Identity Management for Consumer Brands

Understand your customers, create cohesive omnichannel experiences, and enhance brand loyalty and trust.

Consumers interact with brands across multiple digital channels at every stage of the customer journey. Brand loyalty and trust are often found with those businesses that understand their customers best and deliver personalized, engaging, and highly relevant experiences.

For Consumer Packaged Goods (CPG) companies and consumer brands looking to better understand customers, create more cohesive omnichannel experiences, and enhance brand loyalty, a centralized customer identity and access management (CIAM) solution is key to unlocking direct relationships with consumers.

Akamai Identity Cloud provides a real-time identity solution designed to enable seamless and secure experiences in the consumer's digitally connected world, while providing brands with deep customer insights.

ENGAGE CUSTOMERS

Easily acquire and recognize customers across all your digital properties with an omnichannel registration and access management solution that can help you increase conversions and improve customer experiences.

- Simplify registration and reduce registration fatigue with social login and single sign-on

- Achieve a 360-degree view of the customer with demographic and behavioral data

- Build better relationships with customer preference management

GAIN DEEPER CUSTOMER INSIGHTS

Combine demographic data with behavioral and personal preference insights into consumer interactions with your brands. Managing identities centrally creates a richer view of customer data that can increase CPG revenue and brand loyalty.

- Improve customer experiences with consumer identity data

- Gain new insights from reporting tools segment data

- Optimize conversions with the help of customer journey analytics

CONNECT YOUR TECHNOLOGY STACK

Identity Cloud delivers centralized, usable, and secure customer data to brands. It enables you to integrate customer profile data into your technology stack and provide real-time consumer insights to your entire ecosystem.

- Simplify customer profile management with a platform that integrates seamlessly with your technology stack

- Share real-time customer profile data with apps and digital properties for personalized omnichannel experiences

- Benefit from a single view of truth for universal identity

SECURE YOUR CUSTOMER DATA

Guard your brand's reputation with comprehensive authentication, access management, and data governance features. Identity Cloud adheres to the strictest security and privacy best practices in the CIAM industry.

- Help prevent fraudulent access attempts with real-time fraud analytics

- Support GDPR compliance with consent lifecycle management

- Reduce risk with strict data management and scoped access controls

- Simplify user provisioning and support with our customer care portal

CASE STUDY:

Consumer Brands Get Results With Identity Cloud

A leading CPG brand with 20 million Facebook fans chose Identity Cloud to streamline its login and registration process by enabling social login. As a result, 77% of all new registrations leveraged their social login across all the CPG brand's web properties, increasing customer engagement.