

## Digital Magazine Increases Registrations More Than 30% by Improving the User Experience



### The Situation

One of the world's first digital online magazines provides incisive commentary and analysis of news, politics, culture, technology, business, and more. The magazine's unique brand of journalism attracts new visitors each month – and keeps them coming back. Many of the magazine's most loyal readers engage with each other as commenters and become members of its online community. These avid readers connect to the website across multiple devices, and they want a consistent login experience no matter how they visit.

### The Challenge and Goals

Historically, the digital magazine had been relying on an in-house legacy solution for identity management. However, as memberships and the ways people wanted to sign in continued to expand, the magazine sought a better solution to deliver a more consistent and streamlined login experience. The goal was to increase sign-ups and user engagement. The magazine also sought to employ this user journey data to enhance and personalize their offerings, thereby increasing memberships.

The magazine determined that social login had become essential for any media company to be successful. Although the company had this capability in its legacy system, it was far from perfect. For instance, logging in with different social identities sometimes resulted in cryptic error messages. The company decided it was time to stop trying to evolve the legacy solution, and instead explore commercial customer identity and access management (CIAM) solutions. The goal was to find a CIAM solution that was enterprise-grade, but also was easy to deploy. The solution needed to cover desktop, mobile, and in-app logins across social identities.



*The goal was to find a CIAM solution that was enterprise-grade, but also was easy to deploy.*

#### COMPANY

Pioneering digital online magazine

#### INDUSTRY

Media/publishing

#### SOLUTION

Akamai Identity Cloud

#### KEY IMPACTS

- Consistent and streamlined user login experience
- 30% increase in user registrations
- Richer, up-to-date user data to enhance engagement campaigns

## Digital Magazine Increases Registrations More Than 30% by Improving the User Experience

### Why Akamai Identity Cloud

After researching available CIAM alternatives, the magazine narrowed the selection process to two options: Akamai Identity Cloud and a competing solution. Each offered the needed functionality. But as the magazine's engineering team looked more deeply into the options, Akamai Identity Cloud stood out as a solution that could be implemented almost entirely with in-house expertise. Deployment of the competitive solution would have required outside consultants, as well as a higher ongoing investment of resources.

After choosing Identity Cloud, the implementation proceeded quickly and smoothly. Thanks to the social login and registration features in Identity Cloud, users could enjoy a login experience that matches the quality of the magazine's content. Users can log in through different social platforms – all with one unique user ID – and, if they choose, users can even add secondary social accounts to a primary login. What's more, the magazine now has richer, more up-to-date data to enhance its engagement campaigns.

The number of registered users jumped 33% after deploying Identity Cloud. A smoother social login experience was found to be a huge contributor to these improved results. The magazine expects to keep growing registrations and deepening relationships with its users as the company applies more insight to the engagement process.



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](http://www.akamai.com), [blogs.akamai.com](http://blogs.akamai.com), or [@Akamai](https://twitter.com/Akamai) on Twitter. You can find our global contact information at [www.akamai.com/locations](http://www.akamai.com/locations). Published 04/19.