SAP Customer Data Cloud supports newsletter sign-ups and subscription offers
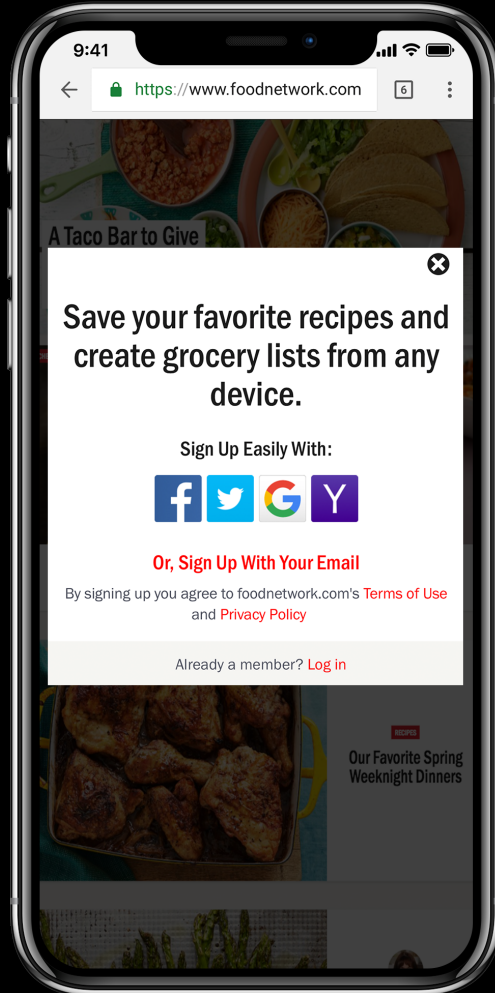

Solution Overview:

- Unregistered and registered users can use an email to sign-up for promotional offers, newsletters, etc.

- No password required

- Captures and manages communication preferences

- Links lite accounts to registered accounts upon full registration

Benefits:

- Drive engagement based on value for information exchange

- Centralized opt-in management for non-registered and registered customers

Products Recommended: Identity, Consent & Profile

SAP Customer Data Cloud supports registration & login across brands, sites & apps

Solution Overview:

Customer Identity and Access

- Provide frictionless and secure point of entry for customers across brands, regions, and digital properties (web, mobile, IoT).

- Capture registration metrics to improve conversions

- Protect customers against identity fraud and theft

Profile, Preferences and Consent Management
- Account and profile management and governance
- Support multiple consent and preferences collection use cases at registration and login

- Maintain accurate records and consistent consent enforcement

- Give customers control through a self-service preference center

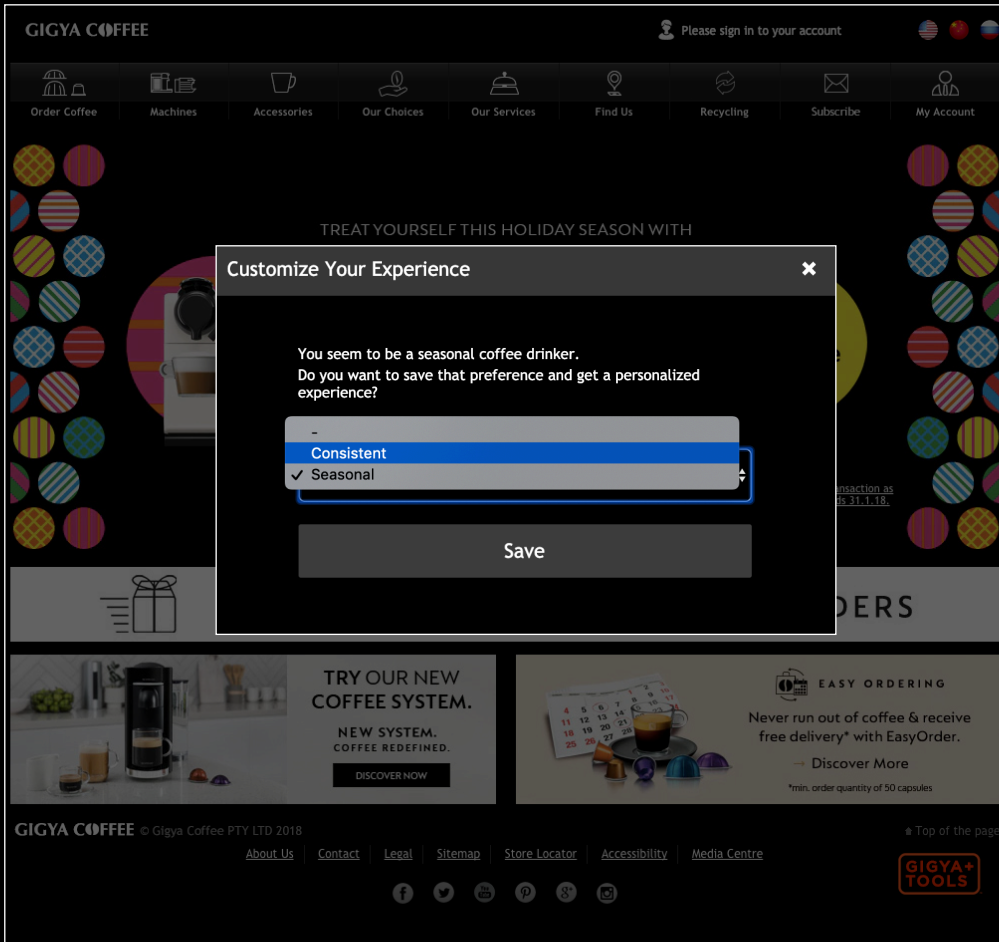**Benefits:**

- Drive higher conversion rates from unknown to known

- Reduce fines associated with GDPR and customer data usage

Products Recommended: Identity, Consent & Profile

SAP Customer Data Cloud supports capturing and managing permission-based profile attributes

Solution Overview:

- **Trigger** screens to capture preference attributes of registered users
- Manages profile and preferences to **build a single view** of customer
- Synchronize profiles and preferences with downstream applications
- Registered users can view, modify, withdraw **permissioned**-attributes at any time

Benefits:

- Drive better personalization with rich profiles built on customer volunteered information.
- Address GDPR requirements around consent

Products Recommended: Identity, Consent, Profile

SAP Customer Data Cloud: Identify and engage customers across channels & devices


- **Provide frictionless point of entry for customers across brands, regions, and digital properties (web, mobile, IoT).**
  - Lite Registration*
  - Registration as a Service
  - Social Login
  - Single Sign-on

- **Identify online visitors securely from any touchpoint**
  - Flexible Authentication Methods (U/P, biometrics, BYOI, OTP*)
  - Federation Standards: SAML and OpenID Connect (OIDC) protocols.

- **Capture registration metrics to improve conversions**
  - Registration Analytics
  - Identity Access

- **Protect customers against identity fraud and theft**
  - Risk-based Authentication
  - Network Protected Identity
  - Specialized DDOS Protection

SAP Customer Data Cloud: Build trusted customer relationships based on transparency & control
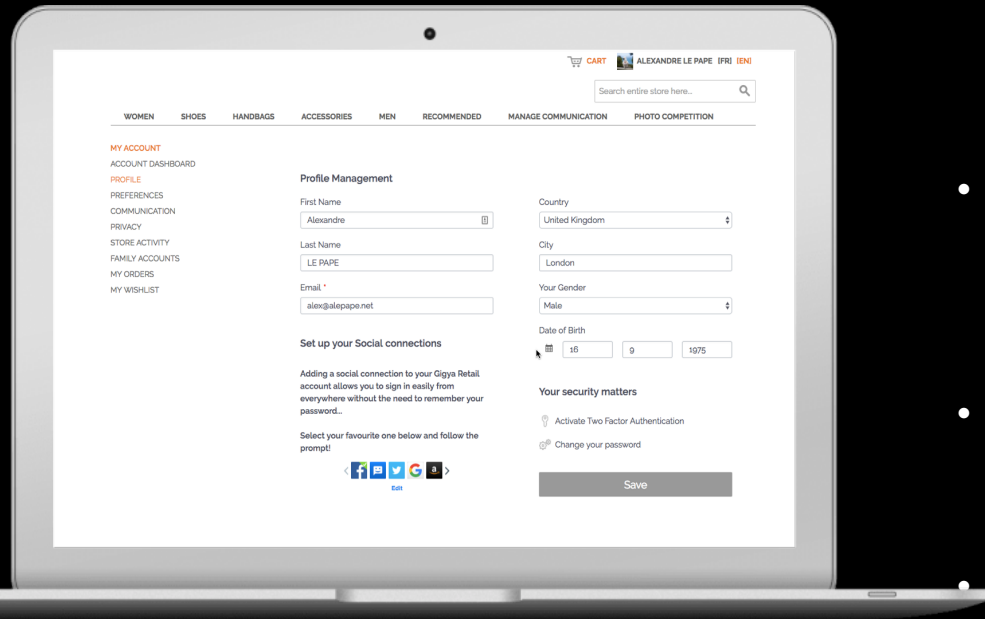
- **Seamlessly present and capture customers' consent and preferences**
  - Terms Of Services & Privacy Policy
  - Data Processing Consent for 3rd Party Use
  - Marketing Communications

- **Automate version control and stay audit-ready**
  - Version Management Control
  - Searchable Audit Logs
  - 7-year History Stored in Secure Vault

- **Maintain accurate records and consistent consent enforcement**
  - Identity Sync to Downstream Applications
  - Bi-directional Consent Workflows

- **Give customers control through a self-service preference center**
  - Profile & Personal Preferences
  - Communication Preferences
  - Privacy Settings
  - GDPR Rights of Individual

SAP Customer Data Cloud: Power trusted digital experiences with first party data
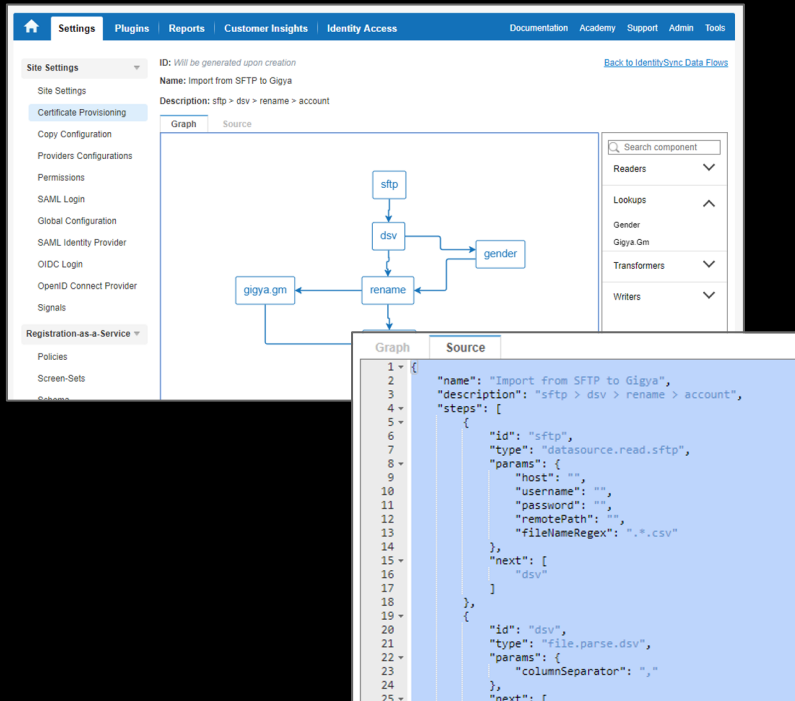
- **Transform customer identity and data into a single unified record**
  - Automated Identity and Profile Management*
  - Extended Data Store
  - Fully Indexed Database with Dynamic Schema

- **Orchestrate unified customer profiles to virtually any application**
  - IDX Integrations
  - Identity Sync Studio & Dataflow Templates
  - Custom Scripts & Integrations

- **Govern profiles and account status across lifecycle of customer**
  - Governance Workflows (e.g, account status)
  - Audit Logs for Governance
  - Exception Handling

- **Analyze unified customer profiles to optimize digital experiences**
  - Customer Insights
  - User Identity Reports