

# Bringing Customer Identity to the Forefront: Gigya and SAP Hybris Marketing Cloud

How putting customer identity from Gigya at the heart of your digital technology stack enhances the accuracy, transparency and effectiveness of your SAP Hybris Marketing solution.

As the market leader in Customer Identity and Access Management, Gigya can radically enhance the capabilities of your SAP Hybris Marketing Cloud Solutions. You'll have new opportunities for in-moment marketing across touchpoints, and these opportunities will convert at a higher rate thanks to more accurate targeting and deeper personalization.



## How It Works

Gigya's Customer Identity Management platform delivers:

- Complete, consistently accurate customer identities built from first-party data;
- Full lifecycle preference and consent management that helps build customer trust and facilitates compliance with data privacy laws; and
- A centralized customer profile repository for all of your properties, channels and brands.

When customers authenticate with your digital properties through Gigya's Registration-as-a-Service (RaaS), Social Login and Single Sign-on (SSO) features, their first-party identity and consent data is collected in a centralized database and passed in real time to SAP Hybris' data management solution.

This delivers benefits in four key areas within the SAP Hybris Marketing Cloud:

### More Dynamic Customer Profiles

Gigya enables all of your brands to attach cross-channel information to your customer profiles — such as point-of-sale data, CRM fields and campaign insights, resulting in more complete, consolidated and higher-value customer profiles. Meanwhile, Gigya's preference and consent management features enable you to maintain privacy compliance while adding accurate, permission-based attributes to drive truly personalized customer experiences.

## Enhanced Segmentation and Campaigns

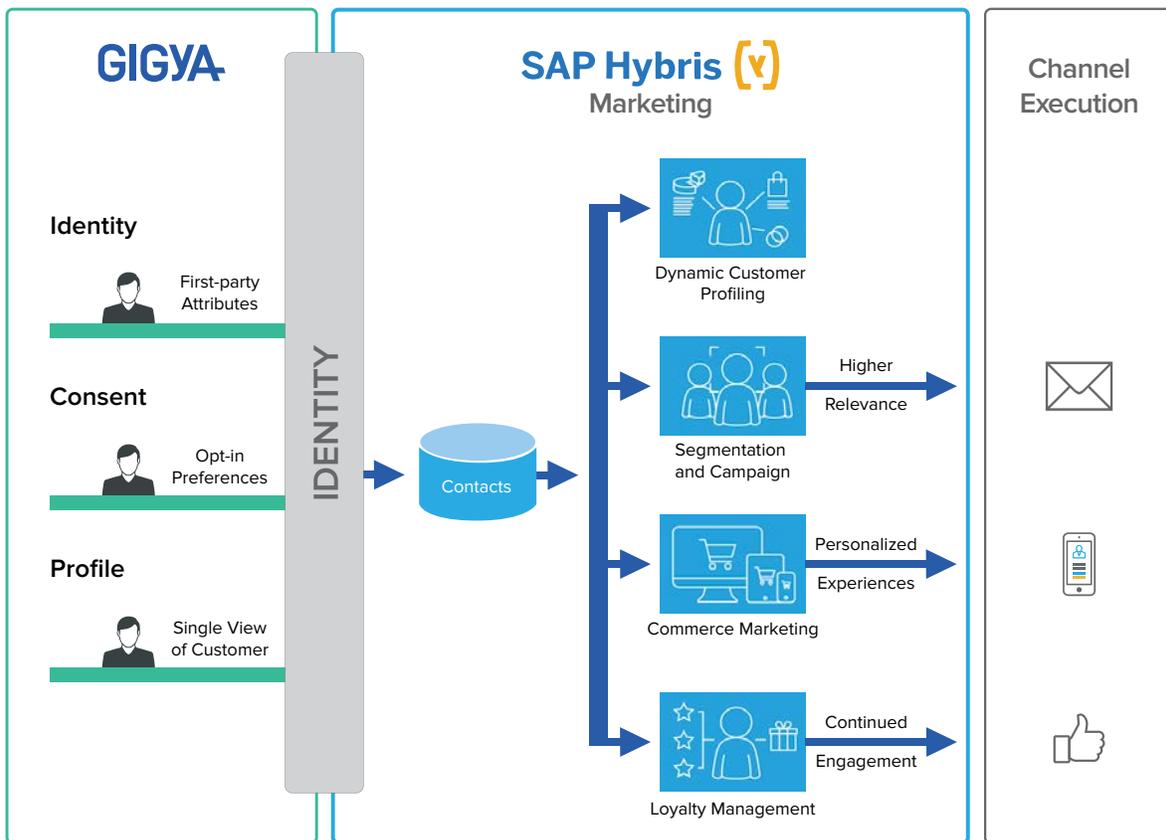
Gigya facilitates engagements across touchpoints that progressively build customer identities using first-party data collected directly from consumers. As a result, you can better segment and target customers by demographics, interests and behaviors to design more relevant content and campaigns.

## Increased Commerce Marketing Effectiveness

Seamlessly embed Gigya's wide range of social engagement features throughout your sites for enhanced customer engagement, including sharing, commenting, ratings, reviews and reactions. Also, features such as RaaS, Social Login and SSO improve the onboarding experience for customers, minimizing online shopping barriers and increasing shopping cart conversions.

## Loyalty Management with Deeper Personalization

Create higher rates of customer advocacy among loyalty program members by including customers' profile and preference data when engaging across digital channels such as email or SMS. This data can also be used to generate more specific display ads.



## Example: How Gigya Helps

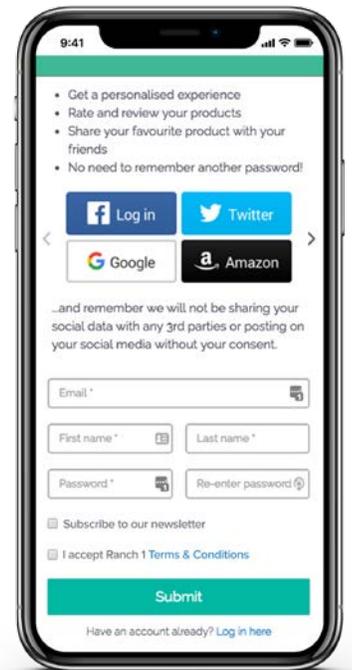
Belinda visits the website of Ranch 1, a global fine foods company, because she wants to learn more about Minelli, her preferred brand of pasta, and to look for new recipes to try out at home.

Ranch 1 has recently used a customizable, out-of-the-box integration to implement Gigya within its SAP Hybris Marketing infrastructure. The company uses Gigya's Registration-as-a-Service (RaaS) feature to provide a simple registration form, with an option to sign up with social network credentials, giving Belinda easy access to her desired content. Authenticating with her Facebook profile in two clicks, Belinda consents to have Ranch 1 access her profile information, including her "likes" and personal preferences, as well as her full name and email address. This allows the company to immediately personalize the newsletter content they deliver to Belinda.

Thanks to engaging newsletter content, Belinda interacts with the brand on a more consistent basis. With each exchange, Ranch 1 asks for additional information – her favorite meals, preferred ingredients and demographic information – in exchange for promotional offers and discounts. As the relationship progresses, Belinda also gives her permission for Ranch 1 to send her emails from their other brands that cater to her preferences.

Ranch 1 collects and manages all of Belinda's profile and preference data in Gigya's secure, centralized customer profile repository, which synchronizes in real time with the SAP Hybris Marketing Cloud.

In this way, Belinda consistently receives only communications and promotions that interest her. Meanwhile, Ranch 1 is able to engage with Belinda on a deeper and more personal level, using SAP Hybris Marketing Cloud's advanced customer segmentation tools fueled with accurate, permission-based data from Gigya.



## Power Your Marketing Strategy with Customer Identity

The bottom line? Gigya integrates rich first-party customer identity data directly into SAP Hybris Marketing Cloud Solutions. Brands can use this enriched view of the customer to perform advanced analytics and inform predictive marketing programs, as well as target campaigns towards more accurate audience segments. Customers can also easily access and manage their profiles to opt in and out of marketing communications, thanks to Gigya's focus on enterprise consent and preference management.

If you'd like to learn more, or see first-hand how Gigya can help boost the performance of your SAP Hybris Marketing Cloud Solutions, visit [our SAP Hybris Marketing Demo page](#).



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