Gigya and SAP Hybris

With Gigya’s pre-built integrations for SAP Hybris Commerce and SAP Hybris Marketing, businesses can deliver highly targeted customer experiences across touchpoints tailored to their customers’ unique identities.

How Does It Work?
Easily configure Gigya’s Social Login and Registration-as-a-Service (RaaS) within the SAP Hybris admin panel for seamless, branded authentication supporting multiple websites. The SAP Hybris Commerce extension also includes plugins to embed Gigya’s Social Engagement and Loyalty tools within your sites.

Within Gigya’s industry-leading Customer Identity Management platform, profile and behavioral data captured from registration, social login and on-site engagement is unified into actionable, permission-based customer profiles. This gives businesses a true “single customer view” that drives deeper audience insights, better segmentation and personalization and more trusted and valued experiences for customers.

How Does Gigya Add Value?
Increase Shopping Cart Conversions: Get a single view of customer demographics, interests and purchase behaviors to better understand and personalize the path to purchase across channels and devices. Offer more relevant product recommendations and discounts, segment your audience for targeted campaigns and reduce shopping cart abandonment.

Engage Customers Across the Customer Lifecycle: Delight and engage shoppers at every point in their journey. From product discovery, to checkout, to well beyond the sale, Gigya helps you build better customer relationships by enabling increased social engagement through commenting, sharing, reviews and gamification to drive word-of-mouth, encourage community interaction and foster lifetime brand loyalty.

Get to Market Faster: Gigya’s RaaS makes it possible to quickly customize registration, login and profile management forms and flows, while Social Login supports 25+ global identity providers right out of the box. Cut costs and time-to-market with 35+ pre-built marketing and service integrations, including SAP Hybris Marketing, available in Gigya’s IDX Marketplace.

GIGYA’S CUSTOMER IDENTITY MANAGEMENT PLATFORM

CONNECT
Turn anonymous site visitors into known customers with social and traditional registration tools that collect first-party data.

COLLECT
Unify identity, behavioral, transactional and all other data types into complete customer profiles while maintaining security and compliance.

CONVERT
Easily query and segment user records and integrate data across marketing and service applications to create personalized experiences.
Gigya and SAP Hybris Marketing

How Does It Work?
For SAP Hybris Commerce clients and other businesses that leverage Gigya's Registration-as-a-Service (RaaS) and Social Login, Gigya serves as the identity layer within the SAP Hybris Marketing stack. As customers authenticate, their identities and first-party data are passed in real time to SAP Hybris' data management solution.

How Does Gigya Add Value?

Know Your Customers: When consumers identify themselves — whether using a username and password, social network credentials or another third-party identity — they share rich, first-party data with your brand, including their location and mobile number. Once customers' identity data is passed from Gigya to SAP Hybris, cross-channel information like point-of-sale data, CRM fields and campaign insights can be attached to these known customer records for complete, consolidated customer profiles.

Keep Profiles Up to Date: Identity data captured by Gigya during registration is passed to SAP Hybris Marketing in real time. Gigya automatically updates information for socially logged-in customers as they make changes to their social profiles, and pushes these updates directly to SAP Hybris. Finally, progressive profiling, made possible through Gigya's RaaS features, enables brands to collect and pass additional identity data over time.

Better Segment and Reach Customers: By identifying and understanding customers across touchpoints, your business can segment and target customers by demographics, interests and behaviors to deliver more relevant content, campaigns and recommendations. You can also create lead scoring methods and predictive analytics models based on known customer attributes and activities.

For more information about customer identity management and Gigya’s SAP Hybris integrations, visit www.gigya.com.