

# SSO OBJECTIVE KEY RESULTS

SSO Value:

- Brand awareness
- Customer acquisition
- Increase engagement
- Increase \$ conversion



SSO

Platform cross-navigation

CRM, CEM, CDP

Brand & Marketing

SSO VALUE

SSO'S Objective Key Results are...

leads to a streamlined user experience

provides data to better understand our customers

so that we can further personalize our products to their needs

the foundation for an enterprise-level, integrated brand marketing

A unified identity is...

# CUSTOMER RELATIONSHIP

With SSO as the starting point along with user data, we can better understand our customers' needs

and cater our brands based on their preferences



# SSO 2020

Integrate ellen Shop and Be Kind on SSO to allow frictionless navigation from ellentube, ellen Shop and Be Kind apps



## SSO initiative - completions in 2020

- Data Lake – data consolidation – February 2020
- Social Sign In, Apple integration – July 2020
- ellentube on SSO – September 2020
- ellen Shop on SSO – November 2020
- Fix Be Kind account and tax issues – December 2020
- Be Kind by ellen on SSO – December 2020
- Optimize ellen Shop and Be Kind sale conversion – October – December 2020

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