710