



SAP® Customer Experience

SAP Customer Experience Business Transformation Study
SAP Customer Data Cloud from Gigya

DC Thomson Media Creates a Single Customer View Across Multiple Domains

Reimagining the Media Experience

DC Thomson Media (DCT Media) is a leading British media company with multiple online properties, magazines, and newspapers reaching a large and diverse audience of more than 400,000 in print and 3 million online.

THE CHALLENGE

DCT Media initially set out to simplify their existing e-mail marketing platform, but during their search for a replacement, they encountered challenges around authentication that drove a new goal for the initiative: achieve data privacy compliance while unlocking a single customer view across multiple domains. When implementing a revised digital technology stack, they found that their readers, even once registered and logged into one of their properties, remained anonymous across most of the business.

A small portion of DCT Media's domains held customer information, but across the wider business, that data was essentially invisible. The problem was that captured data was stored and managed by multiple technology platforms and a variety of disparate databases, giving the business an incomplete view of their customers.

While the company had their own development team to maintain their software, infrastructure, and Web properties, a dedicated customer data management solution had not been considered due to the extensive resources they assumed it would entail.

THE SOLUTION

Ultimately, DCT Media decided to create their own marketing cloud and chose SAP® Customer Data Cloud solutions as the identity layer and centerpiece of their new technology stack. Factoring heavily into their decision were the answers they heard from their technology vendors when they asked whether they could integrate with SAP Customer Data Cloud. The answer was nearly always that they already did integrate with the platform or could easily do so.

After looking at a number of customer data platforms, DCT Media determined that the SAP Customer Data Cloud was the most viable option for meeting data privacy requirements and gaining a single customer view across the business.



QUICK FACTS

Company Name

DC Thomson Media

Solutions

- Newspaper and book publication
- News media and television

Industry

Media and publishing

Company Size

2,100 employees worldwide

SUCCESS HIGHLIGHTS

5x

Increase in registrations

16%

Uplift in pageviews

800%

Increase in paid conversions from e-mail to sales

Kirsten Morrison, head of digital, said, “[the SAP Customer Data Cloud] was the ‘silver bullet’ that resolved this issue and allowed us to build out our own mini-network, creating in effect a multisite environment of shops and Web sites with a single login and preference center.”

SAP Customer Identity – the registration, authentication, and single sign-on solution that’s part of the SAP Customer Data Cloud – now serves as the gatekeeper for the majority of DCT Media’s digital properties, controlling all new sign-ups and e-mail preferences. With this single login and preference center, users can access other domains in DCT Media’s portfolio using single sign-on (SSO) features with SAP Customer Identity. In addition, the SAP Customer Data Cloud directly or indirectly integrates first-party data collected by the publisher with technologies such as Magento, WordPress, Permutive, and Sailthru.

THE BENEFITS

SAP Customer Identity is the single point of entry for more than 15 properties, so a viewer cannot sign up to manage preferences, buy a subscription, access content behind a paywall, or receive newsletters without an ID.

As a result, DCT Media has found that a registered viewer is five times more valuable than an anonymous visitor, consuming

significantly more content. Also, registered readers are twelve times more likely to buy a subscription to their titles. DCT Media even saw an increase of 800% in paid conversions on e-commerce campaigns from e-mails to sales using their newfound personalization capabilities and Sailthru.

As far as data privacy, compliance with the European Union’s General Data Protection Regulations (EU GDPR) went from being threatening to manageable, thanks in part to the SAP Customer Data Cloud implementation team’s guidance and expertise.

Within the last year alone, DCT Media saw a fivefold increase in registrations through SAP Customer Identity. Around 40% of those new readers signed up for accounts through marketing e-mails, becoming DCT Media’s second-most valuable type of customer in terms of page views, increasing this KPI by 16%, especially when linked to delivered personalized content. By enabling the SSO functionality of SAP Customer Identity throughout their e-commerce platforms, affiliate Web sites, and magazine and newspaper Web sites, DCT Media now understands how readers consume content across multiple properties, can easily track their behavior across sites, and can develop valuable new products based on that underlying data.

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— Kristin Morrison, Head of Digital, DC Thomson Media

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