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Nutricia-Danone Integrates Digital Commerce with Gigya's Customer Identity Management Platform

About Nutricia-Danone

Nutricia-Danone is a multinational food industry leader that puts consumer health and nutrition at the core of its strategy. As the inventor of baby formula with a majority market share in the Netherlands, Nutricia-Danone produces goods and content for moms and their babies.

The Challenge

"We realized that the only way to effectively retain and service our customers and protect our market share was to properly identify buyers," said Max Goijarts, Technology and CX Manager at Nutricia-Danone. The brand also saw this as an opportunity to learn about their customers and reach parents on a more personal level.

The Solution

Nutricia-Danone implemented Gigya's Registration-as-a-Service (RaaS) and Social Login across Nutricia web properties, including formula vending machines located throughout the Netherlands, bringing legacy technology into the world of connected devices and the Internet of Things. This requires consumers to identify themselves and share specific information before taking actions and making purchases, with Gigya automatically managing all regional and social data privacy compliance. Users' identity and on-site behavioral data is then consolidated into user profiles within Gigya's Profile Management database, where it is automatically indexed and made ready for use.

SUCCESS HIGHLIGHTS

48%

48% increase in average new registrations

120%

120% increase in average daily logins
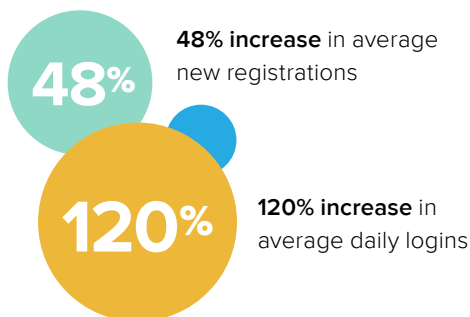
- Achieved a single customer view across channels and devices
- Personalized user experiences through the use of permission-based first party data

> **" PUTTING GIGYA AT THE CENTER OF OUR CUSTOMER EXPERIENCE HAS BEEN A SUCCESS. NOT ONLY CAN WE IDENTIFY AND UNDERSTAND OUR CUSTOMERS, BUT WE CAN USE THIS DATA TO DRIVE RELATIONSHIPS, RETENTION AND ULTIMATELY REVENUE ACROSS CHANNELS. "**

Max Goijarts
Technology and CX
Manager at Nutricia-Danone

The Benefits

The ability to collect user information like relationship statuses, Facebook Likes, content consumption and more through registration and on-site activities helps Nutricia-Danone build rich profiles of each consumer. This single view of customer identities and behaviors across channels provides the power to analyze shoppers' needs and monitor purchases across touchpoints. Nutricia-Danone can then manage supplies accordingly to ensure all parents are able to get the formula they need to care for their babies, without having to turn to other brands.

With a deeper, actionable customer understanding, Nutricia-Danone personalizes users' on-site and in-app experiences. For example, it is able to surface relevant articles based on the age of a customer's child, or provide shorter content if the user is primarily mobile. The brand can also trigger and tailor email campaigns based on events, such as when a mother reaches her provided due date, to help build customer relationships and foster retention across the customer journey. Gigya ensures that all customers' identity data is completely permission-based and compliant with social and regional privacy regulations.

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