# GIGYA

American Cancer Society Adopts a 360 Degree Constituent View with Gigya

About American Cancer Society

The American Cancer Society is a global grassroots force of more than three million volunteers saving lives and fighting for every birthday threatened by every cancer in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 20 percent decline in cancer death rates in the U.S. since 1991.
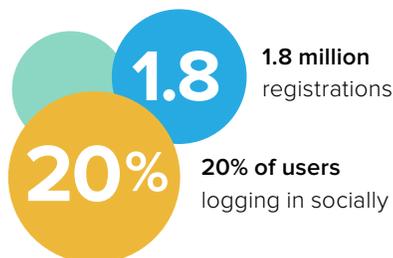
The Challenge

With an ever-growing user base, the American Cancer Society (ACS) needed a way to securely and efficiently manage its community of volunteers, donors and participants. "We needed an enterprise solution for customer authentication and identity management that could scale to accommodate our millions of users, and we knew traditional IAM was not the answer" said Jay Ferro, Chief Information Officer at American Cancer Society. Since users have multiple roles and stakes in the organization, ACS needed a system that could bridge its different technologies and contribute to its goal of a true 360 degree view of its constituents.

The Solution

Gigya's Registration-as-a-Service and Single Sign-on allow ACS's constituents to sign in with their preferred social network accounts for quick and seamless access to ACS's multiple sites, including cancer. org and relayforlife.org. Data captured during and after registration is collected and normalized within Gigya's Profile Management identity repository, which maintains automatic privacy compliance. Profile Management facilitates communication between ACS's disparate systems across business units, consolidating users' identity data and other information collected across technology applications into

SUCCESS HIGHLIGHTS

1.8 **1.8 million** registrations

20% **20% of users** logging in socially

> **WE NEEDED AN EFFECTIVE, SECURE AND TRUSTED CUSTOMER IDENTITY MANAGEMENT SOLUTION THAT COULD SCALE TO ACCOMMODATE OUR EVER-GROWING CONSTITUENCY. CHOOSING GIGYA WAS A NO-BRAINER: THEY HAVE THE INDUSTRY KNOW-HOW, A TRUSTED REPUTATION AND THE MOST SECURE TECHNOLOGY IN THE SPACE.**

Jay Ferro
Chief Information Officer
American Cancer Society

complete user profiles.

The Benefits

By implementing a frictionless authentication and single sign-on solution across its web properties, ACS saw more than 1.8 million new user registrations. With approximately 360,000 of those users logging in with social credentials, ACS was able to collect a variety of rich, first-party data from these third-party accounts, including users' demographics, relationships, Facebook Likes and more.

With users leveraging the same unique identities across ACS programs and domains, whether acting as donors, participants or volunteers, the Society was able to develop the "Constituent 360" view using Gigya's Profile Management as a single source of truth across the enterprise. This complete view of its audience allows ACS to dynamically tailor featured content to constituents' profiles. Combining interest and behavioral data has also enabled the Society to develop robust constituent scoring models and identify power users, which has revealed key opportunities for growing its budding younger user demographic.

"As an organization with more than 2.5 million volunteers and millions of donors, we saw Gigya as the logical choice for a stable and effective identity management solution that integrated seamlessly with our technology stack," said Jay Ferro, Chief Information Officer at American Cancer Society.

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