

GIGYA



Gigya Overview

Customer Identity Management Platform

Gigya: Customer Identity Management Platform

CONNECT



COLLECT



CONVERT



Registration-as-a-Service

Social Login

Engagement & Loyalty

Profile Management

Regulation & Compliance

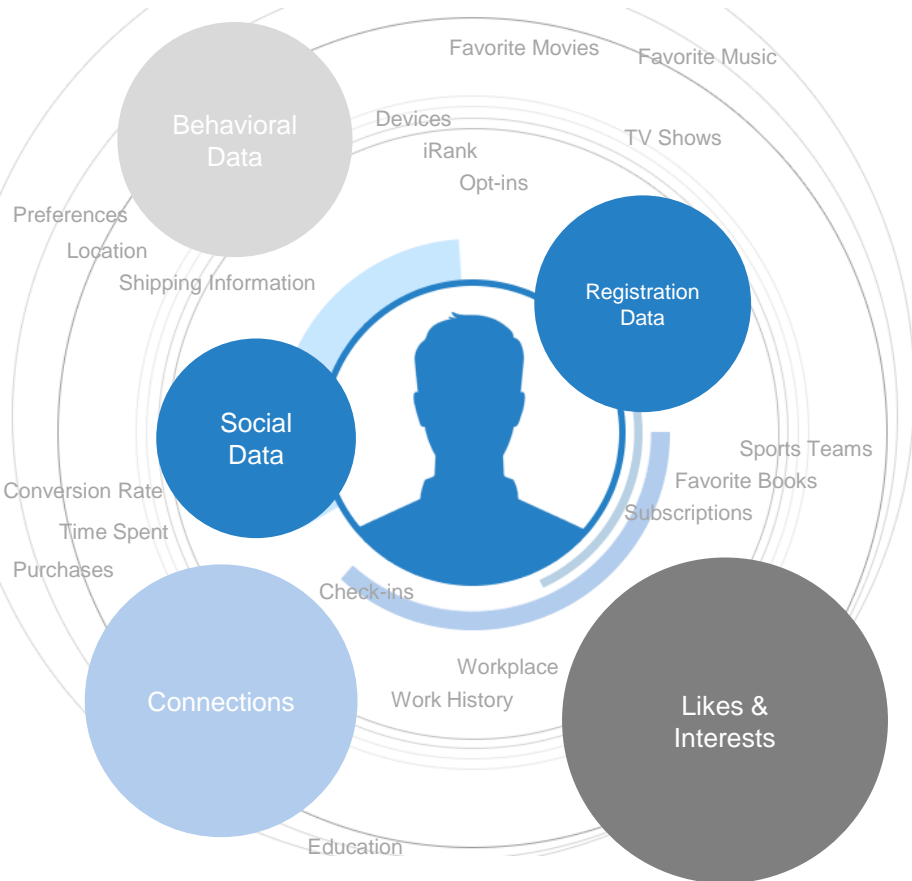
Hygiene & Governance

Customer Insights

Identity Access

NEXUS Partners

Customer Identity



System Data

Location
Time
IP Address
Opt-ins

Registration Data

Traditional Registration
Progressive Profiling
Conditional Profiling

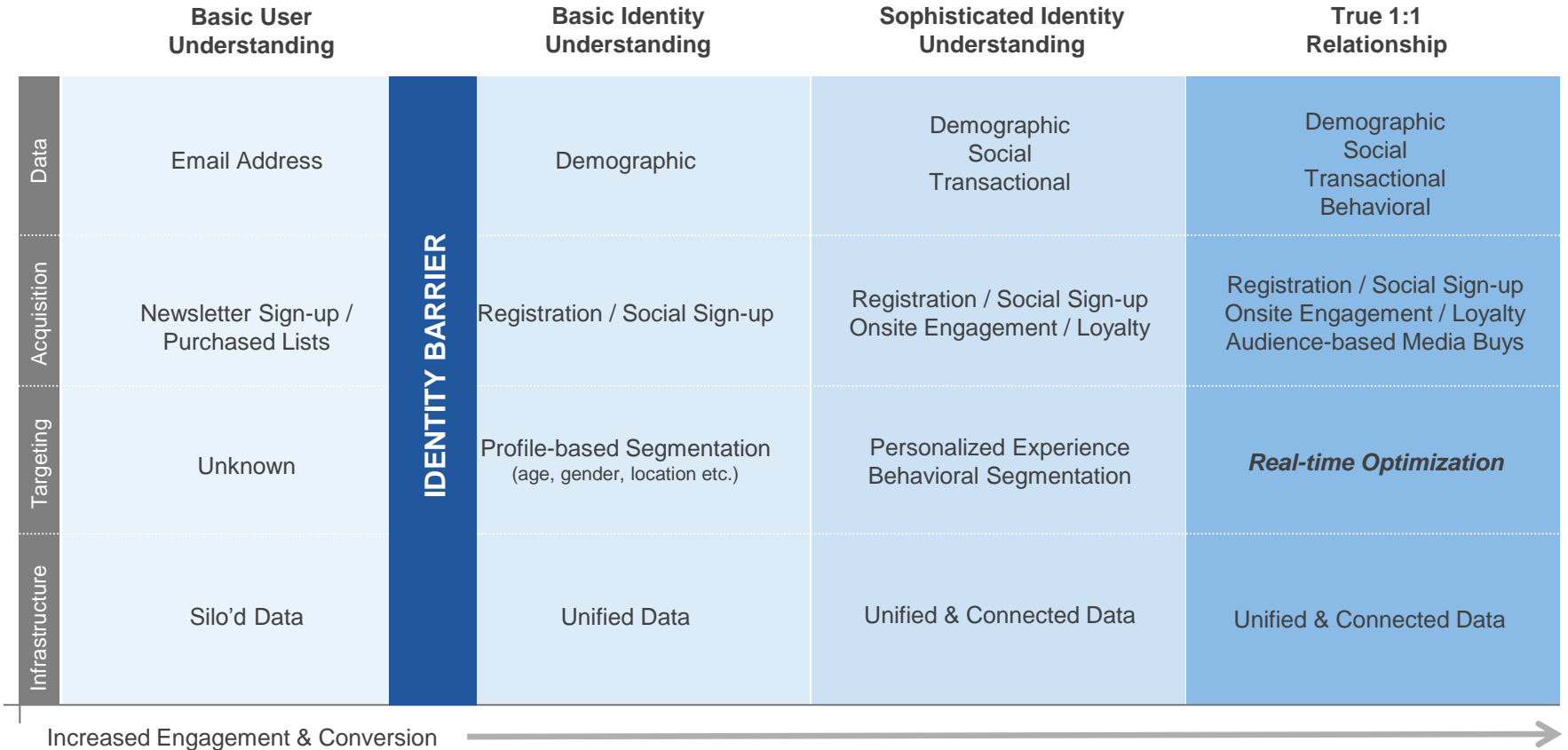
Behavioral Data

Purchases
Ad Clicks
Page Views
Shares
Comments / Reviews

1st Party Identity Sample Data

Data	f	🐦	in
First Name	X	X	X
Last Name	X	X	X
Email	X	X	X
Birthday	X	X	
Gender	X	X	
City	X	X	
State	X	X	X
Country	X	X	X
Zip Code	X		
Interests	X		
Likes	X		
Activities	X		X
Education	X	X	X
Work	X	X	X
Relationship	X		

Solving The Identity Issue



Identity-Driven Results

Increased Customer Acquisition

74%

Increase in registration conversions



Increase in Repeat Visitors

9x

Increase in repeat user logins



Increase in Engagement

92%

Increase in commenting activity



Increase in Time Spent

24%

Increase in time spent on site



Increased Digital Advertising Revenue

50%

Increase in site advertising revenue



Improved Media Buying Efficiency

200%

Improvement in ad targeting conversion rates



Retail Case Study

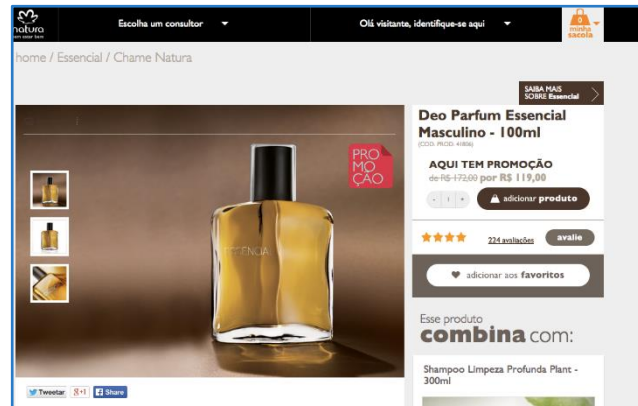
Natura

The Project

- Building a comprehensive ecommerce platform where consumers can browse Natura products and connect with consultants directly.
- Customers can search and select consultants using any of the information in their profiles, such as their areas of expertise and star rating.

Key Results

- Contributed to network growth of over 100 million consumers and 14k consultants
- A 9x increase in repeat user logins
- A 6x increase in social referral traffic - average of 10% total daily site traffic



Share & Review – track referrals



Increase loyalty through Gamification

Brand Case Study

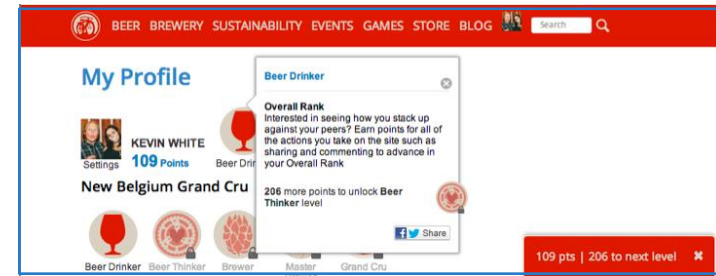
New Belgium Beer

The Project

- Driving awareness and adoption for newly released brews
- Increasing new site registrations and app downloads
- Fostering customer retention and brand loyalty
- Developing a highly engaging, unified cross-channel experience

Key Results

- Over 8x boost in new user registrations in just one day
- More than 5x growth in average daily logins
- 10x increase in shares at hundreds of social shares per day





GIGYA

The Platform for
Identity-Driven Relationships

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