

Identity Exchange - Partner Integrations

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Identity Exchange (IDX)

Identity Exchange is part of the SAP Customer Profile product from SAP Customer Data Cloud. The Customer Data Cloud architecture is flexible, so that our products can be integrated with marketing, analytics, CRM, ESP, CMS, and open platforms. Our products and APIs are designed to leverage and enhance our customer's existing services, for a complete end-to-end solution that covers your business needs.

The Identity Exchange suite includes [IdentitySync](#), SAP Customer Data Cloud's data transfer product for performing ETL jobs (extract, transform load), and [GConnectors](#) - pre-built integrations with CMS and e-commerce platforms that sync both systems in real time and help you provide customers with a great shopping experience.

We divide third-party platforms into the following categories:

Content Management Systems (CMS) and E-Commerce Platforms

Gigya offers pre-built modules and tools for portals, blogs and directory sites that enable site owners to easily integrate Gigya features. [Learn more here.](#)

GConnectors



Other Gigya-CMS Connectors

In addition, Gigya offers the following CMS connectors. These connectors support some of the GConnector functionality but not all of it. For more details, click on the relevant CMS icon:



Adobe Experience Manager



Adobe Experience Manager Mobile

Email Service Providers (ESP)/Marketing Automation

Gigya's ESP integrations enable efficient use of up-to-date Gigya information with your preferred provider. [Learn more here.](#)



Adobe Campaign

Campaign Monitor



Salesforce



Advertising and Data Management Platforms (DMP)

Gigya integrates with advertising services, enabling ad targeting that is based on site user's dynamic information, such as age, gender, relationship status, country, likes, etc. [Learn more here.](#)



Adobe® AudienceManager



On-site Applications

Gigya's Social Login data can be integrated with third party applications to apply social data in your existing on-site applications. [Learn more here.](#)



Customer Relationship Management (CRM)

Gigya's social sign-on improves CRM and provides insights into users. [Learn more here.](#)



Recommendation and Personalization Engines

Optimize and personalize your website content using Giga's social data and an [optimization/recommendation engine](#) of your choice.



Web Analytics

Gain insights about user preferences and site activity by integrating Giga's [Social Analytics](#) with existing providers like Google Analytics, Adobe Analytics and others.



Universal Behavior Exchange

