How Can More Detailed Customer Profiles Build Stronger Digital Relationships and Loyalty?

Publishing a portfolio of more than 10 digital properties for a user base of more than 15 million

NewsLifeMedia is an Australian publishing company that produces digital and print content on everything from style and health to parenting with publications such as GQ Australia, Taste Australia, and Vogue Australia. When the company wanted to improve user engagement and loyalty, it realized that its proprietary customer management system was not sufficient. NewsLifeMedia needed a new solution to offer a streamlined experience for users across multiple sites, to learn more about its subscribers, and to integrate customer data across all properties and marketing applications.
Valuable customer insights enable NewsLifeMedia to improve content strategy and attain higher customer retention rates.

The SAP® Customer Identity solution in the SAP Customer Data Cloud portfolio helped NewsLifeMedia:

- Give users the option to authenticate in just two clicks with social login information or with a traditional username and password
- Build detailed customer profiles, as subscribers use the same identities across multiple properties
- Create personalized experiences using segmented data, including demographics, interests, and on-site behaviors
- Save up to 12 months of development time that would have been needed for tasks such as managing social networks, APIs, and maintaining privacy regulations while making the switch from the internally built customer data platform
- Improve customer data capture by eight times through registration, on-site interactions, and progressive profiling
- Reach known users with relevant and timely content, significantly increasing the value of NewsLifeMedia’s ad placements
- Use first-party data to create a number of actionable audience segments
- Leverage progressively profiled first-party data to send personalized e-mails

“Thanks to SAP Customer Data Cloud, we are now closer to our millions of users than we have ever been before. The ability to know and recognize every customer across each of our properties has a profound effect on both customer and advertiser relationships.”

Nicole Sheffield, CEO, NewsLifeMedia

SAP Customer Experience