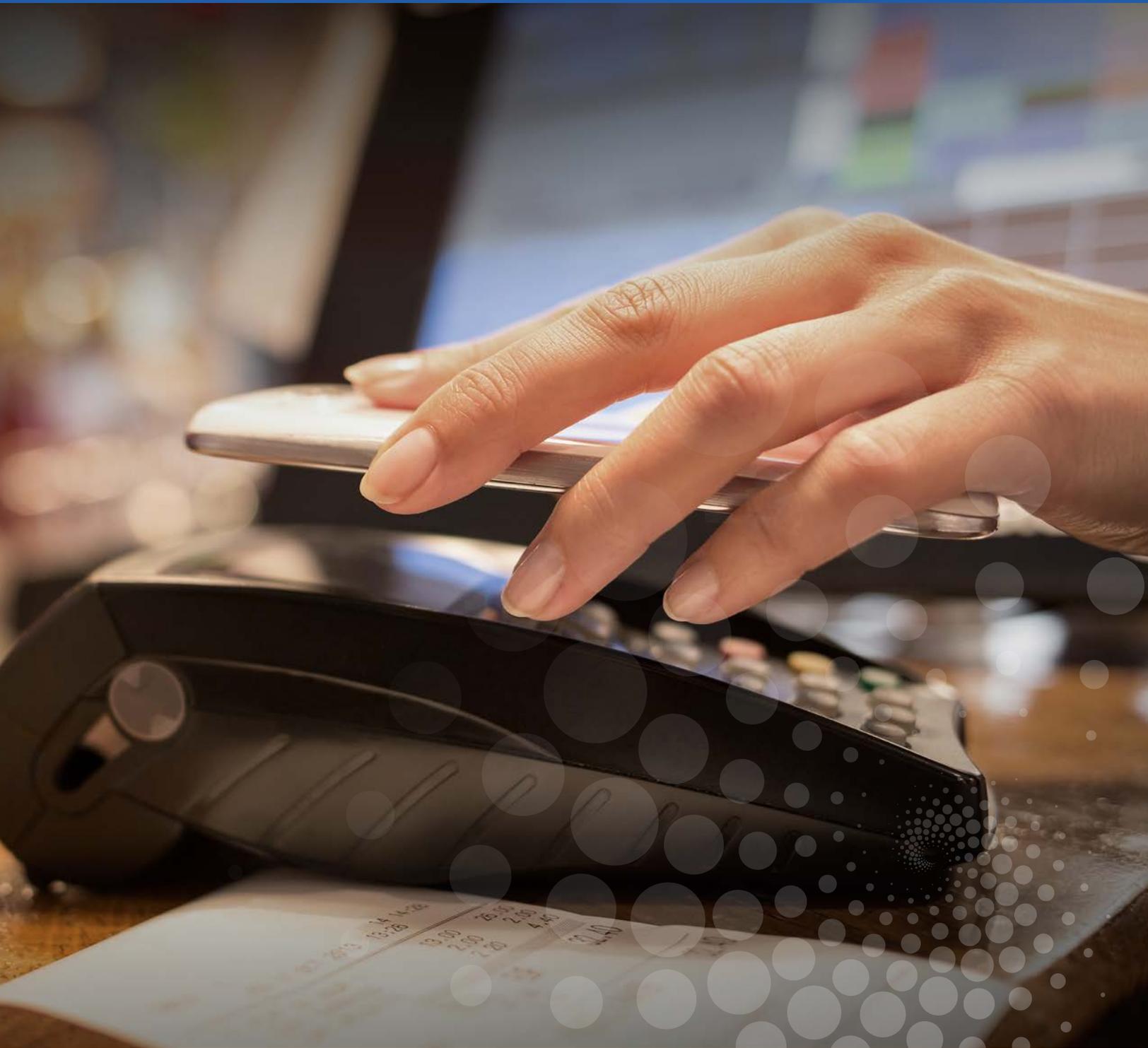# GIGYA

GIGYA: Connect, Collect, Convert

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Balancing Personalization and Trust in the Age of the Customer

To compete in today's hyper-connected world, businesses are leveraging more abundant, specific and readily available customer data. But for too long, consumers have gotten a raw deal, pressed to provide valuable, personal information to companies with little or no benefit, often putting themselves at risk of fraudulent activity, or of receiving endless irrelevant spam.

This situation, however, is changing. As businesses transform digitally, they face big challenges driven by mega-trends in the global marketplace:

- Consumer demand for more seamless and relevant experiences across devices and channels in exchange for their data
- An onslaught of new regional data protection and privacy regulations, and the ever-changing policies of social networks and other identity providers (IdPs)
- The growing cost of non-compliance

This environment is breeding new "customer-obsessed" organizations who are committed to building bigger and more loyal audiences by delivering value in the form of trusted, customized experiences and relationships across every device and platform. Customers who perceive true value and transparency in their online interactions are far more likely to create accounts, engage with content and with other users, and grow into lifetime brand advocates.

Addressing these needs, Gigya's cloud-based Customer Identity Management platform allows brands to create and nurture these personal relationships at scale while maintaining high degrees of data privacy and security.

Gigya has driven new business value for over 700 leading, global brands by turning anonymous users into known customers across every device and channel, enabling more trusted, personalized customer experiences and relationships. Our platform helps brands collect a wide variety of permission-based data, consolidate all of those attributes into unified, compliant and secure profiles, and gain a single, 360-degree customer view.

Our Customer Identity Management platform goes beyond registration and profile management, converting consumer data into measurable business value. Gigya's tools for Engagement, Loyalty and Customer Insights, along with integrations with more than 50 leading technology providers for marketing, sales and service, help brands to better understand their audience while making customer data actionable to every line of business.

The Three 'C's of Customer Identity Management
Gigya's platform was built from the ground up to drive great customer experiences at scale while getting you to market in less time and at lower cost. We offer a total solution for managing consumer identities, with a flexible and secure platform, proven industry expertise, and pre-built integrations with top revenue-driving technologies.

Gigya's platform is comprised of three functional categories that we refer to as "Connect", "Collect" and "Convert".

CONNECT

Turn anonymous users into known customers across devices with responsive registration solutions that allow you to capture consumer data in a seamless and transparent way. Simplify authentication across every device and property with data federation and single sign-on features that make it easier for users to connect while minimizing risk for your business.

What Gigya Delivers

Gigya offers a complete toolkit for building the "front door" of your business. Start with pre-built workflows for self-service traditional and social registration, including support for more than 25 social networks and IdPs. Then, customize the user experience via your choice of intuitive drag-and-drop UI builder, markup extensions or direct API access. Federation and single sign-on features create more seamless cross-channel, cross-device experiences for your audience.

Enjoy maximum simplicity and flexibility while conserving development resources and speeding time-to-market.

Our end-to-end Registration-as-a-Service solution features:

- Single API access for integrating 25+ global identity providers, reducing development and maintenance resources while also helping to keep you in compliance
- Mobile, biometric and risk-based authentication (RBA) that enables frictionless and secure access for users across devices
- Federation, using SAML and OpenID Connect, along with single sign-on (SSO) functionality gives users seamless access across every business touchpoint and web property with a single login, reducing friction in their experiences

Additionally, conditional and progressive profiling helps build trust with your users by enabling more seamless and tailored interactions, since your customers are only asked questions that are relevant to them. You can also build out profiles over time so less information is needed up front to establish new relationships.

Finally, go beyond registration with customizable, out-of-the-box Loyalty and Engagement solutions that encourage users to spend more time on-site, drive more traffic through social referrals and share more data as they interact across properties.

How You Benefit
Gigya provides a simple and flexible way to implement a true end-to-end registration and authentication system that enables the most seamless and secure experience for your customers. Next-generation multi-factor, mobile and biometric authentication technologies combined with flexible risk-based methodologies prepare your business for the future of online security, as you collect a larger volume and variety of permission-based customer data. Immediately engage with and gain deep insights into your audience while reducing your dependence on inaccurate and expensive third-party data.

Customer Success

By implementing Gigya's CIAM across all of their channels, international nutrition brand Nutricia-Danone saw a 48% increase in new registrations and 120% in daily logins across web, mobile and connected devices.

Forbes.com experienced a 100% increase in new registrations after implementing Gigya, with 67% of users registering via social media. The publisher also reported a 60% increase in comment activity.

Collect

Build rich, unified customer profiles by consolidating a wide variety of data types into a single customer view while staying in compliance with all social network policies and an ever expanding set of regional data protection and privacy regulations.

What Gigya Delivers

Gigya's dynamic schema Profile Management identity repository lets you capture and aggregate a virtually unlimited volume and variety of structured and unstructured data types from multiple sources, with no pre-configuration or manual updates of fields required.

With Gigya's Profile Management identity repository:

- Data is normalized and fully indexed in real time, reconciling all attributes for simpler querying and segmentation of your audience, with updates that reflect users' social profile changes and keep your data fresh.
- Compliance with regional data privacy regulations and third-party identity provider (IdP) policies is maintained automatically, minimizing risk for your business.
- ISO27001-compliant security standards safeguard your data at rest, in motion and in use. Four regional data centers, including the U.S., EU, Australia and our newest facility in Russia, ensure that you stay in compliance with shifting data protection and privacy regulations.

Gigya's flexible, cloud-based platform scales to provide management for billions of customer identities and ensures consistent, highly available performance for traffic peaks. Transparent, permission-based opt-in, data collection and profile management processes help to build trusted customer experiences. Meanwhile, robust roles and permissions functions help large, multi-brand businesses maintain granular control over database access at the API level. Unique user and application keys let you sign and restrict server-side API calls for console users, developers and third-party integrations.

How You Benefit

Having a unified customer record across all channels enables more accurate, up-to-date and actionable user profiles that drive better customer experiences. Shifting security and privacy management to Gigya lets you offload risk and cost to a trusted specialist, and our cloud-based platform keeps you in control while eliminating the resources and cost of managing new IT infrastructure for your business.

Customer Success

Frontier Communications standardized the way they manage and encrypt user identities and data with Gigya, streamlining and personalizing customer experiences, and resulting in a 60% increase in registered users.

By partnering with Gigya, Harvard Business Review has saved an estimated four weeks of development time and resources each year.

Convert

Gigya makes it easy to get deeper insights into your audience with Customer Insights and Analytics tools, while easily integrating customer data across every application in your stack to drive new business value.

What Gigya Delivers
Gigya helps put all the rich, permission-based consumer data you've collected to work, so you get maximum business value from your entire system. On top of our platform solutions, Gigya's Identity Exchange marketplace (IDX) features 50+ pre-built integrations with today's leading sales, marketing and service applications, making implementation faster and simpler.

Gigya's CIAM platform includes:

- An intuitive, Web-based dashboard to visualize, segment and export users based on demographics, interests and behaviors

- Open API and ETL tools for enabling real-time integration with virtually any third-party application

- The ability to easily define and track custom on-site activities like purchases and ad clicks so you can measure and understand every customer's path to conversion

How You Benefit
Line-of-business leaders gain the ability to simply and efficiently analyze and understand the true business value of each customer segment. Leveraging pre-built third-party integrations rather than custom connectors leads to enhanced ROI and significant time and cost-savings. More personalized customer journeys across channels, including email, advertising and mobile, for higher conversion rates and enhanced lifetime loyalty.

Customer Success

ESI Media experienced a 300% increase in click through rates (CTRs) and a 2x boost in campaign yields by targeting ads based on first-party interest data.

Learn Liberty increased site referral traffic from Marketo campaigns by 152% by triggering campaigns based on user behaviors.

Canadian Olympic Committee increased Facebook campaign conversion rates by 106% with look-alike targeting — simultaneously decreasing cost per conversion by 51%.

The Takeaway?

To provide the best possible digital experience, customer identity must be at the heart of every interaction with your audience. If you cannot safely and seamlessly collect profile information, unify that data within a privacy-compliant and easy-to-manage platform, and leverage that data across every marketing, sales and service application, then it's difficult to create amazing experiences that convert customers.

On top of the complexity of achieving the single customer view that drives better customer experiences, your business must navigate an increasingly challenging and complex landscape of regulatory risk, particularly if your audience is global.

Gigya offers an end-to-end solution that is purpose-built to act as the consolidated consumer identity layer in your technology stack.

Our platform features:

- Mature and flexible registration and authentication to connect you with your customers across all devices and channels
- Profile and preference management to collect all data types into unified and compliant profiles
- Intuitive and powerful tools for customer insights and analytics and easy integration with virtually any third-party technology to convert customer data into measurable business value

All of this in a cloud-based, single-API integration that requires no installation or maintenance, with automatic platform updates and privacy compliance.

To learn more about how Gigya has helped our 700+ customers build better relationships with their customers while unlocking consumer identity's potential to drive new business value, visit www.gigya.com.

About Gigya

Gigya's Customer Identity Management Platform helps companies build better customer relationships by turning unknown site visitors into known, loyal and engaged customers. With Gigya's technology, businesses increase registrations and identify customers across devices, consolidate data into rich customer profiles, and provide better service, products and experiences by integrating data into marketing and service applications.

Gigya's platform was designed from the ground up for social identities, mobile devices, consumer privacy and modern marketing. Gigya provides developers with the APIs they need to easily build and maintain secure and scalable registration, authentication, profile management, data analytics and third-party integrations.

More than 700 of the world's leading businesses such as Fox, Forbes, and ASOS rely on Gigya to build identity-driven relationships and to provide scalable, secure Customer Identity Management.

To learn how Gigya can help your business manage customer identities, visit gigya.com, or call us at 650.353.7230.

GIGYA | The Leader in Customer Identity Management