

ART.
COM

Art.com Creates a Community around Curated Customer Collections with Gigya



About Art.com

With more than 12 million customers in 120 countries, Art.com is the world's largest online retailer of high-quality wall art. The company offers millions of art images, custom framing and specialty printing, as well as interactive visualization tools and mobile apps that let users explore art from a selection of curated collections.

The Challenge

As an industry leader with a growing customer base, Art.com saw the need to focus on engaging and retaining customers beyond the initial sale. The retailer quickly realized that the key to retention was to leverage the art community's common interests and enable them to tailor the site experience to their individual tastes. "To create a personalized on-site experience and an interactive community among our users, we needed to give site visitors a simple way to identify and share information about themselves," said Kumar Padmanabhan, Director of Web Engineering at Art.com.

The Solution

To give site visitors a fast and frictionless way to sign in, Art.com implemented Gigya's Social Login, which also gives the retailer permission-based access to rich, first-party data including users' demographics and interests. Registered users are able to participate in the Art.com community by curating galleries based on their artistic interests. These galleries are then pushed to Gigya's Activity Feed so that other users can view the collections, share them to their social networks or leave comments and be inspired to create their own galleries.

All information captured during registration and as known users engage on site is housed within Gigya's Profile Management identity repository. Profile Management normalizes and consolidates user information from across Art.com's multiple brands and web properties into single customer profiles, and then passes this information directly to Responsys to inform email campaigns.

SUCCESS HIGHLIGHTS

27% increase
in registrations

27%

65% increase
in curated
galleries created

65%

58% increase in
conversion rates for
emails triggered by
on-site actions relating
to curated collections

58%

“WORKING WITH GIGYA HAS GIVEN US THE TOOLS WE NEED NOT ONLY TO IDENTIFY OUR CUSTOMERS, BUT ALSO TO DRIVE NEW PURCHASES AND ASSIST REPEAT PURCHASES. ALLOWING USERS TO INTERACT WITH THE SITE AND OTHER ARTISTS BASED ON THEIR PERSONAL INTERESTS AND ARTISTIC TASTES HAS HELPED INCREASE CUSTOMER ENGAGEMENT AND BRAND LOYALTY.”

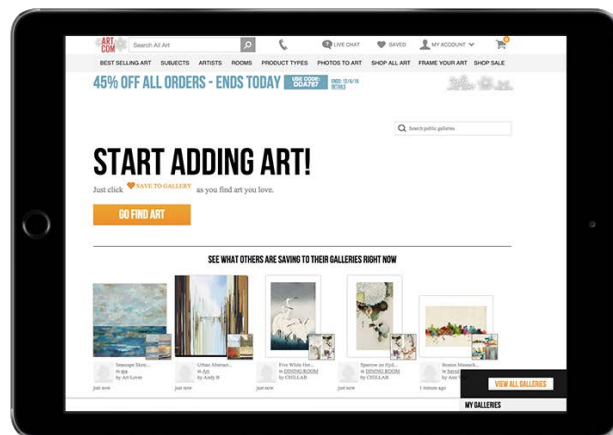
Kumar Padmanabhan
Director of Web Engineering,
Art.com

The Benefits

Art.com's decision to enable its users to log in using their existing social network and third-party credentials resulted in a 27% increase in account creations. With this influx of new users, Art.com also saw a rise in on-site engagement. By allowing users to personalize their own experiences and facilitating seamless sharing with the site community via the Activity Feed, the retailer saw a 65% increase in custom galleries created across their multiple domains.

The ability to consolidate customer profiles across properties and understand and segment these users based on site behaviors has led to a 58% increase in conversion rates for Art.com's activity-based email campaigns. In the future, Art.com plans to enhance its segmentation capabilities by using Gigya's Customer Insights dashboard, as well as further incentivize registrations and on-site participation with Gigya's gamified loyalty tools.

“We evaluated many potential vendors, including keeping this functionality in-house, before deciding to go with Gigya,” said Kumar Padmanabhan, Director of Web Engineering at Art.com. “Gigya's platform, API capabilities and pre-built integrations proved to be far superior than the rest, and we're happy to have a system flexible enough for us to scale to accommodate our growing user base.”



© 2015 Gigya, Inc. | 2513 Charleston Road #200, Mountain View, CA 94043 | T : (650) 353.7230 | www.gigya.com

Gigya, the Gigya logo, and Customer Identity Management Platform are either registered trademarks or trademarks of Gigya Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners. Gigya does not own any end user data or maintain any other rights to this data, other than utilizing it to make Gigya's services available to our clients and their end users. Gigya acts as an agent or back-end vendor of its client's website or mobile application, to which the end user of our client granted permissions (if applicable). Gigya facilitates the collection, transfer and storage of end user data solely on behalf of its clients and at its clients' direction. For more information, please see Gigya's Privacy Policy, available at <http://www.gigya.com/privacy-policy/>.

Gigya_Case_Study_Art.com_122015