



janrain®

Definitive Guide to User Management



Table of Contents

3	Introduction
	What is this guide?

Acquiring more users

4	Social Login
7	Deploy a Robust Site Registration System without Significant IT Investments
9	Social Sharing

Improving User Intelligence

12	Collect and Store Social Profile Data
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Effectively Engaging with Users

16	Game Mechanics
19	Single Sign-On

Reporting and Analytics

21	Reporting and Analytics
--------------	-------------------------

Tying it All Together

23	Tying it all Together—Integrations and Extensions
--------------	---



Introduction

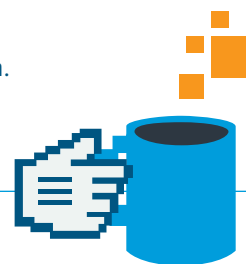
What is this guide?

Success on today's web is based on building a vibrant audience of online users and understanding who they are. Not just a name or an email address, but the characteristics that make up a person—age, gender, geography, interests, friends. Often coveted by marketers, these traits have always been hard to obtain and even harder to utilize... until now.

The technology that makes this possible is known as user management—solutions that enable companies to acquire more users online and learn more about those users in order to engage them more successfully.

This guide explores effective user management strategies and walks through best practices and case studies, all within the amount of time it takes to drink your morning cup of coffee.

Okay, maybe that's only true if you sip your coffee slowly enough.



Social Login

Make registration a breeze and improve conversion rates

If you've ever been frustrated by visiting a website and getting prompted to fill out a registration form from scratch that requests a dozen pieces of information about yourself, you are not alone. In fact, 86% of people out there find this process so tedious, objectionable and abhorrent (okay, maybe we are exaggerating just a bit on that last adjective, but then again, maybe not!), they may leave the site altogether when asked to register.¹

For brands seeking to acquire users online and learn more about those users to better target, engage, retain and monetize their audience, this is a giant problem. Traditional registration processes pose a barrier to customer acquisition.

Thankfully, there is a solution, and it is known as social login. Consumers already actively maintain identities on social networks and email providers such as Facebook, Twitter, Google and Yahoo!, and 77% would prefer to use one of those existing identities to register on sites.² Social login lets people securely and easily sign-up on a site within just two clicks using an existing social identity. During this process, consumers can choose to share demographic information from their social profile with a brand site. This data can be utilized to pre-populate a sign-up form if there are additional data fields you need to collect, which eliminates the need

Sign in using your account with



Facebook



Google



Twitter



LinkedIn



PayPal



Yahoo!

to enter redundant data, improves data quality and accelerates registration.

For consumers, social login is often 5X faster than traditional registration, and it eliminates the need to create or remember passwords on each site where an account is created. For brands, social login improves registration conversion rates by 10-50% and enables permission-based access to a rich set of profile data from a user's social network account, which can be used to improve personalization and targeting within marketing programs.

^{1,2} Source: Consumer research commissioned by Janrain in October 2011

Planning for Success

Enable Login with Multiple Social Networks and Email Providers

When it comes to social login, people clearly prefer choice. While in the first three months of 2012, 45% preferred to use their Facebook identity to sign in to websites, a clear majority would rather use a social identity from Google, Twitter, Yahoo!, LinkedIn or other networks. Social login preferences tend to vary even more greatly in different geographic markets. For example, Hyves enjoys significant popularity in The Netherlands, Orkut is a leading social network in Brazil and India, and Mixi is popular in Japan. To maximize registration conversion rates, cast a wide net and provide users with ample choice.

Display Social Login Prominently on Register Pages

It sounds simple enough, but if you want to encourage users to register with a social identity, make sure they know about it. Place your social login option “above the fold” on your registration and login pages, either adjacent to or above the option to register the traditional way. We also recommend incorporating messaging on your registration page that explains the benefits of registering, and doing so with a social identity.

Provide Incentives for Users to Register and Login

At Janrain, we often mention a “give to get” paradigm that exists. If you want users to register on your site so you can learn more about your audience and better target them for marketing programs, you need to provide a compelling incentive for users to register. Prompt visitors to easily register on your site with a social identity within the context of their experience on your site—whether that involves posting a comment, purchasing a product, publishing a review, accessing premium content or collecting virtual or physical rewards. Make sure to communicate the benefits of registering to increase the likelihood of conversion.

Let Users Link Their Multiple Social Profiles to a Single Account

Let's say a user registers on your site using a Twitter identity, and then decides to delete her Twitter account a few weeks later. Does that prevent her from accessing her account on your site? Not if your social login solution supports linking multiple social profiles to a single user account on your site. Account mapping gives users additional login flexibility by enabling them to access their account on your site with any of their preferred social

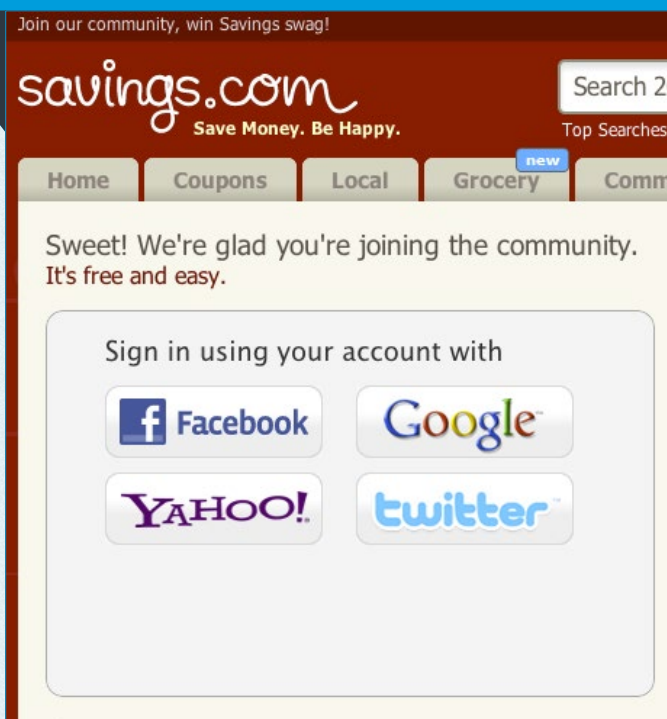
identities. And even better, it helps you build a richer profile on your users by pulling in profile data from multiple social networks.

Create a Friendly, One-Click Return Experience

As mentioned above, 86% of people admit to leaving a website when they forget their password, making forgotten passwords one of the major sources of customer attrition for brands on the web. The good news is that

social login eliminates the need for a user to create or remember a password on your site. If a user has previously registered or signed in on your site using a social identity, your social login solution should welcome them on return visits with a friendly message that remembers their preferred identity provider and invites them to sign in again. This improves customer retention rates and reduces support costs associated with forgotten passwords.

Case Study Savings.com



Savings.com saw registration rates double on its site after enabling social login. Social login helps Savings.com acquire more users in its database to build community and empower email marketing campaigns and special offers.

Deploy a Robust Site Registration System without Significant IT Investments

A lot of work is involved with building and maintaining a registration system. From all of the front-end development work associated with creating registration screens and forms as well as user profile pages, to the back-end work associated with ensuring data quality and managing workflow. They say that Rome wasn't built in a day, and believe us—neither are robust registration systems when built from scratch.

The challenge for brands that try to do so is that most are not in the business of registration systems. Therefore, it is a distraction from a company's core competency and costly to devote IT resources to building and maintaining one.

Planning for Success

Quickly Create Customized Registration Screens that Match Your Site's Look and Feel

With the exception of your home page, registration screens serve as the “front door” of your site. When using a hosted registration system, they need to be easy to create and deploy, as well as customize to match your site's look and feel. Your hosted system should support registration and profile management screens that are written and easily deployed via JavaScript and not rendered via iframes. Screens rendered via JavaScript possess faster performance and response times, and are more easily customizable either by editing the code or injecting CSS styling.

Drive Mobile and Tablet Usage with Responsive Design

There is nothing more annoying than visiting a site on your mobile or tablet device and encountering screens that are akin to peering at an ant colony—there is a bunch of tiny stuff on the screen, but you can't really tell what's going on down there. If you are vexed by text that is microscopic, then ensure that your hosted registration system supports responsive design. Registration and profile management screens should dynamically adjust to different form factors on various mobile and tablet devices without any work on your part.

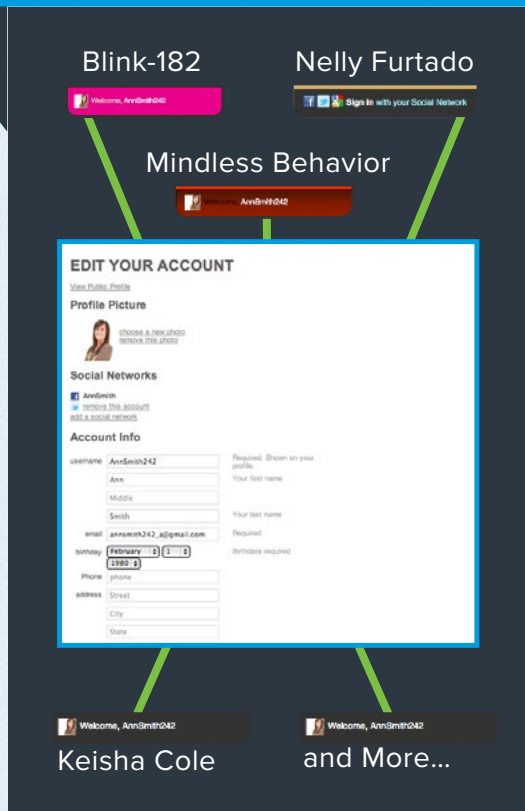
Improve Data Quality with Comprehensive Back-end Tools and Workflow

Data integrity is critical for any successful online business. Your registration system should support a comprehensive set of tools and workflow out of the box, such as password management and reset logic, email verification workflows, in-line field validation, CAPTCHA spam prevention, dirty word filtering, COPPA flows and terms of service acceptance.

Put Users in Control of Their Data with Public and Private Pages and Fields

User profile pages are an excellent way to foster community on your site. But some people are more introverted than others. Give users control over the visibility of their profile and let them toggle individual fields on their site profile to be displayed as public or private, depending on their preference.

Case Study Universal Music Group



Universal Music Group outsourced its registration system to focus web development efforts on building more engaging music artist sites. In doing so, Universal Music Group has been able to rapidly deploy site registration screens that are custom-branded to match the look and feel of each music artist site. In addition, Universal Music Group is building community engagement through the use of profile pages that allow music fans to specify public and private fields and make their presence heard on an artist site.

Social Sharing

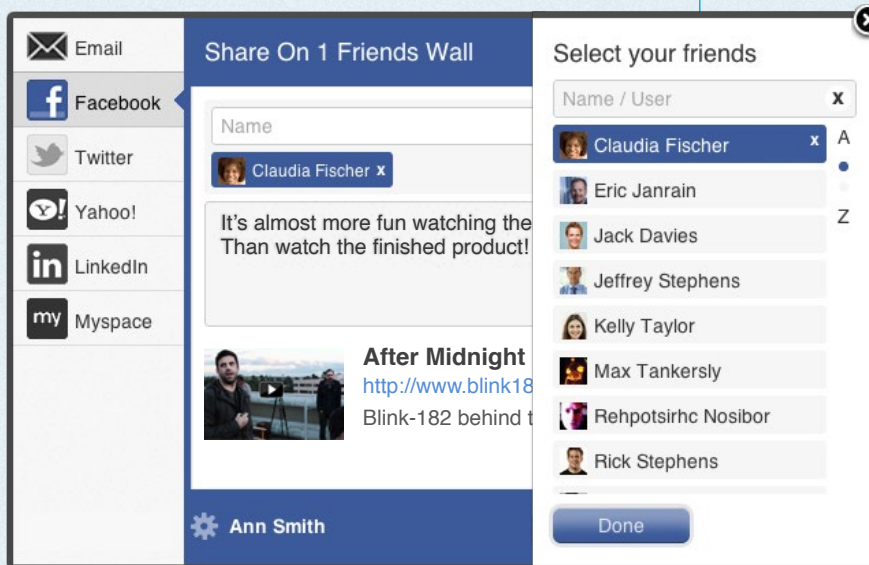
Increase Qualified Site Traffic

For marketers, generating quality site traffic is crucial. Digital publishers determine CPM rates and revenue models based on quantity and quality of site traffic, and retailers rely on generating high-converting traffic to product pages to drive purchase behavior.

Social networks are a veritable gold mine to generate referral traffic, but many brands have struggled to achieve visibility within the news feed. Facebook's EdgeRank algorithm can be a tough nut to crack—we know how you feel. It is designed to promote relevance by favoring news feed posts from friends with whom you frequently interact. While your brand page may have plenty of fans and likes, your Facebook posts could get lost in the news feed unless

consumers frequently interact with your messages or visit your page.

Social sharing helps circumvent this challenge by tapping peer recommendations to promote your site content in social feeds and drive quality traffic to your site. It lets consumers promote content or activities from your site (such as comments, purchases and reviews) to their friends on multiple social networks, which fosters brand advocacy and drives qualified referral traffic to your site. Janrain customers generate an average of 13 qualified referral visitors to their site every time content or activities (such as purchases or reviews) are shared to a social network. Some have seen referral rates as high as 35 visits per share!



Social sharing harnesses the high EdgeRank affinity scores that your site visitors already have with their friends, and uses them as a channel to promote your content through word-of-mouth marketing. Social posts that originate from consumers are more likely to filter to the top of the news feed than those from your brand.

Planning for Success

Enable Sharing to Multiple Networks

People carry multiple personas online, and their sharing tendencies are a reflection of that. We use Facebook to share personal updates for friends, Twitter to share content about our interests to a broad audience, and LinkedIn to share professional content. Your social sharing tool should allow people to share content with multiple networks, all from a single interface. This broadcasts your content across multiple social streams and casts a wider net for your brand.

Increase Utilization with Contextual Sharing

Many sharing buttons are presented as a game of hide-and-seek on a page. Users need to seek out a button hidden on a page and click it to initiate a share. There is a better way. Prompt users to share content or site activities contextually—immediately after posting a comment, purchasing a product, writing a review, or achieving a game milestone.

Improve Relevance with Targeted Sharing and Refer-a-Friend Programs

While social sharing puts a megaphone in a consumer's hands, sometimes a whispered conversation is a more appropriate way to share. The most effective sharing tools let users browse a list of their social network friends or email address books and choose recipients for a shared message. Users want to share relevant

content and site activities with selected friends via direct message (Twitter), to their friends' wall (Facebook) or privately via email, and targeted sharing makes it possible to create highly effective refer-a-friend programs.

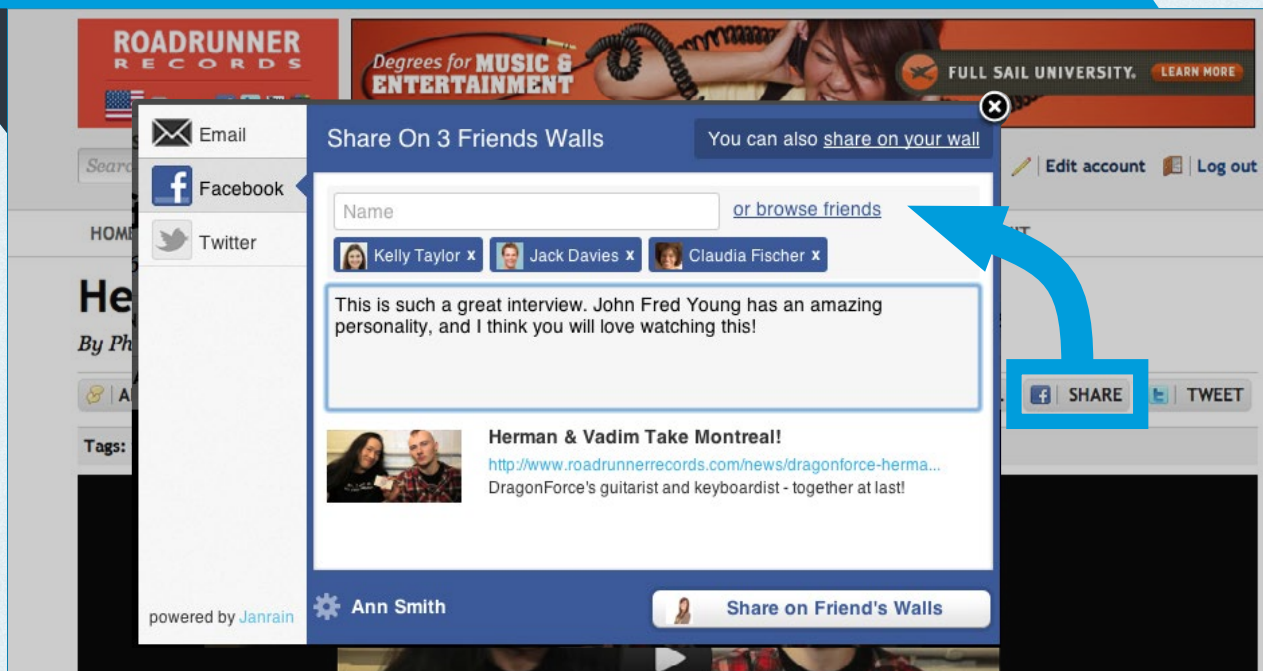
Access Profile Data When Users Share

Most sharing tools only provide an anonymous view of who is sharing content from a site. As digital marketers become more sophisticated about understanding their online consumer for targeting and personalization, your sharing tool should allow you to collect detailed and accurate profile information about the sharer. Prompting users to connect their Facebook, Twitter or LinkedIn identity enables users to opt to share (no pun intended) access to their profile data when sharing.

Don't Redirect Users Away From Your Site to Share

Lots of free sharing tools redirect a user away to a social network to complete a share action. Why would you want to send away your hard-earned traffic? Browser redirects create a jarring experience for your users and increase the likelihood that they will bounce from your site altogether. An effective social sharing tool contains the entire sharing experience on your site.

Case Study Roadrunner Records



Roadrunner Records generates an average of 25 qualified referral visits to its site each time a music fan shares a video, news article or other content to their social networks.

Collect and Store Social Profile Data

Develop a Better Understanding of your Site Users for Targeting and Personalization

Traditionally, brands have relied on three sources of data to inform customer intelligence—explicit data collected at registration, clickstream data, and transaction history. Unfortunately, clickstream data can be unreliable due to the fragility of browser cookies and the friction associated with traditional registration. As evidence of this friction, 88% of consumers report having provided false personal information when asked to complete a traditional registration form.³

So, where does this paradigm leave marketers who are seeking to develop deeper relationships with customers? Brands can gain a more sophisticated understanding of their users by leveraging the profile data that people already maintain on their social networks. Social profile data includes not only basic demographics such as name, age, gender, geography and email address, but also deeper psychographic information such as interests, marital status, political views, hobbies and friends.

Because the profile information that users maintain on their social networks is transparent to friends, family and coworkers, it is more likely to be current and accurate than personal data that users may supply during a traditional registration process. And unlike the clickstream, social networks maintain declared data on users (in other words, information

they have declared about themselves), which possesses a much higher degree of integrity and stability.

Social login makes it possible to gain permission-based access to profile information from a user's social network. When a user chooses to register or login on a site with a social identity, a permission screen asks her to approve sharing her profile data. Depending on the identity provider, brands can choose which data fields and permissions they wish to request, and the person can choose which specific profile fields she is comfortable sharing.

Once brands have access to social profile data, the next step is to store and utilize it in a flexible database that can pair legacy data, site activity data and offline or third-party data with a social profile to build a true 360-degree view of a user and inform data-driven marketing programs.

The vast amounts of demographic and interests data contained in a social profile provide the foundation for customer intelligence and effective targeting and segmentation. A platform to collect social profile data via social login and store and leverage it in a flexible database makes it all possible.

³ Source: Consumer research commissioned by Janrain in October 2011

Planning for Success

Unify Data Silos with a Centralized Repository

It's hard to fight a battle with one hand tied behind your back. Similarly, marketers struggle to make smart decisions when they lack a unified view of a customer because online user data is stored in multiple silos such as email, CMS or CRM. Social profile data is most useful when it is combined with existing information you already collect about your users, such as site activity data, transaction data, or offline data. An effective database solution should marry user data across each of these disparate sources to provide a single, global view of a user.

Define a Flexible but Structured Schema to Store User Data

User data needs structure in order to be actionable. For example, it can be a colossal challenge to query age ranges for users in a database when dates of birth are stored in inconsistent formats. Your database solution needs to normalize profile data that gets placed into the system, and enforce some structure to ensure that the data can be easily queried and applied for practical use in marketing campaigns. A flexible schema ensures that profile information stored in your user database works with you, not against you.

Feed Profile Data into Third-Party Applications

Simply storing social profile data isn't enough. The data needs to be easily accessible for applied use, which is why your user profile management system needs to be pre-built to support integrations with component technologies commonly used by brands to connect with consumers. For example, your database solution should integrate seamlessly with email marketing solutions, eCommerce and merchandising platforms, personalization and recommendation engines, CMS, and targeting systems.

Improve Targeting and Segmentation Using Social Profile Data

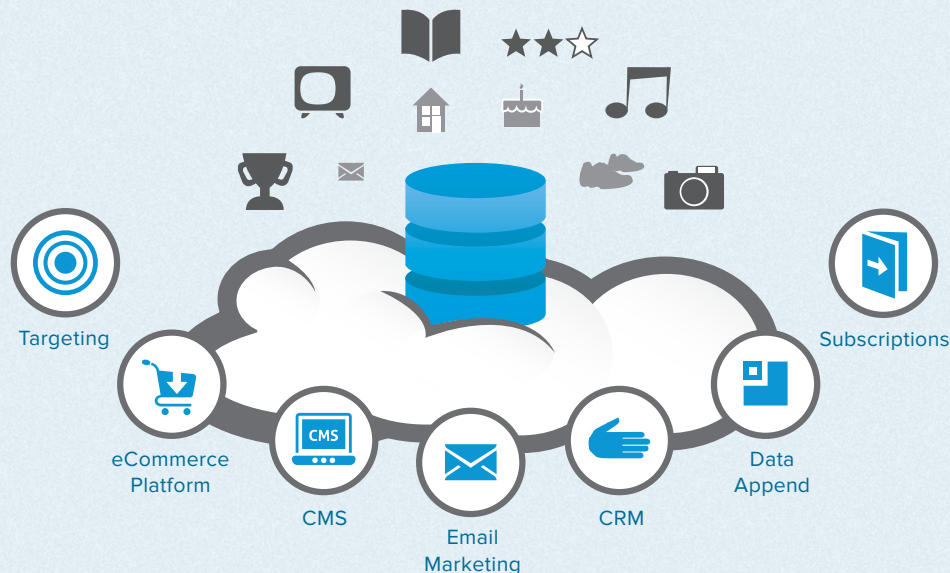
Your user profile database should make it easy to create target segments of users and feed user data into your email marketing system to send tailored offers. Suppose, for example, that you wish to promote an upcoming concert in London by sending a tailored email offer to 18-24 year old females who are located in the United Kingdom and fans of Taylor Swift. Or, perhaps you would like to target male users with a declared interest in camping, in order to personalize product recommendations on your eCommerce site. Social profile data improves the relevance of marketing initiatives.

Refresh User Profile Data to Keep Your Database Up-to-Date

If one of your users changes her email address or location, how likely is she to let you know about it? Data quality is a problem for marketers, many who are working with databases that have been infested with John Doe and cartoon characters. Since our social network profiles are transparent to friends, we are all more likely to keep the information stored accurate and up-to-date. Each time a user signs in to your site using a social identity, you can collect a fresh copy of profile data from their social network to help maintain a clean and current database.

Incorporate Progressive Profiling to Build a Richer Understanding of your Audience

Hopefully you wouldn't put someone through the wringer on your first date by asking 50 questions... Right? Dating advice is surprisingly relevant when it comes to learning more about your online users. Don't ask your users to share their life story on your first date. Build progressive profiling workflows that invite users to share more information about themselves at the right moments. The points at which people post comments, share content, purchase products or write reviews all present an opportunity to inquire and build a deeper, more comprehensive customer profile.



Case Study Sears



Sears uses social login to collect a rich set of profile data from shoppers, including interests and social graphs (friends). Using this data in parallel with its personalization engine, Sears offers relevant product recommendations for shoppers based on the interests in their social profile, as well as gift ideas for a shopper's friends based on the birthdates and interests of those friends in her social graph.

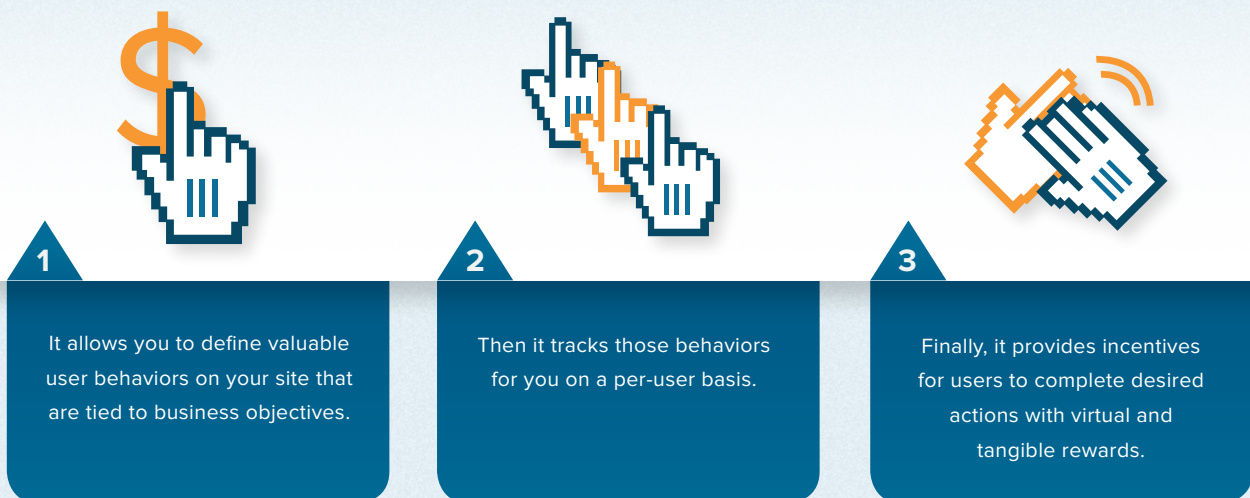
Game Mechanics

Track and Reward User Behaviors That Matter

As the web has become noisier, the competition for a consumer's attention and mindshare has only intensified. How do you elevate your brand site above the din and influence loyalty, retention, time on site, and other metrics that matter? How do you develop a refined understanding of user behaviors on your site tied to a unique individual, beyond "anonymized" metrics such as total traffic and page views?

The answer just might be game mechanics—a technology that provides the tools needed to monitor valuable behaviors on your site on an individual user basis, grow advocacy and offer incentives for desired activities such as purchases, comments, reviews, shares or page views.

Game Mechanics Works its Magic in Three Ways



Game mechanics isn't about turning your website experience into a game. Its role is to help you understand user behaviors, drive engagement and move the needle on key online metrics, regardless of your industry or type of site.

Planning for Success

Define and Monitor Valuable User Behaviors on Your Site

Success metrics vary across different industries and site types. For eCommerce sites, product reviews, product purchases and wish lists directly influence revenue. For digital publishers, commenting activity, page views, and article sharing are often measures of success and influencers of CPM revenue from advertisers. For either type of site, you will need to carefully define the specific user behaviors that are valuable to your brand, and ensure that your solution can track individual users as they engage in those desired activities.

Identify and Reward Influencers and Brand Advocates

Most marketers talk about the importance of identifying influencers, but few possess the tools to actually do it. By assigning points and badges to users who frequently engage in high-value behaviors, a game mechanics solution can enable you to easily determine key influencers and target them for tailored promotions, rewards and messages.

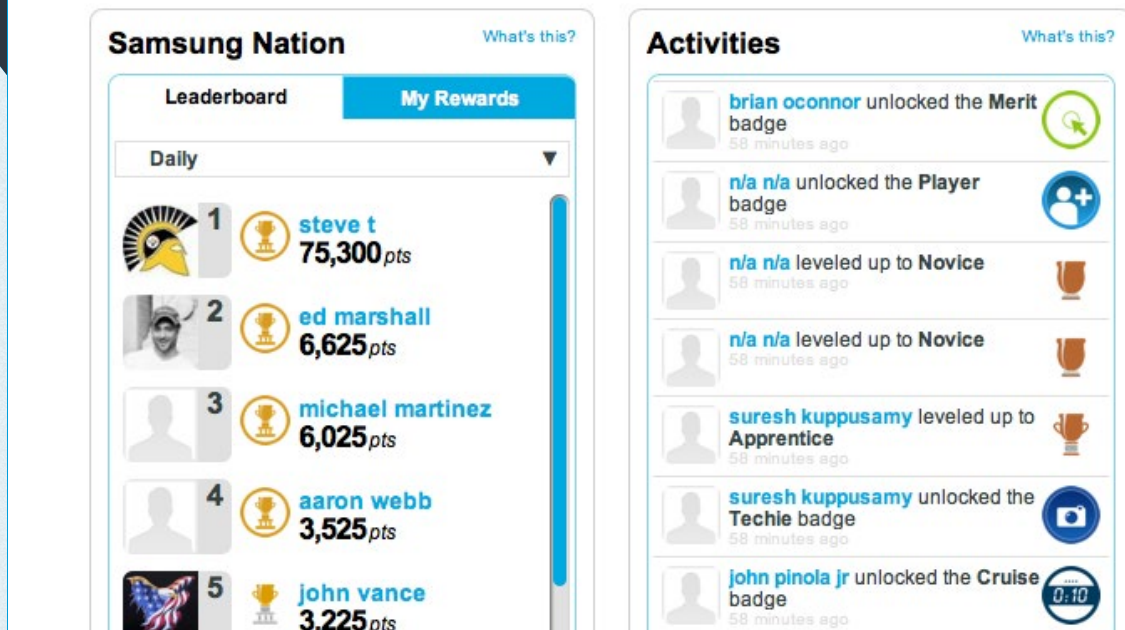
Utilize Contextual Metadata to Define Granular Behaviors and Rewards

Many game mechanics solutions reward similar behaviors the same way across different sections of your site. But what if you want to assign greater value to a review written for a higher-priced product, or segment rewards for behaviors on different content areas of your site? Make sure that your game mechanics solution can interpret metadata on a page and use it to define segmented rewards for users.

Create Multi-Step Missions to Keep Users Engaged

An effective loyalty and rewards program keeps users engaged throughout the customer lifecycle. Start with virtual achievements and badges for users who accomplish desired behaviors. Assign points and foster collaboration and competition by streaming user activities on your site and presenting leaderboards displaying top influencers. As users ascend the engagement ladder, consider offering tangible or physical rewards such as discounts, access to premium content, free shipping or special offers.

Case Study Samsung



Samsung uses Game Mechanics to offer incentives and rewards for users who review products, advocate on social networks, participate in Q&As and register products. After deploying game mechanics in conjunction with social login, Samsung has experienced increases in time on site, reviews written, comments published and shop clicks to its eCommerce site.

Single Sign-On

Make Navigation Easy Across All of Your Sites

Imagine walking into a bar and getting asked to flash your ID to prove your age. That's expected, right? Now, what if you walked into a different room of the bar and were asked to do the same thing? Not only would this experience be undesirable, it might cause you to leave the bar or rethink returning in the future. The same concept exists on the web. If your brand operates multiple websites within an ecosystem,

you should not need to force people to identify themselves again at every turn.

Single sign-on makes it possible to offer a truly frictionless experience across your sites. It enables a person to register or log in on one site and navigate to all other sites in an ecosystem without needing to create a separate account or log in again.

Planning for Success

Offer Instant Personalization When Users Navigate to New Sites

As users traverse your online ecosystem, lay out a welcome mat and offer a friendly message that greets them by name. This facilitates trust and brand affinity among your users, and improves retention and time on site.

Don't Exclude Users Based on Login Preferences

Some single sign-on solutions have been architected to work exclusively with traditional username/password accounts on a site. Others only work when a user has registered via a social identity. You shouldn't need to choose between the two. Single sign-on between

your websites should just work, regardless of whether a user has registered with a social identity or the traditional way.

Enable Secure Addition and Rapid Deployment of New Sites

Single sign-on technology needs to scale with your organization. Your single sign-on solution should allow you to easily enable (or whitelist) selected sites within your ecosystem for added security, and rapidly onboard new sites for single sign-on with the addition of just a few lines of JavaScript code.

Case Study Postmedia Network



Postmedia Network, which owns several of the largest daily newspapers in Canada, has enabled single sign-on across each of its sites, including NationalPost.com, VancouverSun.com, Canada.com. Integrating single sign-on has made it easy for online readers to navigate across each of the sites while maintaining their account history and subscription preferences.

Reporting and Analytics

In sports, there is a reason why we keep score—to see how we’re doing and make improvements. Marketing and technology are the same way. Analytics provide the insights necessary to optimize web technology implementations and maximize return on investment. As with other technologies you already use, your user management platform solution should include a rich set of analytics to make you that much smarter about your online presence.

Social Login Trends

If you plan to let people log in to your site with a social identity, you ought to know which one they pick, right? Social login analytics help you track the most popular social providers over time and adjust your supported networks to cater toward your audience’s preference and maximize the likelihood of conversion.

Social Sharing Trends

It’s a two-way street: Most marketers want to know where their site content gets broadcasted, and where their site traffic comes from. Social sharing analytics provide both and let you drive on both sides of the road, so to speak. You will want to view reports on shared content by preferred social channel and measure referral traffic generated to your site from each social network. These insights can be used to determine the effectiveness of

refer-a-friend programs, and provide a clue into which social networks are most receptive to your content as you refine your broader social media strategy.

User Composition Reports

Successful marketing strategies are predicated on an understanding of your target audience. To develop that understanding, your profile data storage solution should provide aggregate snapshots of the composition of your user database. It should help you contrast geographic, gender and age breakdowns and determine the most prominent interests or favorite books, music and movies shared by your site users.

Behavioral Analytics

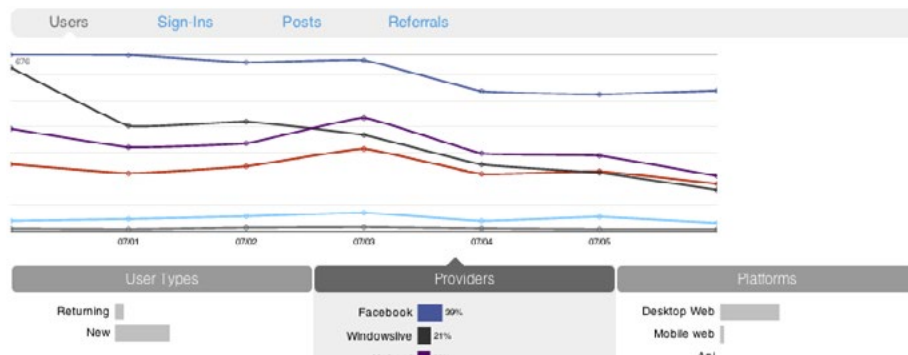
While traditional web analytics platforms are very good at telling you how people are using your site, they often fall short at telling you who is actually on it, and what that individual person is doing. Effective behavioral analytics should close the gap between user identity and site usage by reporting defined behaviors such as purchases, comments, reviews or specific page views on an individual user basis. In short, they should augment your existing site analytics by providing the intelligence needed to identify influencers and create fabulous rewards programs.

Integration with Dedicated Analytics Platforms

Detailed data about registration and login events, shares, or user profile attributes are most valuable when combined with insights from your dedicated analytics platform. Whether you are using Adobe SiteCatalyst (Omniure), Coremetrics, Google Analytics, Webtrends or other software, it is crucial to pass registration events from social logins into your existing analytics funnels to test, iterate and optimize site conversion rates. For example, how do site registration conversion

rates differ for social login versus those users who sign-up the traditional way? In addition, your social profile data storage solution should enable you to pass user data attributes into your analytics data stream to drive deeper insights. For example, are males or females more likely to complete a product purchase flow on a site? Do older or younger audiences tend to prefer certain types of content on a site? Event and data-layer integrations with analytics platforms make these types of insights achievable.

Social Login Analytics



Basic Demographics		Social Demographics		For 64,788,654 Users			
Top 10 Countries				Age & Gender			
United States	27,911,012		44.4%	Male	23,424,125		36.6%
Philippines	7,041,153		11.1%	Female	39,424,054		61.6%
Canada	6,002,056		9.6%	Unspecified	1,216,003		1.9%
Indonesia	5,054,875		8.0%				
Malaysia	4,545,671		7.2%	55+	5,952,158		9.3%
United Kingdom	4,447,456		7.1%	37-54	9,472,364		14.8%
Brazil	2,548,545		4.0%	25-36	13,184,215		20.6%
Australia	2,210,105		3.5%	18-24	26,406,084		41.4%
Viet Nam	1,546,544		2.5%				

User Composition Analytics



Tying it all Together Integrations and Extensions

As the web is evolving,

technology vendors are sprouting up left and right, offering cool, new-to-the-world technologies for brands. Brands are increasingly looking to a small handful of vendors who offer best-of-breed technology in their respective categories—from commenting, to eCommerce, community platforms, email marketing and others.

Traditionally, these individual tools might function in silos, forcing a brand to choose between investing in expensive custom development work to integrate best-of-breed technologies or settling for a less feature-rich, “all-in-one” solution. We don’t believe that companies should need to make that choice.

Your solutions for social login, social sharing, game mechanics, profile data storage, game mechanics and single sign-on should integrate seamlessly with the very best, dedicated component technologies on the market. They should avoid vendor lock-in and allow you to “rip and replace” components as your needs change, without the hassle or expense of custom development work.

As you source technologies to enhance your web presence, make sure they possess the richest feature sets and integrate tightly with other component technologies you may be using or plan to use in the future. These integrations should support a unified concept of a consumer’s identity across multiple applications (such as site registration, commenting, chat, etc.). And they should make it easy to share user profile data across multiple systems to generate improved return on your online marketing investments.

About Janrain

The Janrain User Management Platform (JUMP) helps organizations succeed on the social web by providing leading technology to leverage the popularity of social networks and identities for user acquisition, engagement, and enhanced customer intelligence. Our solutions, including social login, social sharing, social profile data collection and storage, access to the social

graph, game mechanics, and digital strategy services, improve the effectiveness of online marketing initiatives for leading brands like Fox, Universal Music Group, Whole Foods, MTV, Purina, Avis and Dr Pepper. Founded in 2005, Janrain is based in Portland, Oregon. For more information, please call 1-888-563-3082 or visit www.janrain.com and follow [@janrain](https://twitter.com/janrain).