



CIAM Product Spotlight in Retail: Progressive Profiling

Gradually build high-quality customer profiles in an engaging and compliant way.

Say goodbye to invasive, old-fashion customer data collection and hello to progressive profiling!

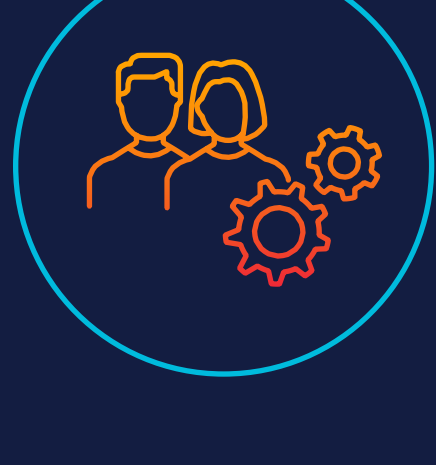
To close the data trust gap between retailers and customers, brands must adopt a modern approach to data collection. And as third-party cookies are becoming redundant, the time is now.

The stage is set for user-driven data collection. Here are six ways Progressive Profiling can boost business performance.

01

Build unique customer profiles with Always-On compliance

Messing with data regulations will never be worth it. With progressive profiling, you can capture customer insights and build high-quality profiles in a compliant manner.



02

Increase sign-ups and registrations

Create user-friendly onboarding experiences with simplified registrations. No need to ask for a person's life-story up front. Avoid field-heavy sign-up forms that could see customers opt out of your page – and into your competitor's.

03

Increase customer engagement

Engage with customers at any stage of the journey by triggering user-centric and non-invasive data-capturing processes in real-time. Ask for the right data at the right time and create a two-way dialogue.



04

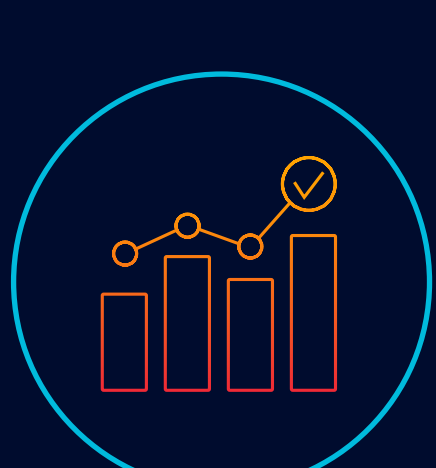
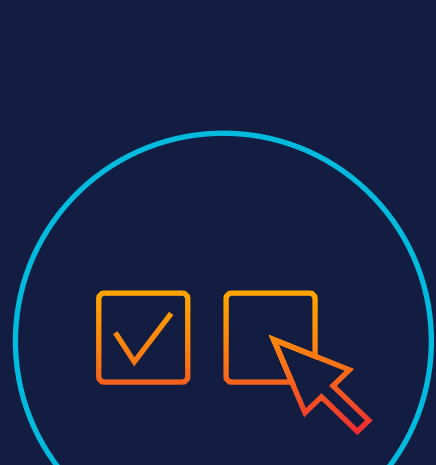
Enhance personalization and improve Net Promoter Score (NPS)

Serve customers with better personalization. Deliver more relevant and tailored experiences to your subscribers.

05

Build trust through transparent consent processes

Activate the customer consent process. Build transparent consent process that allows customers to add, change or remove consent at key moments of the customer journey.



06

Boost your cross sell efforts

Trigger key messages at the perfect cross-sell moment.



Progressive Profiling is a foundational part of CIAM and User Journey Orchestration. This approach to data collection can help you build and maintain customer trust.

See this value-driven concept in action.

Request a demo:

<https://www.onewelcome.com/get-a-demo>

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