loginradius

CASE STUDY

BAUER MEDIA

Deploying the LoginRadius Cloud-Based
Identity Solution Across Multiple Web
Properties and Third-Party Integrations

Introduction

Bauer Media, Australia's leading magazine publisher, is aiming to boost their customer engagement. By deploying a single identity across their digital properties and building an integrated digital ecosystem they hope to improve their understanding of their customers and improve their users digital experience. Bauer identified the above as a requirement in the pursuit of achieving their digital goals and they reached out LoginRadius to find a solution.

This case study uncovers how LoginRadius helped Bauer to overcome their challenges by implementing our cloud-based cIAM platform.

The following LoginRadius platform components are being used:

- User Registration (including email registration)
- Social Login
- Single Sign-On (SSO)
- Customer Profiling
- Profile Management
- Regional Data Storage
- Compliances & Security
- API Integrations, and
- Analytics

The following are the third-party integrations being leveraged through LoginRadius:

- Livefyre
- Salesforce Marketing Cloud
- Google Analytics

About Bauer Media

With over 60 titles and a circulation of 65 million copies per year, Bauer Media is Australia's leading multi-platform publisher. The portfolio includes some of the country's longest-running brands including the country's biggest-selling monthly The Australian Women's Weekly, Australia's number-one weekly magazine Woman's Day, Dolly, NW, TV Week, Harper's BAZAAR, Cosmopolitan, ELLE, Australian Gourmet Traveller, Australian House & Garden and Wheels. Integral to the company's success are vibrant, information-packed reader websites, tablet and mobile applications, as well as extensive social-media sites.

You can learn more about the company at www.bauermedia.com

Objective

The company had the following objectives in mind when engaging with LoginRadius: significant in-person service cost:

- Centralizing Customer Identities by deploying a cloud-based identity management solution that works across multiple web and mobile properties.
- Delivering a Connected Customer Experience by allowing users to use their social IDs and/or their single ID across multiple customer touchpoints.
- Utilizing Customer Identity and Data in Real-time to Drive Growth by integrating customer identities with marketing tools and leveraging engagement solutions.

Technology Scope

The company uses the following technologies that were involved in full implementation of LoginRadius' cIAM platform:

- Web properties based on:
  - ASP.NET, and
  - HTML/Javascripts
- Marketing ecosystem:
  - Salesforce Marketing Cloud
  - Livefyre's social commenting
  - Google Analytics
- User Migration to the LoginRadius platform:
  - Migrating existing users from their fractured databases to the unified LoginRadius NoSQL database

Challenges & Solutions

Challenge 1:

Deploying a single identity across multiple properties

Bauer realized that deploying a single identity system across all of the organization's properties was essential to better understand and serve their customers. The biggest challenge in achieving this consolidating their user data and connecting the digital tools which were already being used in the ecosystem. In short, they looked to eliminate the data silos that were being generated by their digital tools/properties and consolidate the data being generated by each of these tools/properties.

Solution

LoginRadius analyzed these challenges and proposed a solution that will deploy a single database and single authentication system across multiple properties; hence, creating a unified identity and single profile for each customer. LoginRadius' cIAM platform was able to solve this problem using their out-of-the-box single identity and profile solution.

Challenge 2:

Simplifying how customers connect to Bauer to increase web conversion of visitors into registered customers

Bauer observed low conversion rates of visitors to registered users on their properties because of high levels of friction built into their sign-up (user registration) processes. This resulted in an increase to their cost to acquire a new customer (CAC), reducing their marketing Return on Investment (ROI) and limiting their ability to grow.

Solution

When the LoginRadius team analyzed the customer registration experience, the biggest challenge we identified was that it was a lengthy and time consuming process. LoginRadius proposed a deployment of their service to allow users to register using their social identities such as Facebook, Google, and Twitter, on Bauer properties. This eliminated the need for a lengthy registration process in most cases.

LoginRadius' Social Login offering allowed Bauer to enable desired social login options on their websites. This made the sign-up process quick and easy. Customer registration was reduced from an average of 4 minutes and 38 seconds to an average of 7 second.

Challenge 3:

Allowing customers to navigate across multiple properties while setting up some access-level

Bauer understood the value of a connected customer experience in terms of customer engagement and retention. They wanted to allow customers to navigate from one website to another without having to re-register or re-sign-in.

Bauer also wanted to enable this experience various groups of websites i.e. user of a group of websites can navigate easily among that group but needs to create another identity if navigate to another group of websites. This was particularly the case to separate for the users from New Zealand to users from Australia.

Solution

LoginRadius proposed that this is connected user experience be solved by implementing our Single Sign-On (SSO) solution that can be configured for any number of websites and/or mobile apps.

Challenge 4:

Integrating Customer Identity and Data into other system

Bauer wanted to utilize customer data to boost and personalize their marketing efforts. This posed the next challenge of understanding how various third-party systems work together and developing an integration that fed customer data and identities in real-time to these too.

Solution

LoginRadius offers built-in API integrations with over 100 third party applications. These integrations APIs are developed to cover various use-cases. After analyzing Bauer Media's integration requirement, LoginRadius leveraged their integration APIs for real-time syncing of customer data and identities. These API connections were also used to connect user data into marketing tools for personalized interactions with customer.

Why LoginRadius

Modern Cloud-Based Solution

LoginRadius was able to offer Bauer Media an identity solution that is completely cloud-based and out-of-the-box. The solution was easy to deploy on their web and mobile applications, with a rapid time to value. LoginRadius enabled Bauer Media to securely manage user identities, while delivering a connected digital experience.

Local Data Center

LoginRadius also offers the latest cloud technologies, and is able to deliver 100% uptime for Bauer Media. The application is hosted on Microsoft Azure with 29 data centers worldwide, with active failover in the event of a major service disruption to Amazon Web Services.

Scalable, High Availability

With LoginRadius' AWS active failover, they are able to offer the highest availability in the market with the best monitoring services. The platform also offers auto-scalability in order to accommodate hundreds of millions of users; the peak performance reached 100,000 logins per second, another industry leading quality that only LoginRadius offers.

### Compliant with Privacy and Security Regulations

LoginRadius' platform supports all major compliances and policies, and meets a wide range of regional specific data compliances, that permits clients to store their data in any global region. The platform has also been built with security being of the highest priority. LoginRadius' world-class security measures and legal team work hard to ensure that the platform adheres to the strict and updated government regulations, security compliances and policies, ensuring that Bauer Media's data is secure and always in line with local regulations.

Easy to Deploy and Dedicated Professional Services

LoginRadius' solution is easy to deploy and provides a smooth transition, guaranteeing a positive citizen experience. They also provide dedicated professional services, and are available for support 24/7.

Deployment

LoginRadius worked closely with the Bauer Media engineering team and business team to customize and deploy the LoginRadius platform across multiple properties and systems. The following diagrams outline the high-level architecture of the deployment.
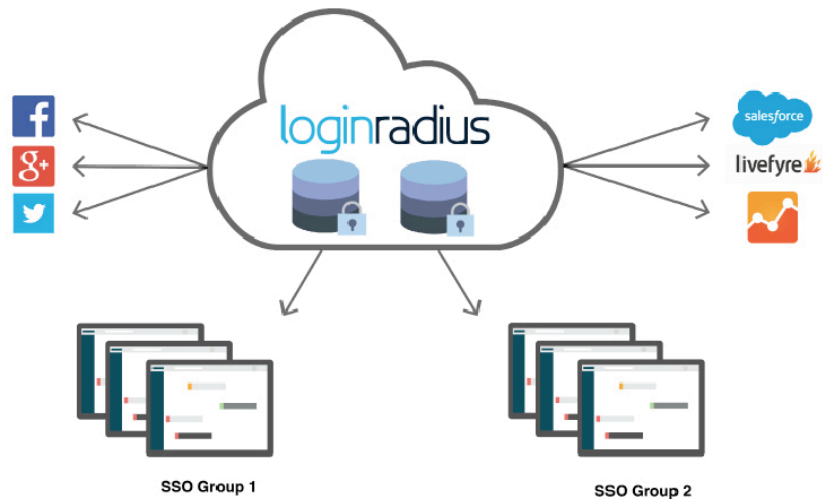
LoginRadius Configuration

The LoginRadius team customized and configured its platform as per Bauer's requirements. We also trained Bauer's engineering and business teams on how to best leverage the platform, deploy our APIs, and make future changes to their system.

LoginRadius API Libraries

As Bauer's websites were built on ASP.NET, HTML, and Javascript; LoginRadius provided individual SDKs for each programming language. These SDKs were delivered with source code, demo projects, and implementation and configuration guides in order to allow Bauer's engineers to modify the service as required.

SSO Grouping & Database

LoginRadius created three SSO groups and each group had multiple websites assigned to them, this was necessary as we needed to deploy restricted user access among the SSO groups. We also created a centralized database for each group and migrated existing users to the LoginRadius platform.

Integration with Third Party Systems

LoginRadius enabled their integration APIs to allow Bauer Media to leverage their customer data and identities with other tools and systems. The LoginRadius team assisted by provided custom documentation and the API access needed to integrate with the Salesforce Marketing Cloud, Livefyre, and Google Analytics digital tools.

Conclusion

LoginRadius understood Bauer Media's business challenges and requirements when it came to unifying customer identities and leverage user data for marketing purposes. We put together a customized solution in order to provide a solution that was tailored to their needs. The LoginRadius team worked very closely to successfully deploy the solution as per Bauer Media's requirements and timeliness.

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