

Global Consumer Electronics Firm Leverages Social Login to Increase Engagement and Enhance Customer Intelligence



The Situation

For over 70 years, a worldwide leader in consumer electronics has been dedicated to making a better world through advanced technologies, competitive products, and constant innovation. Since the company does not sell its products directly to consumers, the product registration process has proven to be a successful tactic to identify customers and learn more about them. Product registration is largely executed on the company's websites, and provides valuable insights that allow the company to better support existing customers and inform future product roadmap plans.

The Challenge and Goals

The company wanted to enhance its connection with the consumers who own its products, as well as nurture that relationship, by providing an engaging experience on multiple websites. While there were several considerations, the company believed that simplifying the "Create an Account" process through social login could deliver significant benefits for both the company and its consumers. To meet this goal, the company determined that it needed to deploy a modern customer identity and access management (CIAM) platform.

The envisioned solution would meet the following objectives:

- Build relationships directly with consumers by gathering profile data and insights to improve customer intelligence
- Improve the account creation process to allow users to quickly engage
- Increase participation at the company's websites

COMPANY

Global leader in digital technology and consumer electronics manufacturing

INDUSTRY

Consumer electronics

SOLUTION

Akamai Identity Cloud

KEY IMPACTS

- Easy, friction-free account creation process
- Leverage social profile data to enhance customer intelligence
- Increase engagement on websites and via email with high-value customers who prefer social login

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Why Akamai Identity Cloud

After evaluating multiple vendor solutions, the company selected and deployed Akamai Identity Cloud. First, they implemented social login to make it easier for customers to set up an account or access an existing one. Almost immediately, website visitors affirmed that they preferred social login to avoid having to remember another username/password. When customers chose to use a social identity, the company gained valuable insights; Social profile data are often the most complete and reliable customer data available. The data provides information about demographics, interests, activities, friends, other products owned – and more.

When social profile data are combined with other data and analytics in Akamai Identity Cloud’s centralized database, the solution delivers a 360-degree view of customers. This helps provide a deeper understanding of motivations, actions, and predictable behaviors. With this knowledge, the company was better able to identify which email campaigns and other marketing messages had the most impact. After the first five months of using Akamai Identity Cloud, the company determined that consumers who chose social login to create or access their accounts were the most high-value, engaged customers:

- Social login users were 34% more likely to open a marketing email
- Social login users were 63% more likely to click through a link in an email
- Social login users were 506% more likely to leave a product review



Akamai secures and delivers digital experiences for the world’s largest companies. Akamai’s intelligent edge platform surrounds everything, from the enterprise to the cloud, so customers and their businesses can be fast, smart, and secure. Top brands globally rely on Akamai to help them realize competitive advantage through agile solutions that extend the power of their multi-cloud architectures. Akamai keeps decisions, apps, and experiences closer to users than anyone – and attacks and threats far away. Akamai’s portfolio of edge security, web and mobile performance, enterprise access, and video delivery solutions is supported by unmatched customer service, analytics, and 24/7/365 monitoring. To learn why the world’s top brands trust Akamai, visit www.akamai.com, blogs.akamai.com, or @Akamai on Twitter. You can find our global contact information at www.akamai.com/locations. Published 04/19.