



# Integration of SAP Marketing Cloud with SAP Customer Data Cloud from Gigya

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PUBLIC

# Agenda

## SAP Customer Data Cloud from Gigya

- SAP Customer Identity, SAP Customer Consent, SAP Customer Profile

## Integration Maturity Steps

## Integration Details

## Q&A

# SAP Customer Data Cloud from Gigya

There are three separate products of SAP Customer Data Cloud from Gigya that can be leveraged for marketing:



## SAP Customer Identity

Identify and engage customers across channels and devices



## SAP Customer Consent

Build trusted customer relationships based on transparency and control



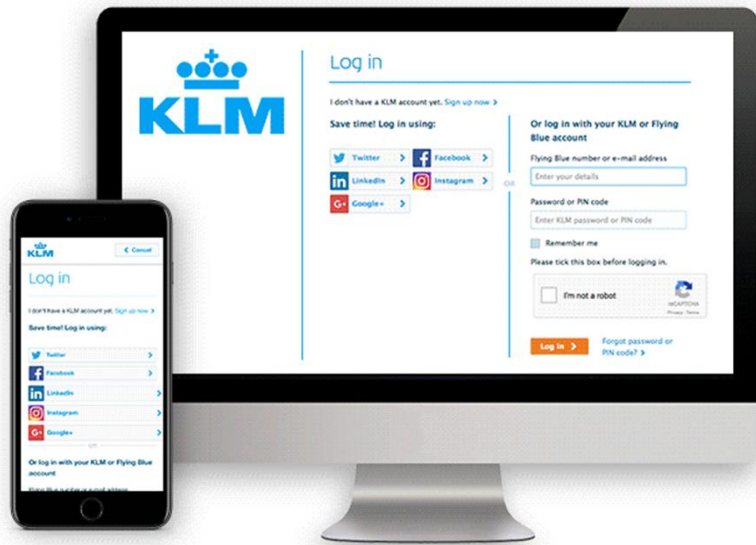
## SAP Customer Profile

Power trusted digital experiences with customer data

While SAP Customer Identity manages the customers and the SAP Customer Consent manages the consent, the SAP Customer Profile connects this data into various channels, including SAP Marketing Cloud.

Hence it is a good idea that all three SAP Customer Cloud solutions are in place to combine with SAP Marketing Cloud.

# SAP Customer Identity: Identify customers across channels & devices



- Provide **frictionless** point of entry for customers web, mobile, IoT.
  - Lite Registration
  - Registration as a Service
  - Social Login
  - Single Sign-on
- Capture & view **permission-based** identity data to build trust
  - Progressive & Conditional Profiling
  - Social Sharing & Loyalty
  - Identity Access
- Protect customers **against** identity fraud and theft
  - Risk-based Authentication
  - Network Protected Identity

# SAP Customer Consent - Managing throughout the lifecycle of the customer

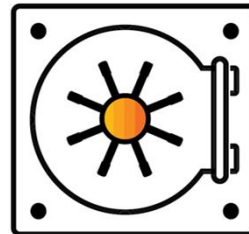
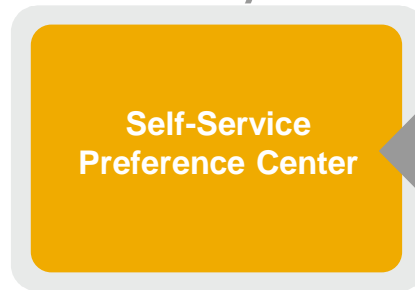
## USERS CONTROL PREFERENCES & CONSENT

- View profile, preferences & consent
- Add and modify profile, preferences and consent information
- Withdraw consent
- Download user data

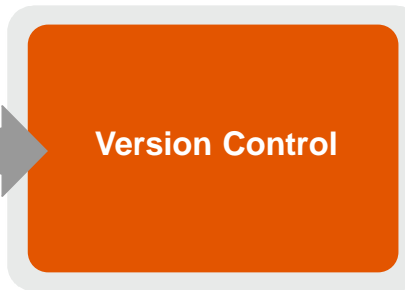


## PRESENT POLICIES

- Terms of Service (ToS)
- Privacy Policies
- Cookie Consent
- Consent for marketing and custom activities



GIGYA  
Audit-Ready  
Vault



## ENFORCES CONSENT

Synchronize preferences, consent and profile data to downstream marketing, sales, and services applications

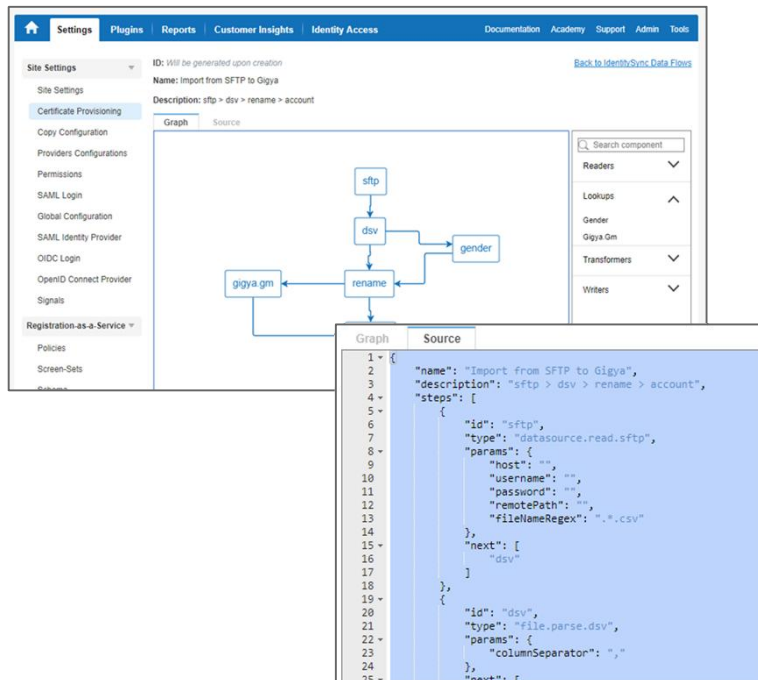


## MAINTAINS ACCURATE CONSENT

- Trigger consent renewals
- Record consent at renewal
- Track consent history
- Audit consent

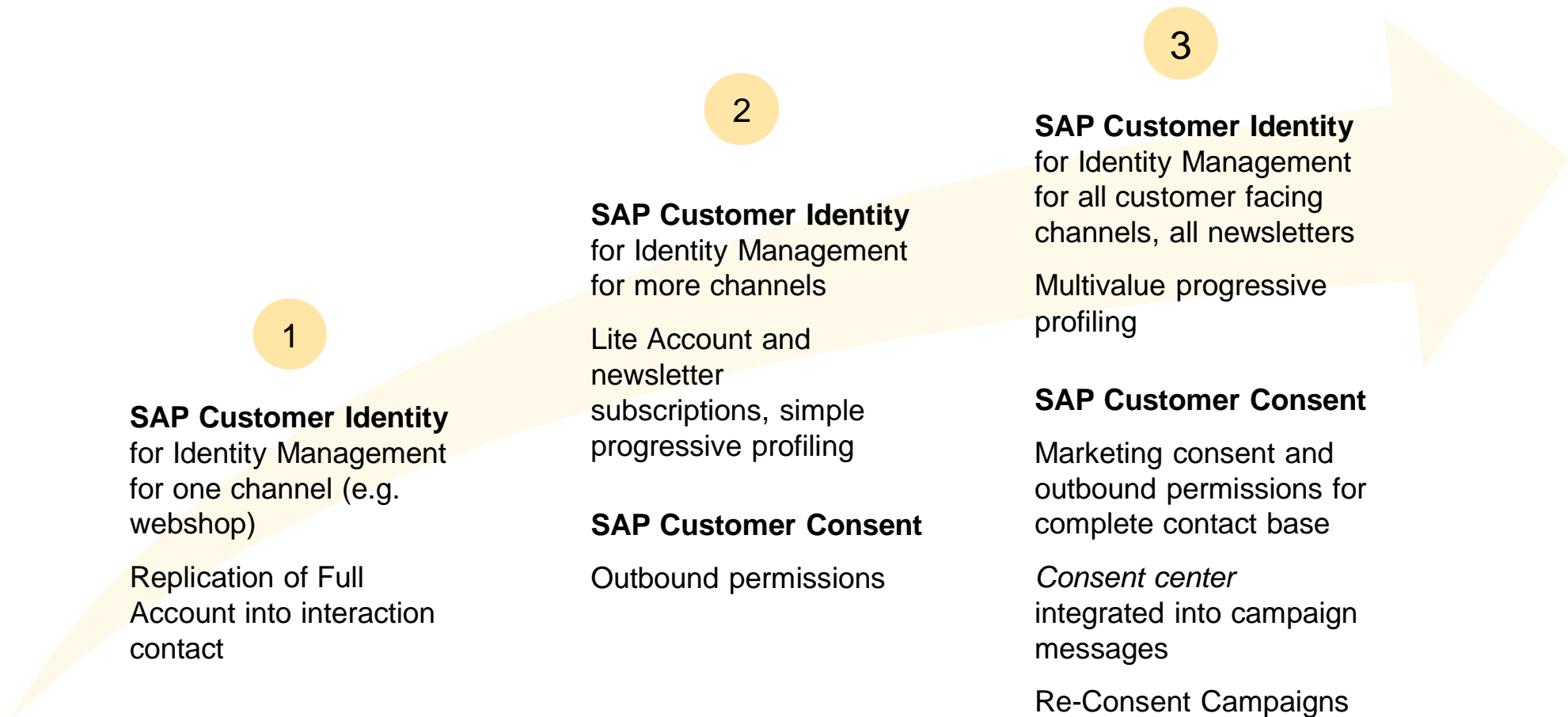


# SAP Customer Profile: Power trusted digital experiences with first party data



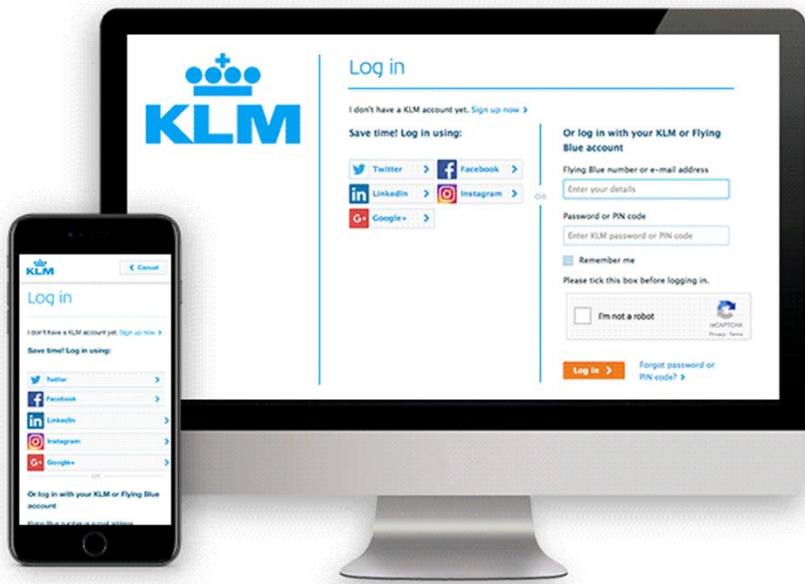
- **Orchestrate** customer identity profiles to virtually any application
  - IDX Integrations
  - Identity Sync Studio & Dataflow Templates
  - Custom Scripts & Integrations
  - Integrate with SAP Marketing Cloud
- **Govern** customer identity profiles across **lifecycle** of customer
  - Governance Workflows (e.g, account status)
  - Audit Logs for Governance
  - Exception Handling

# Integration Maturity: SAP Marketing and SAP Customer Data Cloud



# Replicate registrations to SAP Marketing Cloud

## Registration and login



Replication



- For registrations and logins SAP Customer Cloud create
- full contact profile with all available attributes,
- Outbound permissions,
- marketing attributes,
- and newsletter subscriptions
- all based on given consent in SAP Marketing Cloud

John Smith  
+15551234  
jsmith@gmail.com

Overview Interactions Personal Data Origin Data Scores Permission Marketing Commerce Leads Account Team

Contact: John Smith, Consumer, Verified  
Communication: Anytown, United States of America, jsmith@gmail.com, +15551234  
Additional Data: Gender: Male, Marital Status, Language, Date of Birth

Marketing Areas: No marketing areas assigned

Permissions (2): 2 thumbs up, Opt-Ins of 8

Subscriptions (1): Newsletter (Jam), will.smith@gmail.com, Subscribed, Opt-in Since: 30.04.2018



# Ask your customers what they like or need...not just guess

## Progressive Profiling

rch for great gear & clothing

MY ACCOUNT

### TELL US ABOUT YOURSELF

Welcome back, Nicole! We hope you enjoyed your last site experience! Please tell us a little about yourself so we can provide you with more relevant and personalized recommendations.

What are your favorite sports or activities? (Please select):

<input type="checkbox"/> Camp & Hike	<input type="checkbox"/> Paddle	<input type="checkbox"/> Travel
<input type="checkbox"/> Climb	<input type="checkbox"/> Run	<input type="checkbox"/> Yoga
<input type="checkbox"/> Cycle	<input type="checkbox"/> Snow	<input type="checkbox"/> Other

**Submit**

[Click here](#) to manage all your preferences.

No work, all play, big deals. Save through September 4.

**Shop the deals**

Replication

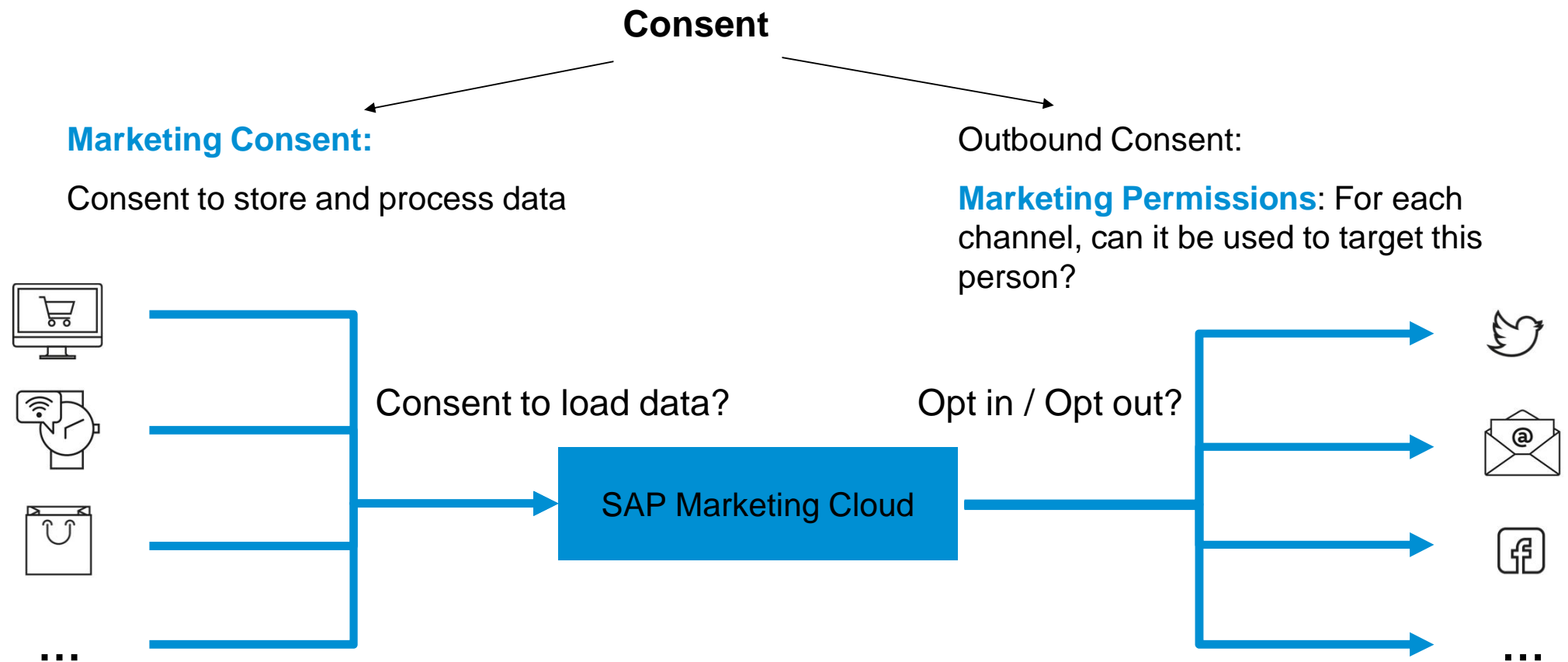


Progressive profiling preferences can be replicated as

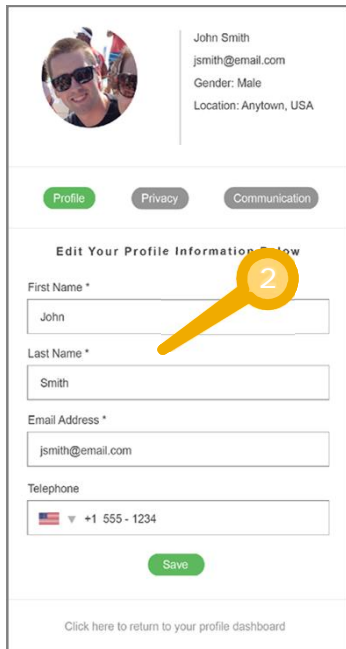
- Contact extension fields or
  - Marketing Attributes
- to SAP Marketing Cloud

All **consented data** including complete profile can be modified or withdrawn at any time.

# How does SAP Marketing Cloud handle consent ?



## SAP Customer Data Cloud from Gigya



John Smith  
jsmith@email.com  
Gender: Male  
Location: Anytown, USA

Profile Privacy Communication

**Edit Your Profile Information**

First Name \* **2**  
John

Last Name \*  
Smith

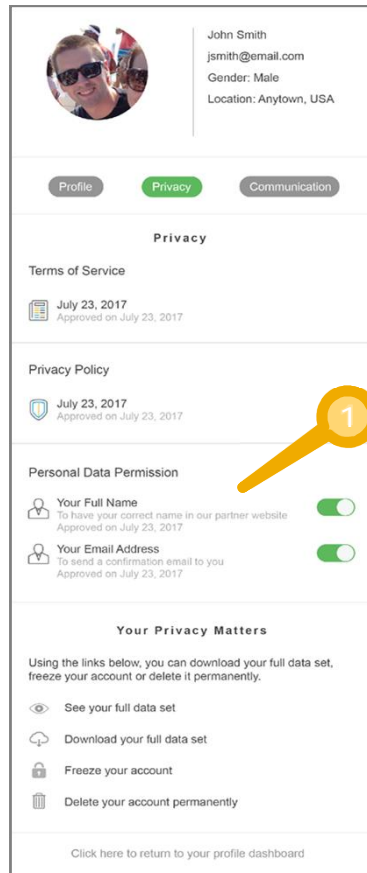
Email Address \*  
jsmith@email.com

Telephone  
+1 555-1234

Save

[Click here to return to your profile dashboard](#)

SAP Customer Identity



John Smith  
jsmith@email.com  
Gender: Male  
Location: Anytown, USA

Profile Privacy Communication

**Privacy**

**Terms of Service**  
July 23, 2017  
Approved on July 23, 2017

**Privacy Policy**  
July 23, 2017  
Approved on July 23, 2017

**Personal Data Permission**

Your Full Name   
To have your correct name in our partner website  
Approved on July 23, 2017

Your Email Address   
To send a confirmation email to you  
Approved on July 23, 2017

**Your Privacy Matters**

Using the links below, you can download your full data set, freeze your account or delete it permanently.

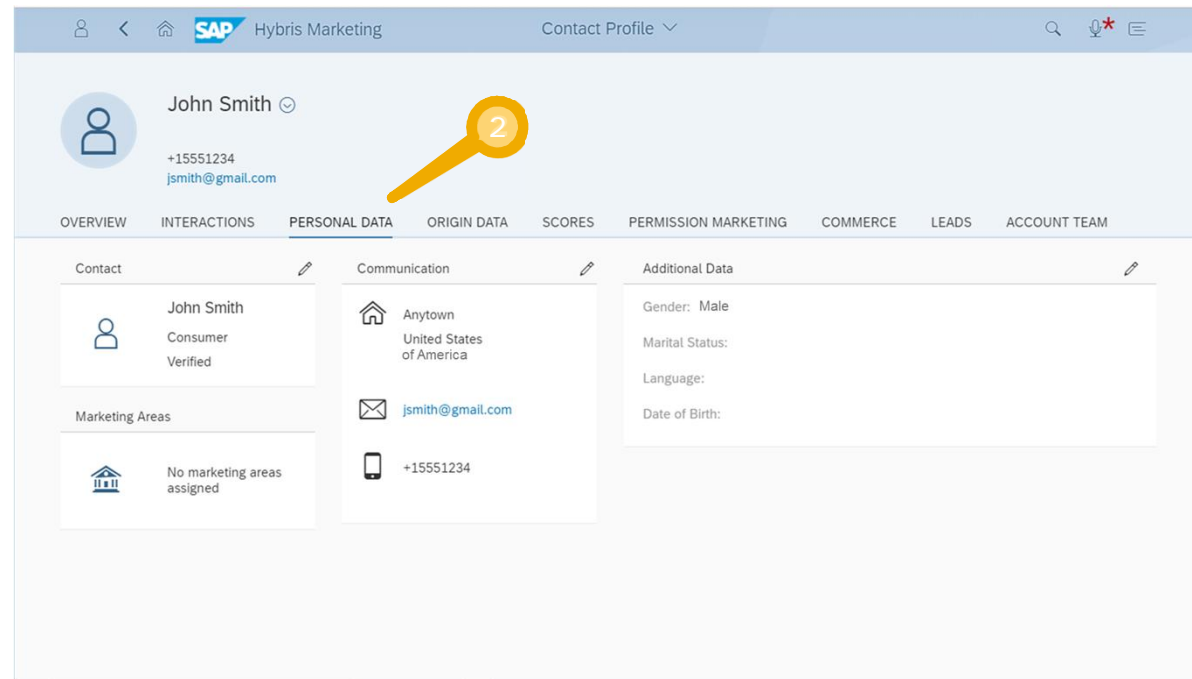
- See your full data set
- Download your full data set
- Freeze your account
- Delete your account permanently

[Click here to return to your profile dashboard](#)

SAP Customer Consent

SAP Customer Profile

## Contact Profile in SAP Marketing Cloud



Hybris Marketing Contact Profile

John Smith  
+15551234  
jsmith@gmail.com

OVERVIEW INTERACTIONS **PERSONAL DATA** ORIGIN DATA SCORES PERMISSION MARKETING COMMERCE LEADS ACCOUNT TEAM

Contact	Communication	Additional Data
John Smith Consumer Verified	Anytown United States of America jsmith@gmail.com +15551234	Gender: Male Marital Status: Language: Date of Birth:

Profile Data is replicated with SAP Customer Profile into SAP Marketing Cloud. Replication flow can check if consent is given (1), e.g. for GDPR countries.

## SAP Customer Data Cloud from Gigya

John Smith  
jsmith@email.com  
Gender: Male  
Location: Anytown, USA

Profile Privacy Communication

**Edit Your Profile Information Below**

First Name \*  
John

Last Name \*  
Smith

Email Address \*  
jsmith@email.com

Telephone  
+1 555-1234

Save

Click here to return to your profile dashboard

SAP Customer Identity

John Smith  
jsmith@email.com  
Gender: Male  
Location: Anytown, USA

Profile Privacy Communication

**Privacy**

Terms of Service  
July 23, 2017  
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Privacy Policy  
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Your Full Name  
To have your correct name in our partner website  
Approved on July 23, 2017

Your Email Address  
To send a confirmation email to you  
Approved on July 23, 2017

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Using the links below, you can download your full data set, freeze your account or delete it permanently.

- See your full data set
- Download your full data set
- Freeze your account
- Delete your account permanently

Click here to return to your profile dashboard

SAP Customer Consent

SAP Customer Profile



## Contact Profile in SAP Marketing Cloud

John Smith

OVERVIEW INTERACTIONS PERSONAL DATA ORIGIN DATA SCORES PERMISSION MARKETING COMMERCE

Permissions: 2 thumbs up, Opt-Ins of 8

Subscriptions: 3

Permissions (2)

- Opt-Ins: 2 thumbs up
- Email: jsmith@gmail.com
- Text Message: +15551234

Profile Permissions (3) are replicated with SAP Customer Profile into SAP Marketing Cloud. Explicit permissions may be created for explicit channels/ countries. (1).

## SAP Customer Data Cloud from Gigya

The screenshot shows a user profile for John Smith (jsmith@email.com, Male, Anytown, USA). It includes sections for 'Edit Your Profile Information Below' with fields for First Name, Last Name, Email Address, and Telephone. Below this is a 'Privacy' section with a 'Save' button. A 'Newsletters and Communication' section contains a table of subscription preferences:

Newsletter	Subscription Status
Weekly digest	On
Daily deals	Off
Politics Today	On
Sports Today	On
Entertainment Today	Off

A yellow callout circle with the number '4' points to the 'Weekly digest' row.

SAP Customer Profile



## Contact Profile in SAP Marketing Cloud

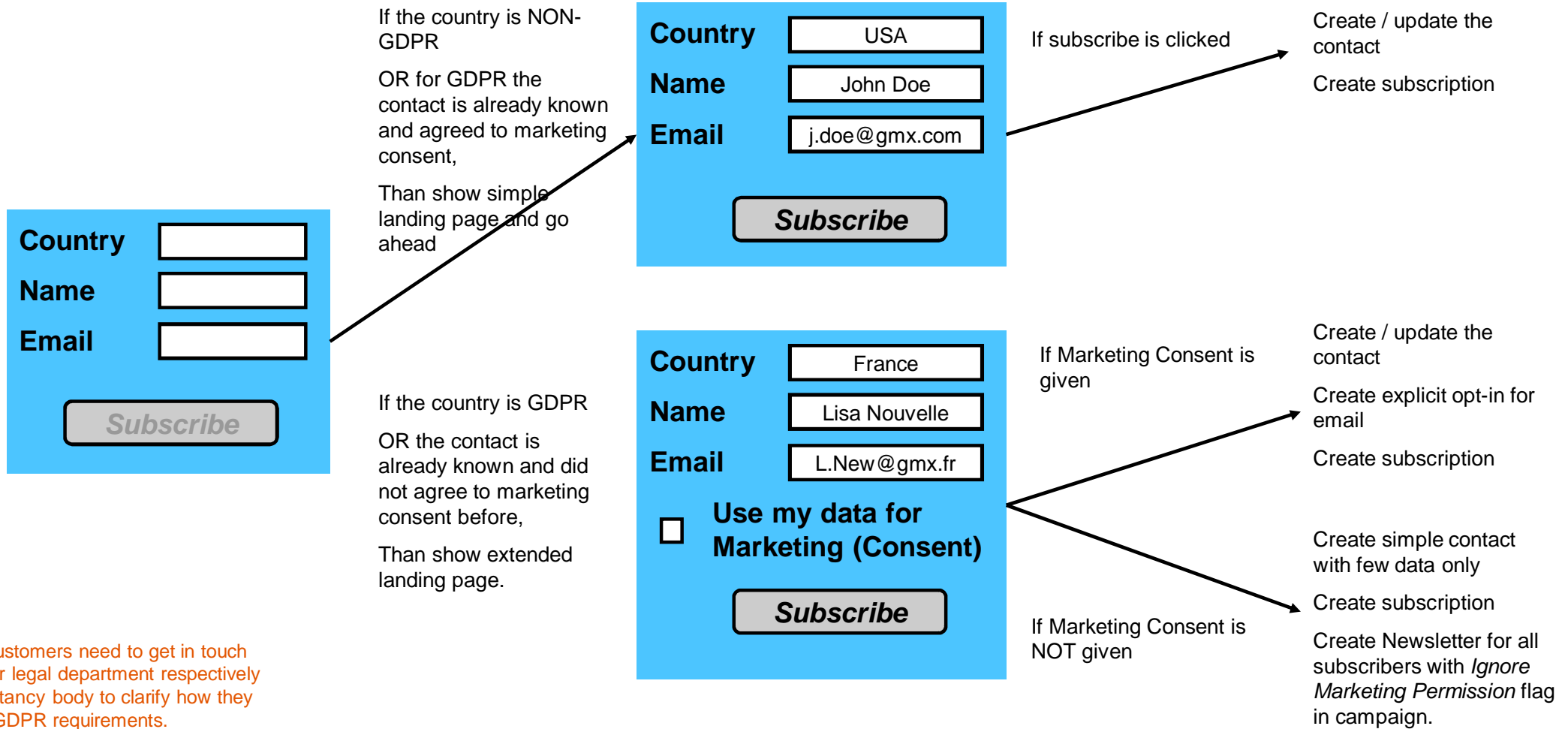
The screenshot shows the 'Contact Profile' for John Smith in SAP Marketing Cloud. The 'PERMISSION MARKETING' tab is active, displaying summary cards for 'Permissions' (2 thumbs up, Opt-Ins of 8) and 'Subscriptions' (3 signal waves). Below these are detailed views for 'Permissions (2)' and 'Subscriptions (3)'. The 'Subscriptions (3)' section lists:

Subscription	Contact	Opt-In Since
Weekly Digest	will.smith@gmail.com	30.04.2018
Politics Today	will.smith@gmail.com	30.04.2018
Sports Today	will.smith@gmail.com	30.04.2018

A yellow callout circle with the number '4' points to the 'Subscriptions (3)' header.

Subscriptions (4) are replicated into SAP Marketing Cloud.

# Contact creation and subscriptions – Real customer use case



Note: Customers need to get in touch with their legal department respectively a consultancy body to clarify how they realize GDPR requirements.

# Questions ?

## More information

More information can be found here:

<https://cx.sap.com/en/products/customer-data-cloud>

<https://cx.sap.com/en/products/marketing>



# Thank you.

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