Social Login 101

Everything You Need to Know about Social Login and the Future of Consumer Identity

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The Future of Consumer Identity

Getting a consistent and accurate view of consumers in today's multi-channel, data-deluged landscape isn't easy, especially as concerns over data privacy compound.
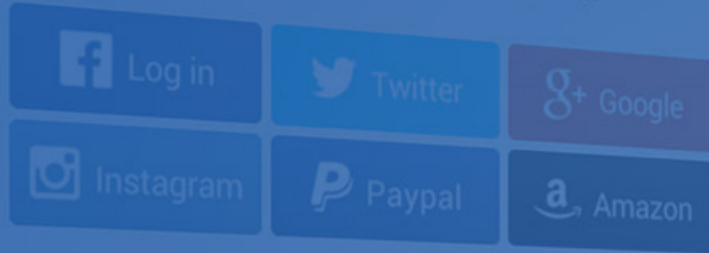
Many brands are resorting to non-permission based and inaccurate 3rd party data collection techniques in an attempt to understand anonymous users based on device-specific activity. But to build a truly meaningful user experience that drives conversion and lifetime value, identity is key.

This guide takes an in depth look at how social login can give your brand permission-based access to invaluable first-party identity data that informs the types of relevant, cross-channel experiences that foster authentic consumer relationships.

Here's What's Inside:

Social Login 101

The Basics of Social Login
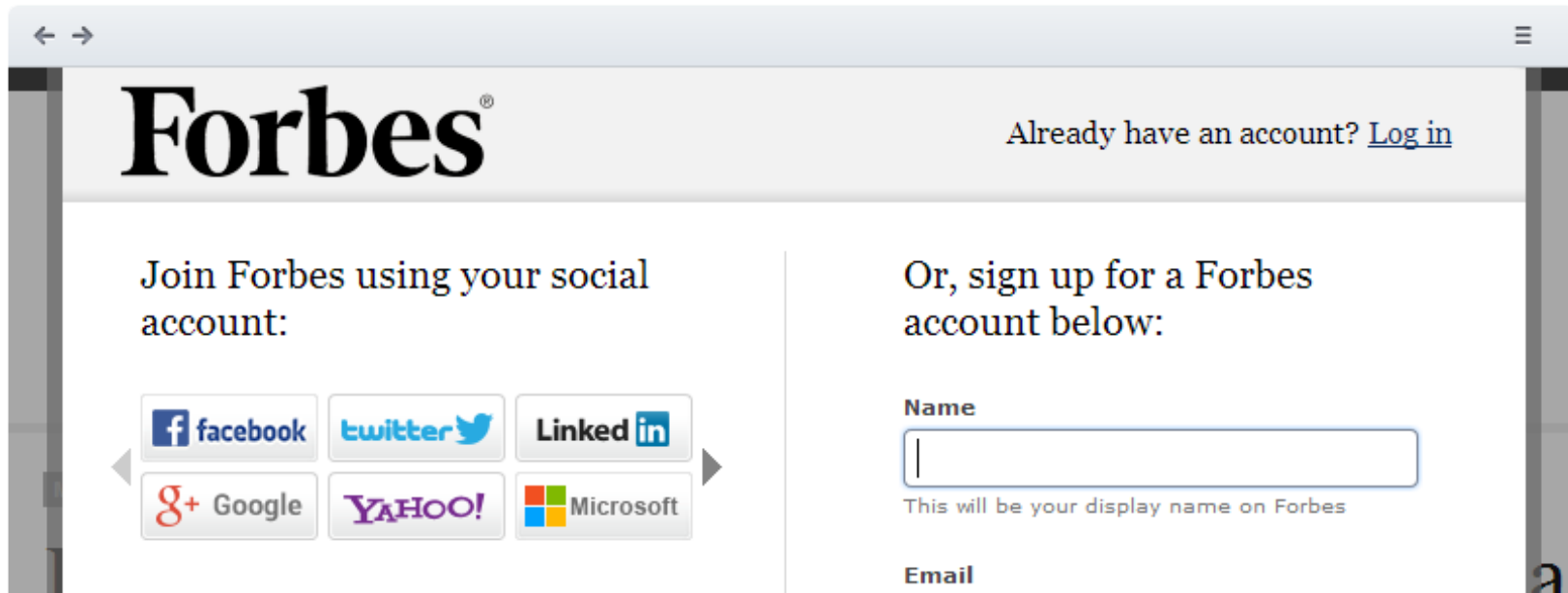
Defining Social Login

Social Login (ˈsō-shəl ˈlôgˌin) *n.*

Social login allows customers to quickly and easily register for and login to your website or mobile app using their existing social media accounts. By authenticating their identities with social login, consumers give your brand permission-based access to the rich data housed in their social profiles, including their interests, relationships, locations and media preferences.
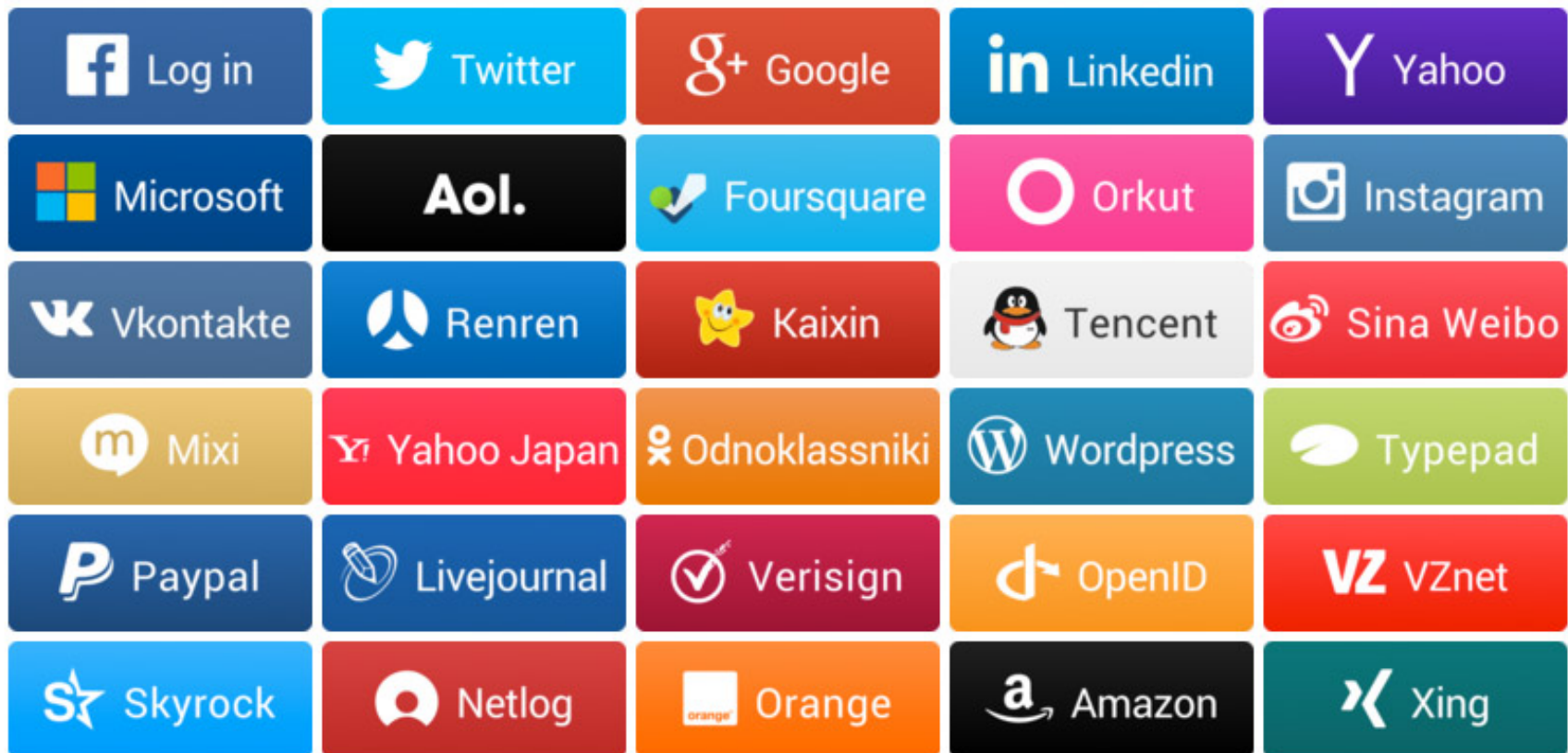
Social Identity Providers

Today, there are over 30 networks that consumers can use to authenticate their identities. These identity providers range from social networks to email and payment providers. Here's a list of the top identity providers:

Facebook, Twitter, Google+, LinkedIn, Yahoo, Microsoft, AOL, Foursquare, Orkut, Instagram, Vkontakte, Renren, Kaixin, Tencent QQ, Sina Weibo, Mixi, Yahoo Japan, Spiceworks, WordPress, Typepad, PayPal, Live Journal, Hyves, Verisign, OpenID, VZNet, Skyrock, Netlog, Signon, Orange France, Livedoor, Amazon, Xing.

Social Login Data Offered by Provider

Each social network stores and passes a different set of data about its users, so it's important to identify the providers that provide the data points that are of the greatest value to your business. Here's a list of some of the major data properties that are collected by today's top social identity providers:

Facebook Log in	Twitter	Google+ Google	Linkedin	Yahoo
First Name	First Name	First Name	First Name	First Name
Last Name	Last Name	Last Name	Last Name	Last Name
Nickname	Nickname	Nickname	Nickname	Nickname
Email Address	Country	Email Address	Email Address	Email Address
Birthday	Profile Photo	Age	State	Age
Gender	Location	Birthday	Country	Birthday
City	Follower Info	Gender	Profile Photo	Gender
State		City	Interests	Country
Country		Profile Photo	Languages	Profile Photo
Location		Education	Address	Interests
Profile Photo		Work History	Phone	Contacts
Interests		Locale	Education	Friends
Activities		Friend Info	Honors	
Likes		Contacts	Publications	
Languages			Certifications	
Education			Bio	
Work History			Industry	
Religion			Work History	
Political View			Skills	
Relationships			Favorites	
Friends			Connections	
Friend Info				

International Social Login Providers

Several international networks are emerging as key identity providers as social login gains worldwide momentum and becomes a convenient way for brands to more closely connect with consumers overseas.

Sina Weibo — With over 100 million users worldwide, Sina is a major Chinese social network. According to Gigya's Q1 2014 Social Login Landscape report, Sina claims 8% of all social logins in Asia.
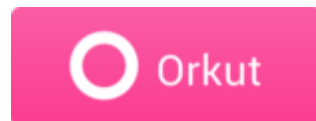
Renren — Renren is another popular Chinese social network, often referred to as "the Facebook of China."

Tencent — Tencent QQ is an instant messaging network based and primarily used in China. It represents 5% of all social logins in the APAC region.

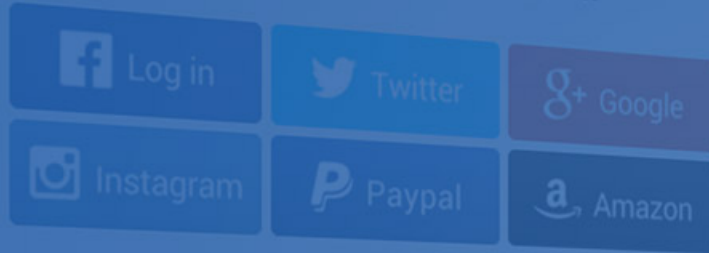**Vkontakte** — Vkontakte, Russia's social network, powers 9% of social logins across Europe.

Orkut — Owned and operated by Google, Orkut is highly popular in Brazil and India, although it has not received adoption in the US, Canada or major European countries.

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The State of Social Login

Social Login Adoption

Social login adoption is growing at a rapid clip as businesses come to understand social login as more than a means to faster registration, but rather as a key vehicle for gaining access to rich, permission-based identity data and offering a relevant user experience.

Case in point: According to a Forrester Research marketing survey in Q1 2014, nearly 30% of marketers plan to implement social login in the next year - more than any other social tactic.

Gartner predicts that by the end of 2015, 50% of new retail customer identities will be based on consumers' social network profiles, compared to just 5% in 2013.

Social Login on the Rise:
Gigya Social Logins/Registrations 2009 - 2013
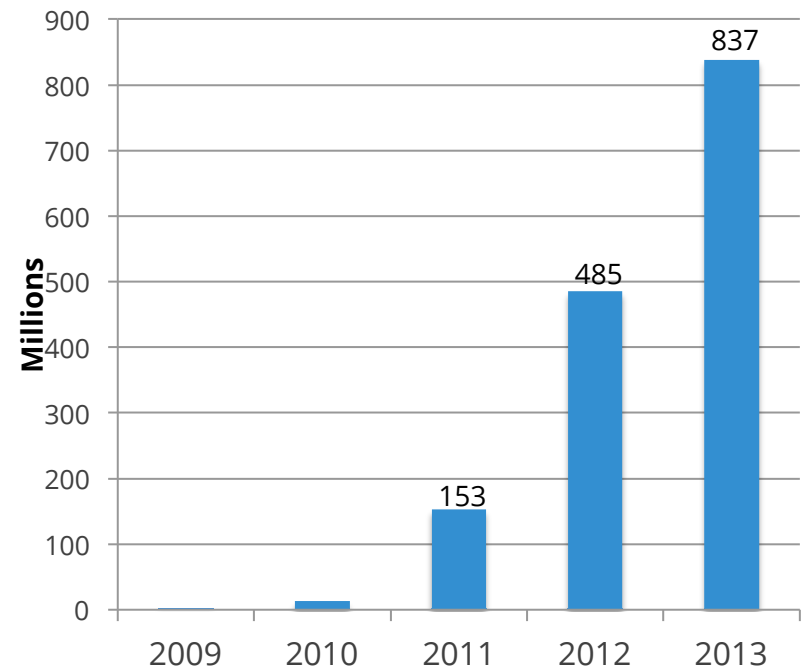
The Landscape of Social Login

As social login continues to emerge as an effective means to capture and unite identity data across devices, distribution trends have begun to arise. Understanding network preferences by channel is highly valuable in developing your cross-channel acquisition and engagement strategies.
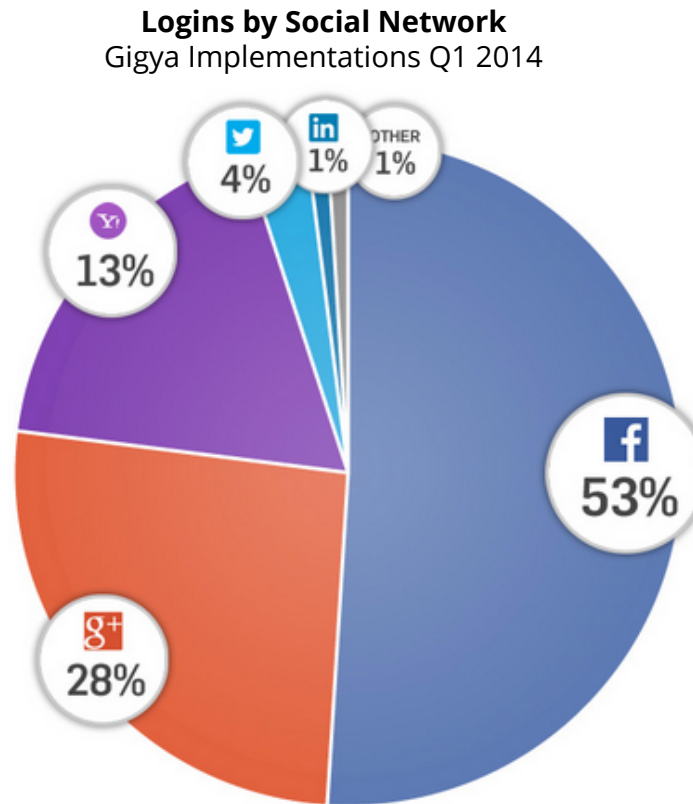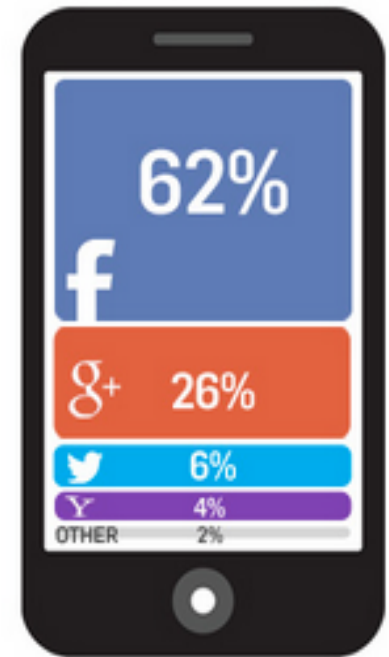
While Facebook dominates social login on desktop, it captures 62% of logins on mobile. Google/Google+ is a close second across both channels, although we expect its mobile share to grow as Android devices evolve to include seamless Google authentication into native apps. However, note that mobile and desktop preferences differ when it comes to logging in with Yahoo vs. Twitter.

Logins by Social Network
Gigya Implementations Q1 2014

Mobile Logins by Social Network
Gigya Implementations Q1 2014

Twitter 4%
in 1%
OTHER 1%
Y! 13%
f 53%
g+ 28%

62% f
g+ 26%
6%
Y 4%
OTHER 2%

Source: http://blog.gigya.com/the-landscape-of-social-login-facebook-sails-yahoo-sinks/

The Landscape of Social Login (Cont'd)

Social login preferences also differ across geographic location and industry. While Facebook still wins by a landslide across industry verticals, payment vendors like PayPal and Amazon are emerging as dominant identity providers across ecommerce properties thanks to their abilities to streamline the checkout process.
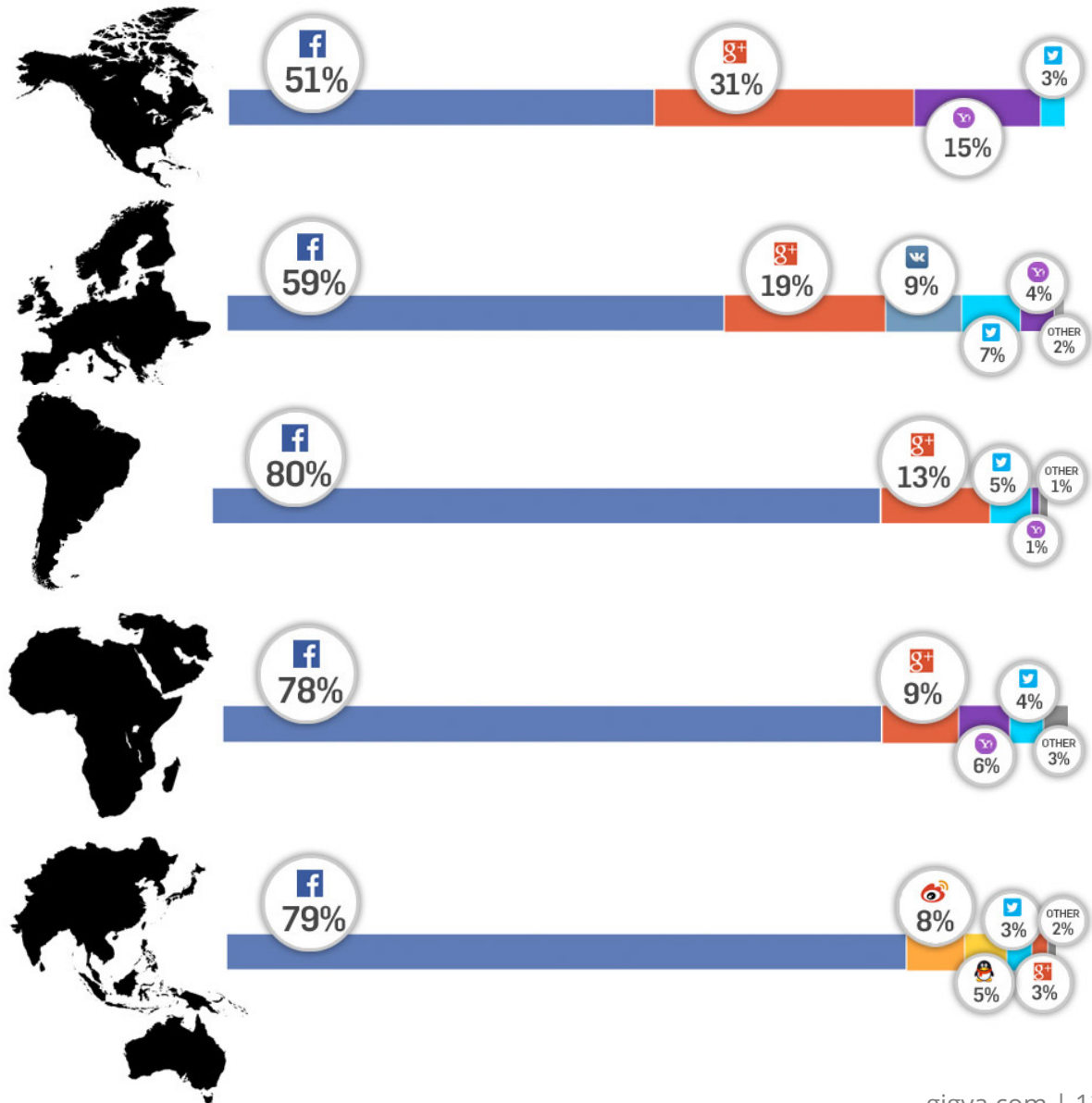
Social Login Adoption by Industry

On average, for properties offering both social and traditional sign-in, social logins account for 22% of total logins. News & publishing ranks as the most "socially logged in" industry, with social login accounting for 38% of total logins when offered alongside traditional authentication, followed closely by media & entertainment at 22%, and ecommerce at 14%.

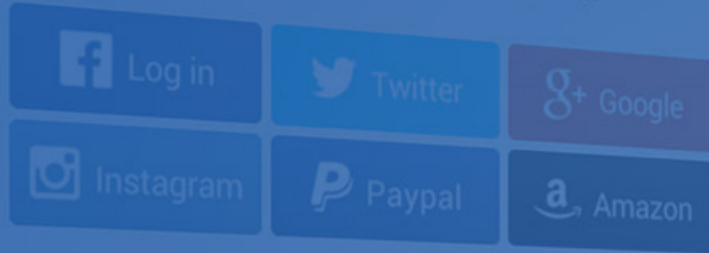| Industry	% of Social Logins
All	22%
Ecommerce	14%
Media & Entertainment	22%
News & Publishing	38%

The Landscape of Social Login (Cont'd)

Social Login Preferences Across the World

Facebook reigns supreme across international social logins, with its lowest share coming from North America at 51%. Google/Google+ comes in second place in all regions except Asia/Pacific, where Chinese networks QQ and Sina account for an aggregate 13% of all social logins. Google/Google+ claims its largest share of logins internationally in North America with 31%, but its second-place hold on Europe is quickly diminishing with Russia's Vkontakte on its heels at 9% of logins.

North America: f 51% | g+ 31% | Y! 15% | 3%

Europe: f 59% | g+ 19% | vk 9% | 7% | Y! 4% | OTHER 2%

f 80% | g+ 13% | 5% | OTHER 1% | Y! 1%

f 78% | g+ 9% | Y! 6% | 4% | OTHER 3%

Asia/Pacific: f 79% | 8% | 3% | OTHER 2% | QQ 5% | g+ 3%

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Benefits for Consumers

Top 3 Reasons Why Users Login Socially

52% of consumers claim to have logged in socially on a website or mobile app, and according to a recent Gigya social privacy survey, they elect to do so for three key reasons:

1. 58% use social login because they do not want to create new usernames and passwords

2. 54% use social login because they do not want to fill out registration forms

3. 27% use social login because they want to easily share content with friends on social networks

Reason	
Username/Password Fatigue	**58%**
Streamlined Registration	**54%**
Social Syndication	**27%**

0%   10%   20%   30%   40%   50%   60%   70%
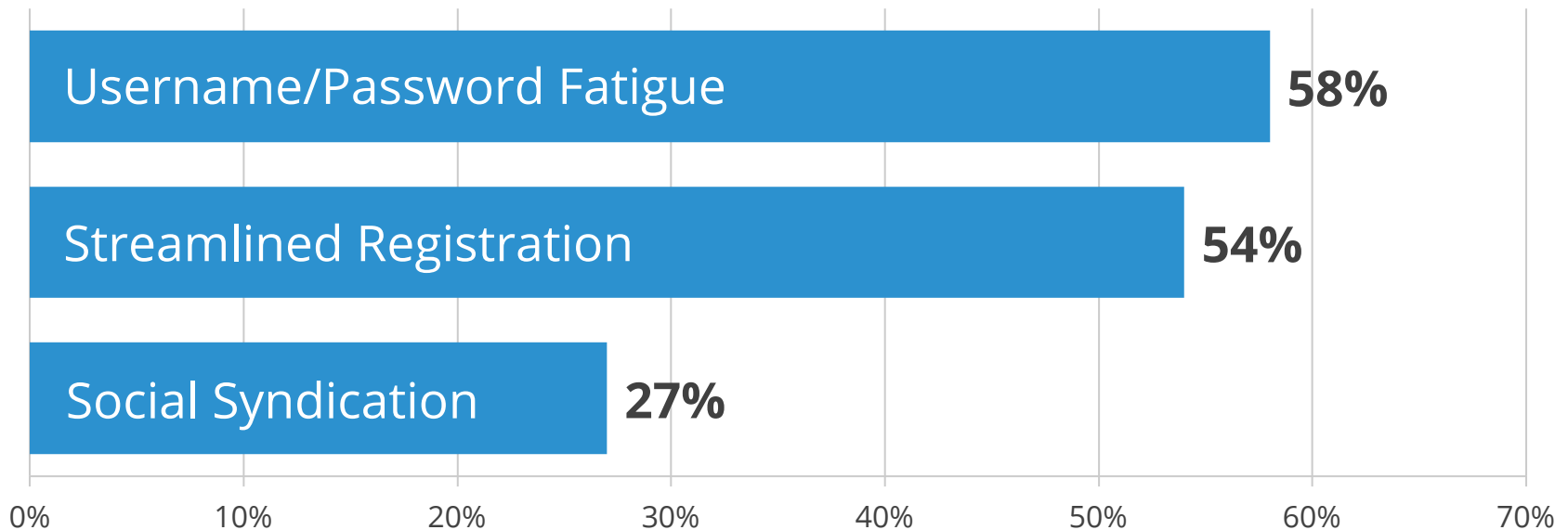
Username/Password Fatigue

The average online user has 25 separate online accounts and 6.5 different passwords (Source: Ars Technica). If you do the math, that's hundreds of possible username and password combinations.

Forgotten passwords not only lead to customer frustration and lost dollars for your business, but they also cause huge security risks. Password fatigue forces consumers to start creating more obvious passwords, use the same password for multiple accounts, and even write their passwords down.

Social login allows consumers to easily login across web properties using a single, protected identity, minimizing password fatigue and vulnerability.

Nearly 50% of consumers have been unable to execute an online transaction due to forgetting their password.

Source: Ponemon Institute

Faster, More Streamlined Registration

Sometimes password fatigue isn't an issue, because consumers abandon your site before they even create an account! Nothing makes a potential customer turn on her virtual heel and abandon site faster than welcoming her with a laundry list of questions.

Rather than requiring users to fill out 7-10 form fields - a particularly daunting task on smaller mobile touch screens - social login enables users to verify their identities and grant access to the data points you need with a seamless two-click (or tap) experience.

11% of US consumers admit to abandoning a purchase because the site asked for too much information.

Source: Forrester Research

create profile

First name:

Last name:

Mailing Address line 1:

Mailing Address line 2:

City:

State: Select

Zip code:

Birth date: Month | Dat | Year

Gender: Select One

Email:

Verify Email:

Password:

Verify Password:

Security Question: Select Your Security Questio

Answer:

Social Connectivity

Logging in socially enables consumers to share content and products directly with their social connections with the click of a button.
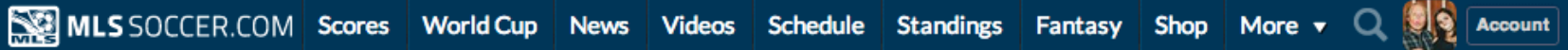
Olympic Lens

For Example...

Users that login socially to the Canadian Olympic Committee site are able to easily share user-generated photos of the Olympic games with their social networks, building on-site social connectivity and community engagement.
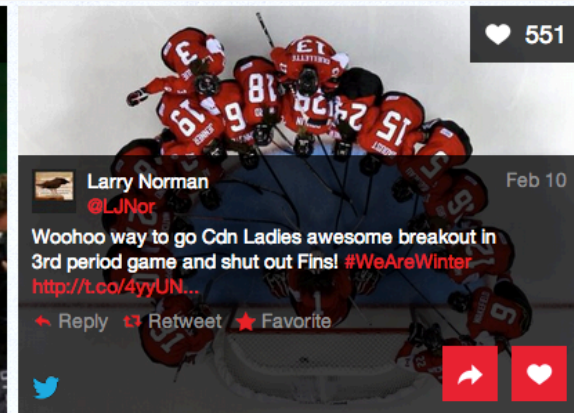
Interact with Your Community

The interdependent growth of mobile and social have made modern consumers 100% connected, nearly 100% of the time. With the ability to consistently reach out and interact with others, modern consumers don't just want to read your content, they want to discuss it. They may want to buy that pair of shoes, but not without seeing what their friends think first.

By verifying their identities, users can take part in a highly interactive and authentic brand community, providing valuable feedback via features like comments, ratings and reviews. Socially logged in users can easily post content with the click of a button, and even share this feedback with their social networks..

Cohesive Cross-Channel Experiences

36% of US organizations interact with consumers in five or more channels (Source: Experian). Social login gives consumers the ability to seamlessly navigate across these mediums by tying all actions and behaviors to a single user identity. This powers immersive user experiences that span not just mobile and desktop, but also the growing gamut of connected devices.

For Example...

Fox connects consumers across television, mobile and social channels using social login. Viewers can download the American Idol app to their mobile phones, and vote for their favorite show contestants by logging in using their Facebook credentials. They can then seamlessly share their votes with their social networks.

VOTE for your favorite contestants

JOIN THE CONVERSATION on Facebook and Twitter
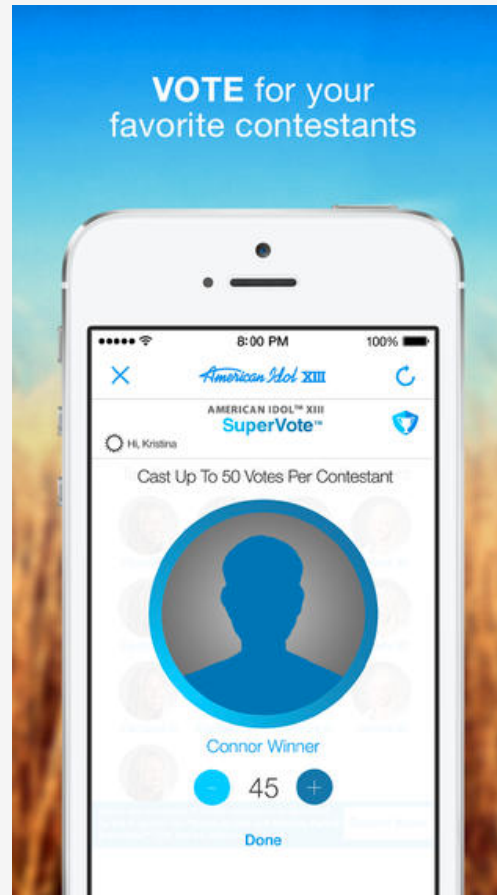
Get Rewarded

With all on-site behavior linked to a single social identity, consumers can gain recognition and earn rewards for exhibiting brand loyalty and taking meaningful site actions. They can also engage in friendly competition with other socially logged in users, including those within their individual social networks, to earn virtual points that translate into real-world value.

For Example...

New Belgium Brewing Company awards socially logged in users points for taking valuable actions like searching for a store that carries New Belgium beers in their area, or checking-in at the New Belgium brewery. Points earn users badges that enable participants to see where they rank among other New Belgium customers, and are often redeemable for vacation packages.
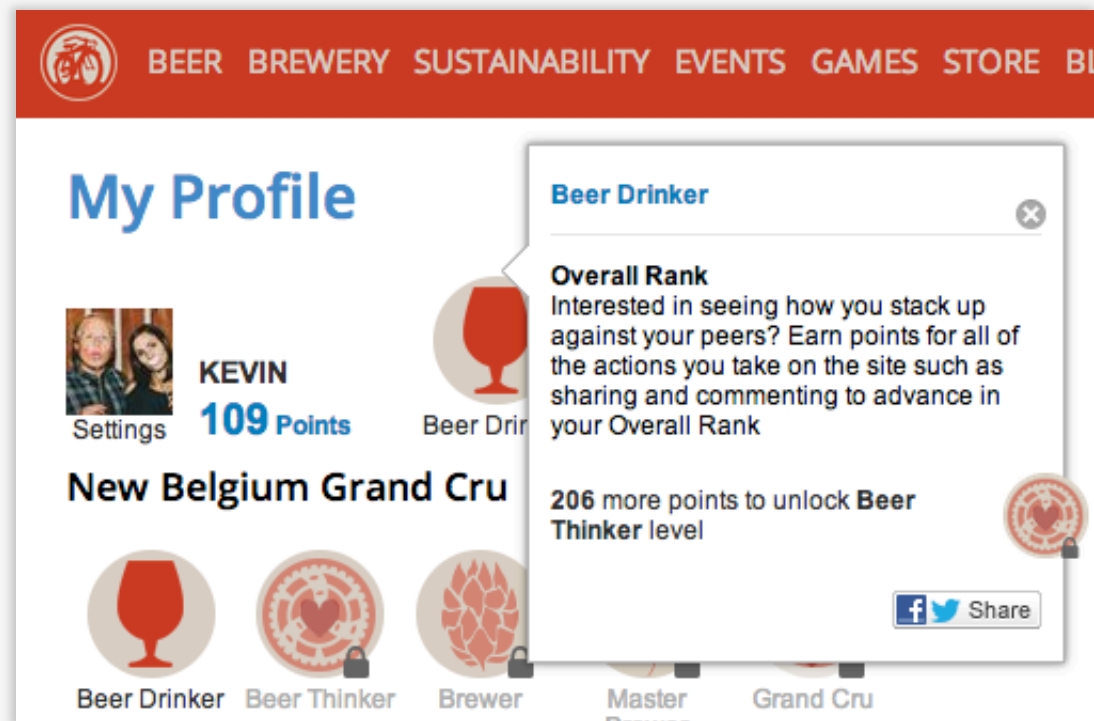
Additional Benefits

Socially logged in consumers experience a slew of other benefits, including:

- ✓ One-click voting and feedback capabilities

- ✓ Rewards for completing social-based actions

- ✓ Insight into social connections' on-site actions

- ✓ Check-in rewards

- ✓ Timely, event-triggered communications

- ✓ Personalized discounts and rewards

With an endless number of enhanced opportunities to connect closer with their favorite brands and fellow consumers, why wouldn't users login socially?

Identify key areas of your cross-channel user experience that can be personalized and improved using social profile and behavioral data, and build a comprehensive social login strategy that fosters user acquisition and retention.
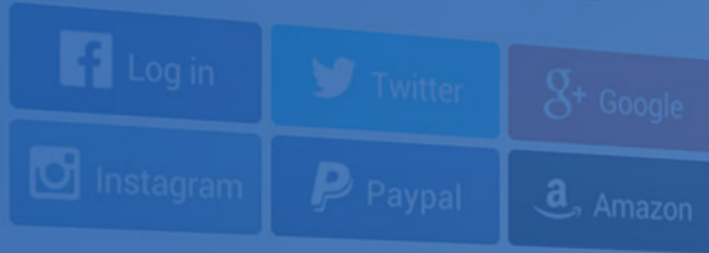
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Benefits for Businesses

Collect Rich Data

In 1999, the world produced 1.5 exabytes of unique data (Source: Forbes). Fast-forward 13 years, and experts determined that, over the course of 2012, 2.5 exabytes of data were created each day (Source: HBR).

Undoubtedly, this "big data" deluge is due largely to the rise of social media. And as connected consumers share more personal information and interact directly with brands in real-time, they demand more relevant and timely user experiences in return.

But accessing consumer data in transparent and actionable ways isn't easy.

By giving users the option to login using their existing social identities, brands can request access to specific, strategic social data points that can be used to build authentic customer relationships, including location, connections, hobbies, media preferences and more.

Where Does Big Data Come From?

43% Social media

38% Audio

34% Photos and video
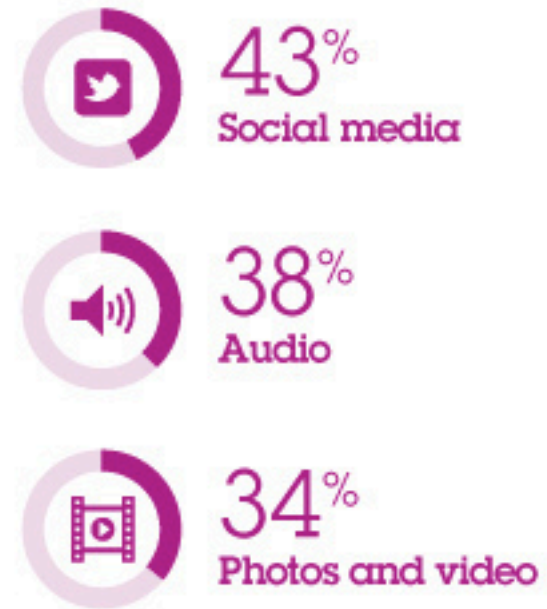
External data sources

Source: IBM - http://www.ibmbigdatahub.com/ infographic/where-does-big-data-come

Permission-based Access to Consumer Data

Many marketers still rely solely on third-party data collection techniques to reach and understand customers, tracking unassuming consumers as they make their way across the Internet on a given device. Not only does this approach give brands little insight into who their customers actually are and what's driving their behaviors, but it also damages consumer trust.

Social login acts as a digital handshake between customers and your brand as they knowingly grant access to requested data points in return for a more relevant user experience. This transparent method of first-party data collection not only results in more accurate and current consumer insights, but it also builds the type of authentic connections that lead to brand loyalty and long-term ROI.
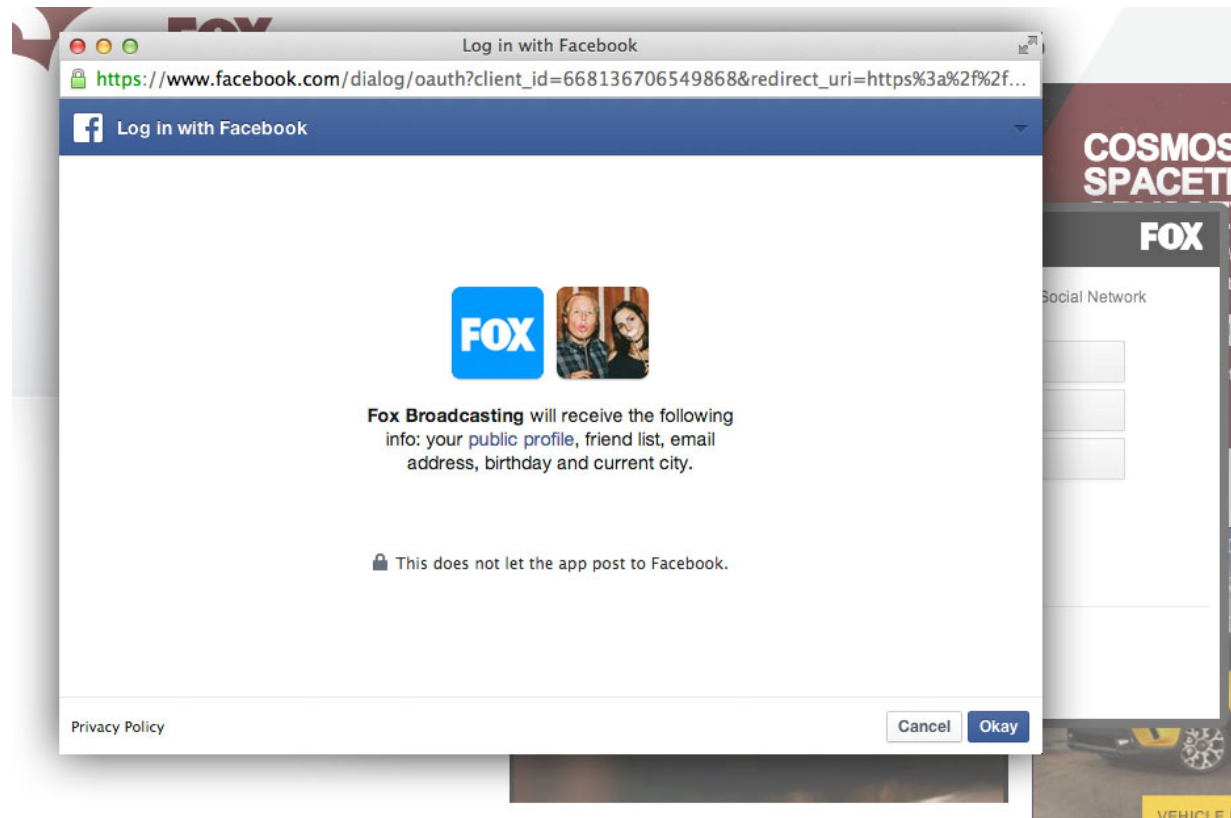
Turn Anonymous Visits into Known Customers

Too often businesses wait until the point of transaction to turn anonymous site visitors into known customers - and some even offer the option to checkout as guest. While this may prevent some customers from abandoning site or shopping cart by leaving lengthy registration forms by the wayside, it also forces your business to push mass messages to an unknown audience.

Social login gives marketers access to hundreds of data points with a single consumer click or tap, powering the types of 1:1 campaigns that nurture customer relationships and lifetime value.

Traditional User Information Compared to Social User Data

Traditional User Data VS Social Data

Traditional User Data:
Name — First / Last
Email Address*
Confirm Email Address
Birth Date — Month / Day / Year
Gender — Choose One
Zip Code
Username*
Create Password*
Re-enter Password*

Social Data:
Music, Location, Birthday
Education, Friends, Work History
Email Address, Activities, Events
Movies, Languages, Books
Hometown, Photos, Relationship Status

+ Hundreds More

Social graph data can be used to segment user personas, in turn allowing you to provide a more relevant user experience, and provide highly effective content.

Personalized User Experiences

73% of consumers prefer to do business with brands that use personal information to make their experiences more relevant (Source: Digital Trends). Social login data gives brands the power to create highly personalized user experiences across channels and devices in a number of ways:

- ✓ **Email Marketing:** Send emails based on key user signals like cart abandonment, surprise customers with birthday discounts and reward loyalty with exclusive offers.

- ✓ **Site Personalization:** Greet visitors by name when they login, save their recent searches and feature content similar to their recent shares.

- ✓ **Product Recommendations:** Present customers with products relevant to their previous purchases, demographic information and expressed hobbies.

- ✓ **Targeted Advertising:** Segment your audience based on common interests or lifestyles - moms, reality TV, pop music, teens - and tailor the content and reach of your ad campaigns accordingly.

- ✓ **Look-alike Segments:** Leverage current customer profiles to build look-alike targeting segments and reach similar consumers who are most likely to convert.

Personalization Pays Off

To drive home the importance of personalization and relevant user experiences, here are some compelling stats that we think are worth sharing.

60% of consumers feel more positive about a brand after reading personalized content on its site.

Source: ContentPlus

40% of consumers buy more from retailers who personalize the shopping experience across channels.

Source: Monetate

45% of online shoppers are more likely to shop on a site that offers personalized recommendations.

Source: Get Elastic

Personalized emails deliver 6X higher transaction rates.

Source: Marketing Land

Increase Conversion Rates

Social login is also proven to increase conversion rates across web and mobile properties. 20% of Gigya social login clients have seen registration conversion rates increase by upwards of 50%.

Ecommerce brands can decrease shopping cart abandon by allowing consumers to login via payment providers like PayPal and Amazon, which streamline the checkout process by pre-populating mandatory fields.

Giving consumers a fast and easy way to verify their identities and purchases is especially important as consumers look to login and checkout via smaller mobile screens.

GIGYA　　　Research by **TechValidate**

Social Login's Impact on Conversion

Approximately how much has social login increased registration conversion rates?

- More than 75%: **7%**
- 50-74%: **13%**
- 25-49%: **25%**
- 10-24%: **27%**
- Up to 10%: **29%**
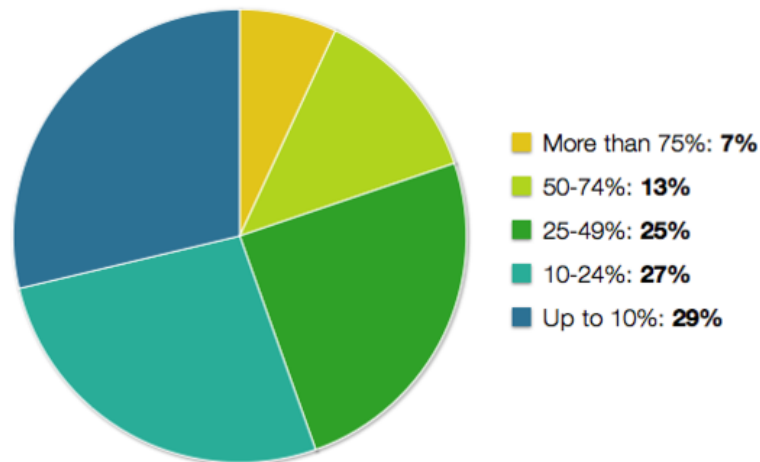
Source: Survey of 56 users of Gigya Connected Consumer Management Suite who use social login

www.techvalidate.com/product-research/gigya-connected-consumer-management-suite　　TVID: F45-7EF-1EA

Increase Time Spent and Page Views

With personalized user experiences and the ability to seamlessly connect with their communities, socially logged-in users are proven to engage with your brand on a deeper and more frequent level. Think of it this way: socially logged-in users behave differently from anonymous or traditionally logged-in consumers because they have willingly entered a personal relationship with your brand!
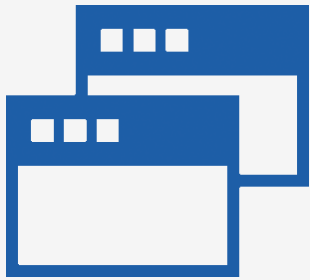
+67% Socially logged-in users view 66.7 more pages.

+56% Socially logged-in users spend 56.2 percent more time on site.

Improve Mobile Experiences

Global smartphone use will reach 2 billion by 2015 (Source: Bloomberg), with 100 million US consumers making purchases via tablet or smartphone (Source: Google).

Traditional third-party cookies don't translate to mobile devices, giving brands no way to retarget mobile users or recognize them as they move back and forth between channels.

Implementing social login across properties and enabling authentication with touch versus type ties all cross-channel activities to a single user identity, making it possible to create cohesive multi-channel experiences.

Social login also reduces mobile checkout to a simple, secure, two-tap process by syncing with payment providers like Google Wallet.
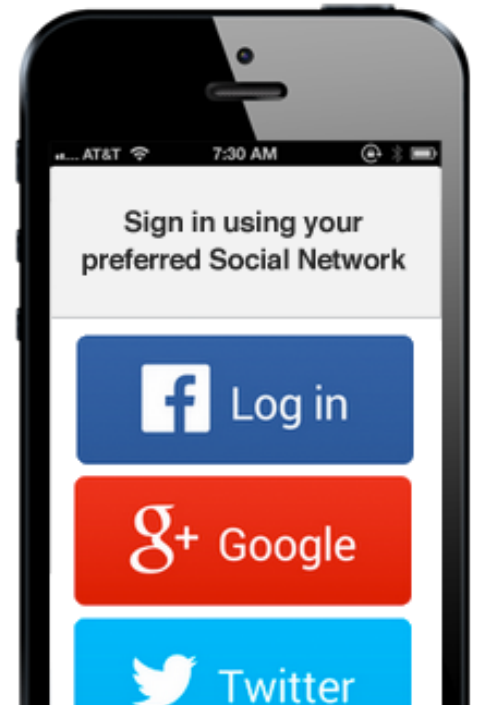
Mobile Facts

67% of online shoppers admit to having recently made a purchase that involved more than one channel (Zendesk)

48% of consumers use or would like to use a smartphone to shop while in-store or on the go (Luxury Daily)

67% of mobile users say a mobile-friendly site makes them more likely to convert (Search Engine Watch)

Pre-validated User Data

By requiring a valid email address to become a member, social networks ensure that registrants are genuine users.

Tying all user activity to a real, known social identity improves the quality of user-generated content (UGC) created on your site or app through comments and reviews. Not only does this minimize spam and build an authentic community of brand trust, but meaningful UGC also grows awareness, referral traffic and SEO performance.

For Example...

By requiring users to verify their identities via social login prior to posting a comment, Dallas Morning News was able to grow user-generated content by 92%, while reducing labor needs for comment moderation by 95%!

Improved Security

Traditional user registration leaves your business susceptible to data security risks caused by consumers using the same password across multiple sites. Not to mention, the cost to encrypt consumer data and provide adequate security support is expensive.

Social login shifts the burden of identity protection, data security and sign-in support to major networks like Facebook and Google. These social identity providers boast state-of-the-art security systems with features like multi-factor authentication, remote logout and unauthorized activity detection.

Reduced Support Costs

When users login socially, they save themselves from having to remember another username and password combination. In turn, your business avoids the hassle of dealing with lost password recovery issues.

Forgotten passwords account for **30% of support calls**, and the average cost for a password reset is $70 (Source: Forrester). Decrease in forgotten password help desk issues is a key factor for measuring the ROI of social login.
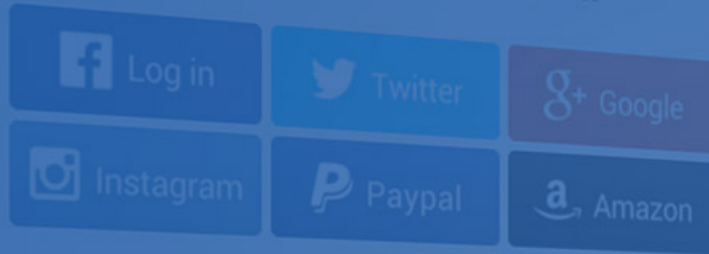
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Best Practices

Give Users a Choice

Although Facebook is the most commonly used social identity provider, remember that not everyone wants to authenticate using their Facebook account. Giving users a variety of social login options increases the number of social registrations. We recommend offering 3-5 networks, like RedBull.

Give Users a Reason to Login

Letting users know the benefits of signing in socially upfront significantly impacts registration and login rates. Explicitly state why consumers should register for your site or app, and what they will get in return, whether it's a more personalized experience, exclusive content or special discounts. We've found that giving users a reason to login helps improve registration rates by 109% (Source: Gigya).
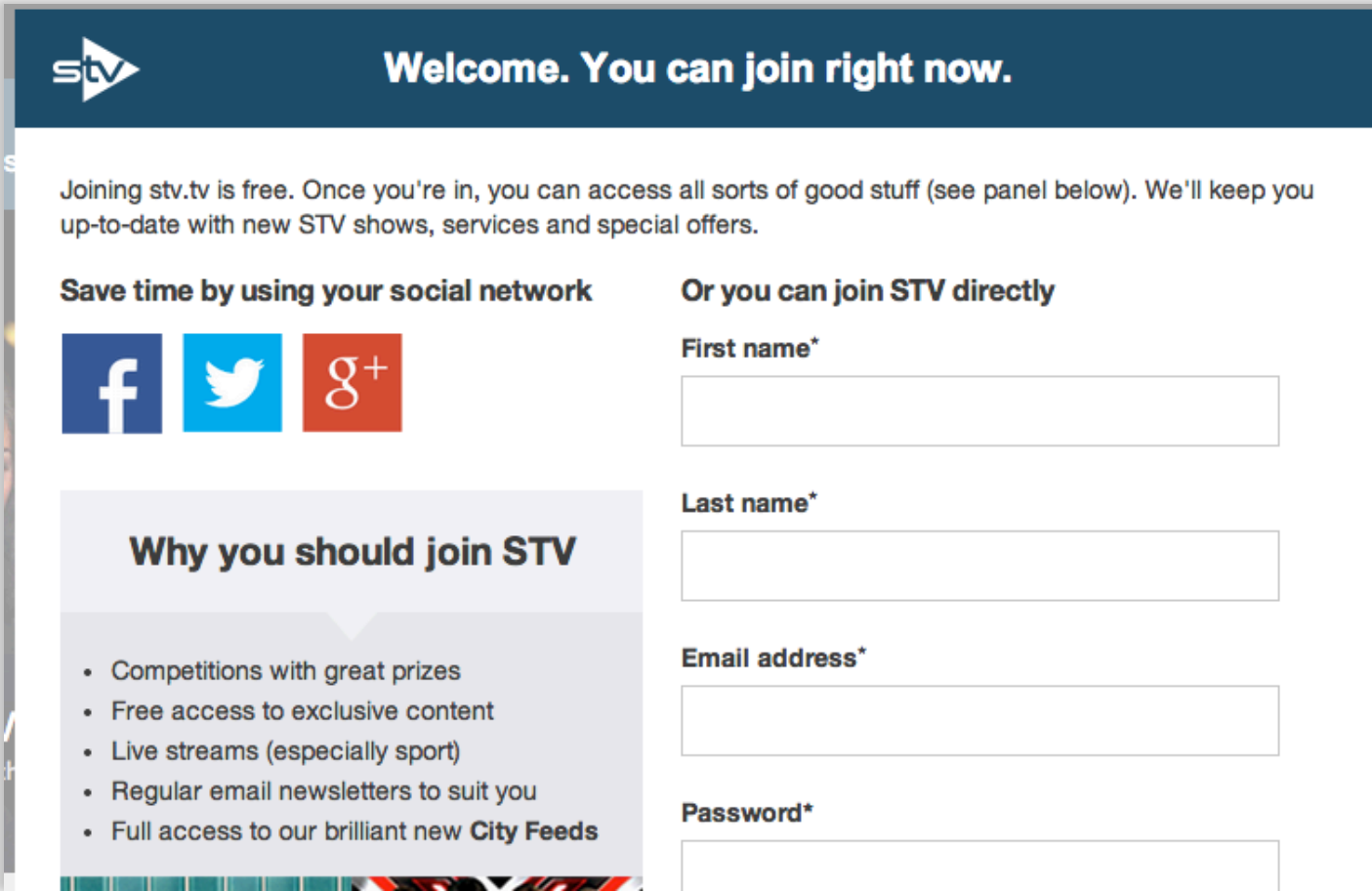
For Example...

STV does a great job of providing visitors with a clear list of incentives for authenticating their identities.

STV

Welcome. You can join right now.

Joining stv.tv is free. Once you're in, you can access all sorts of good stuff (see panel below). We'll keep you up-to-date with new STV shows, services and special offers.

Save time by using your social network

Or you can join STV directly

First name*

Last name*

Why you should join STV

- Competitions with great prizes
- Free access to exclusive content
- Live streams (especially sport)
- Regular email newsletters to suit you
- Full access to our brilliant new **City Feeds**

Email address*

Password*

Only Ask for What Is Needed

Many social networks, like Facebook and LinkedIn, give you the option to request access to specific user data points, which are shown to consumers upon logging in. Avoid the common pitfall of asking for too much information at registration, and request only the data points needed to enhance users' experiences and support a larger, overarching marketing strategy.

Remember that consumer trust is earned over time. Instead of asking for too many data points up front, bake plenty of opportunities to gain additional permissions and insights into your user experience via features like comments, ratings and reviews.
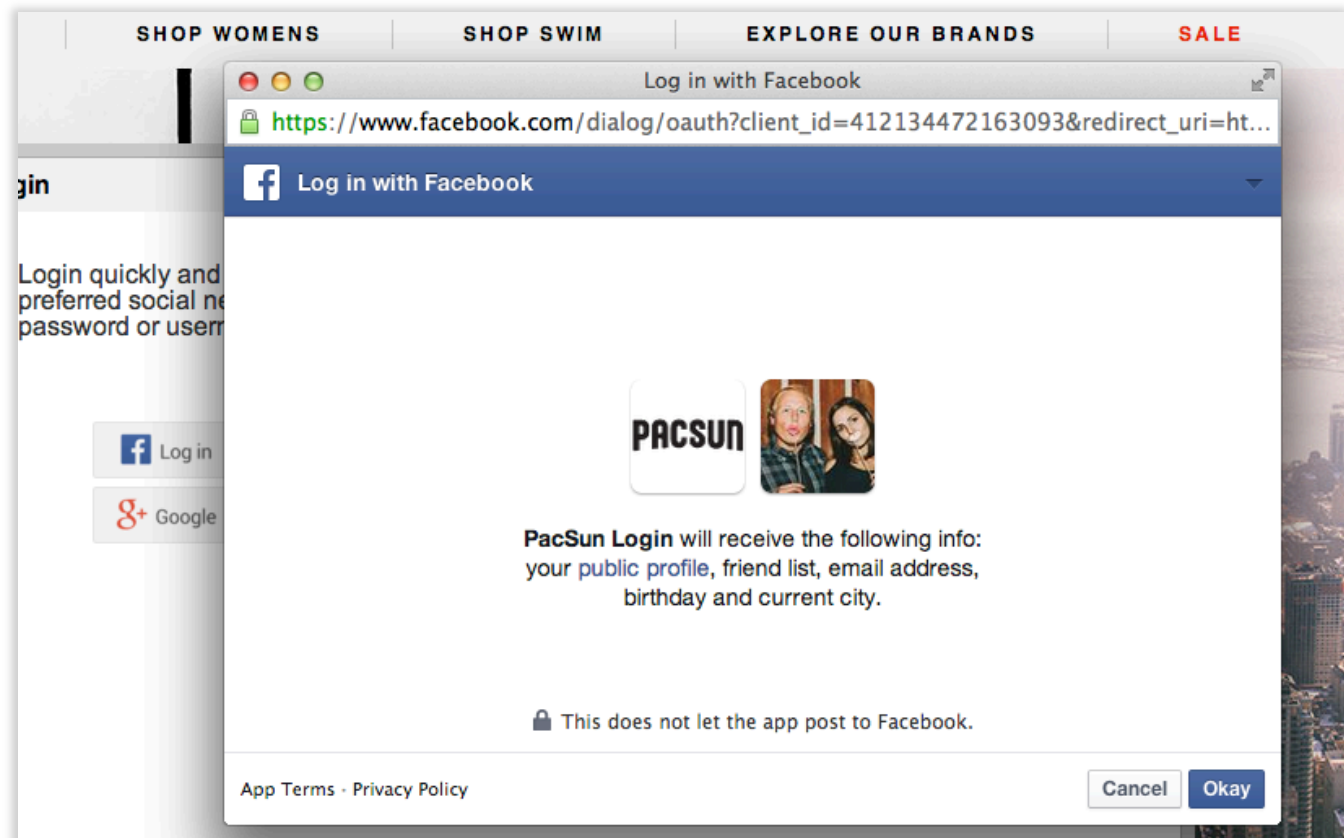
Make It Visible

Don't expect consumers to venture into the depths of your site or app in search of a way to register. Prominently display social login options not just on your homepage, but across site pages. We find that positioning registration and login text and buttons in the top right-hand corner makes a huge difference in registration conversions.
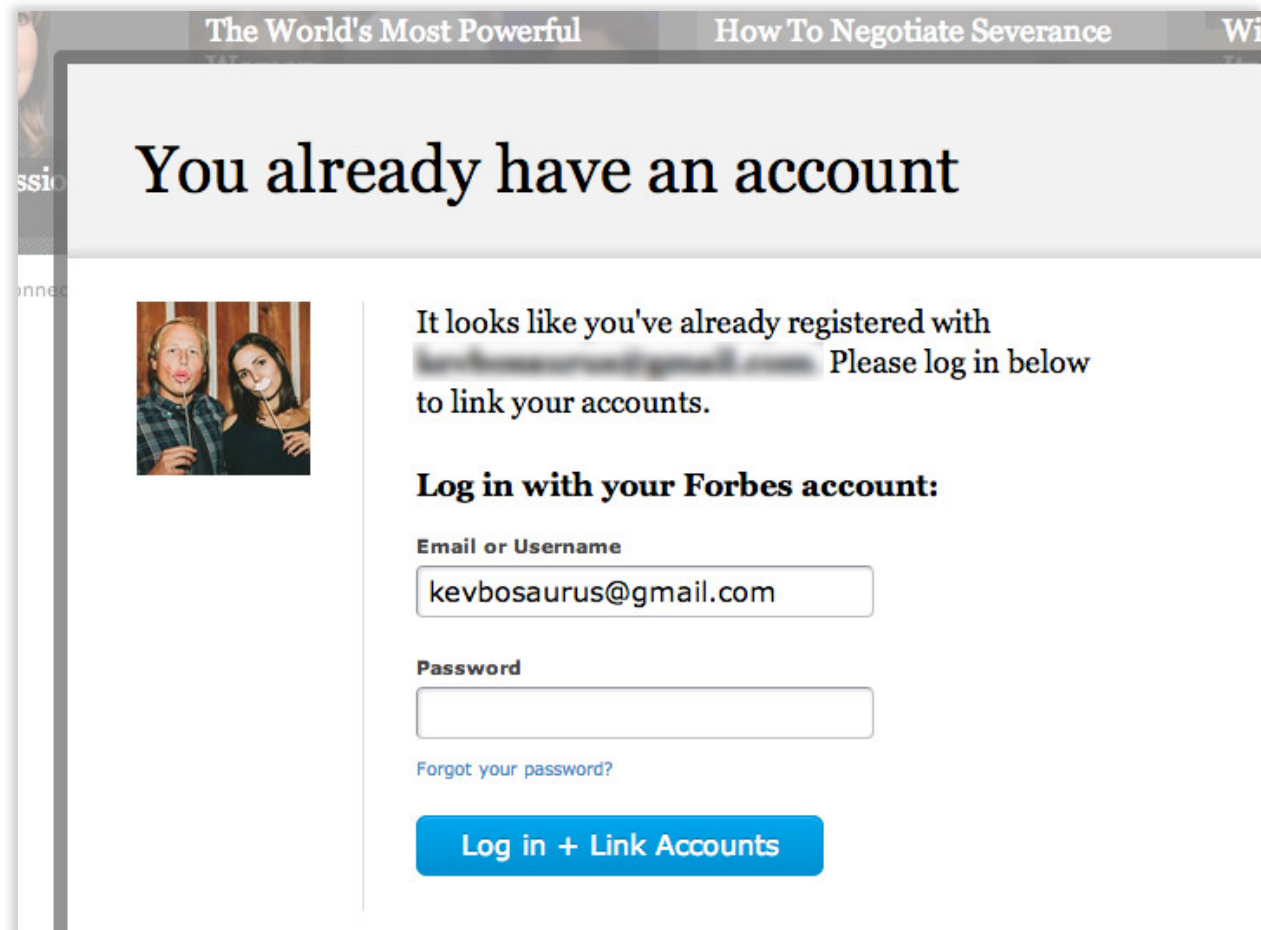
Keep in mind that while social login should be clearly visible, it shouldn't stick out like a sore thumb. Your site or app should maintain a consistent look-and-feel from first touch through checkout. A disparate login experience makes consumers feel uneasy and less likely to trust you to store passwords and other valuable information.
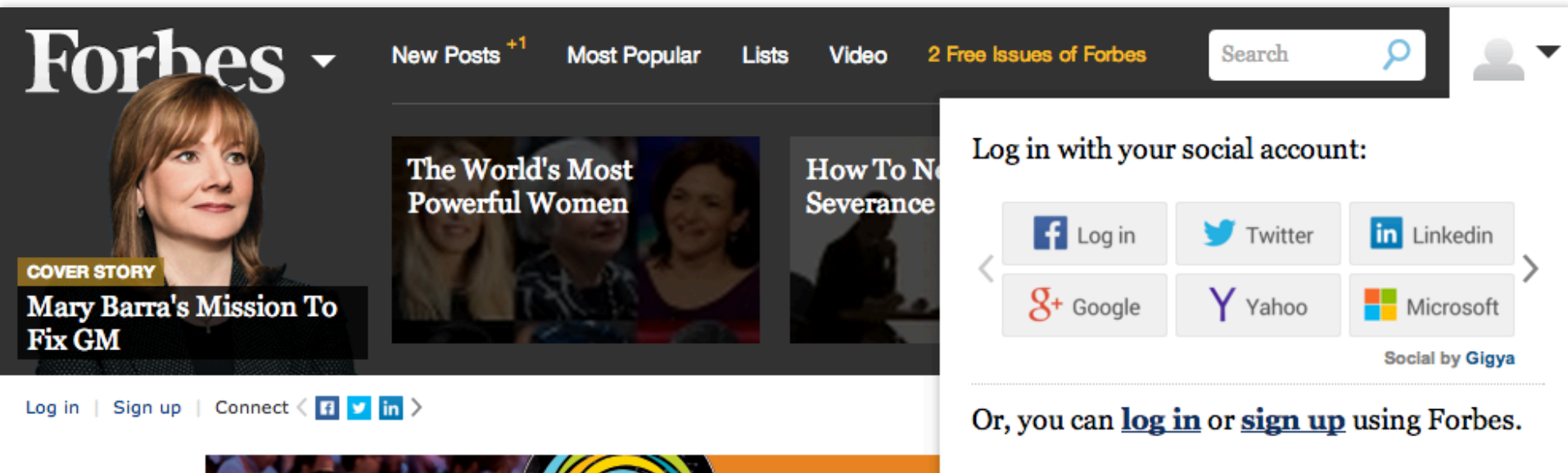
Link Existing Accounts

Chances are, your business has compiled a pretty large user base prior to implementing social login. When a user logs in socially for the first time and her email matches an address already in your database, prompt her to link her accounts.

By connecting data like past purchases, wish lists and saved articles to users' social accounts, your business maintains a unified view of your existing customer base. Inform customers that linking their accounts will enable them to enjoy a more consistent and personalized user experience, and apply this best practice as users continue to login using a variation of social networks.

Personalize the User Experience

Authenticated customers should never be greeted with an anonymous user experience. Show logged in users that you recognize and value their relationships by engaging them with more personal experiences.

Personalization can be as simple as welcoming known customers by name and displaying their photos, to as involved as recommending products that complement their previous purchases.

Another way to tailor the on-site experience for socially logged in users is to highlight relationships with their social connections. For example, a news media site might showcase articles recently read or shared by users' individual social networks. Or, an ecommerce brand may reward users badges for taking specific, valuable on-site actions, and rank them against other participants in their network for a friendly competition.
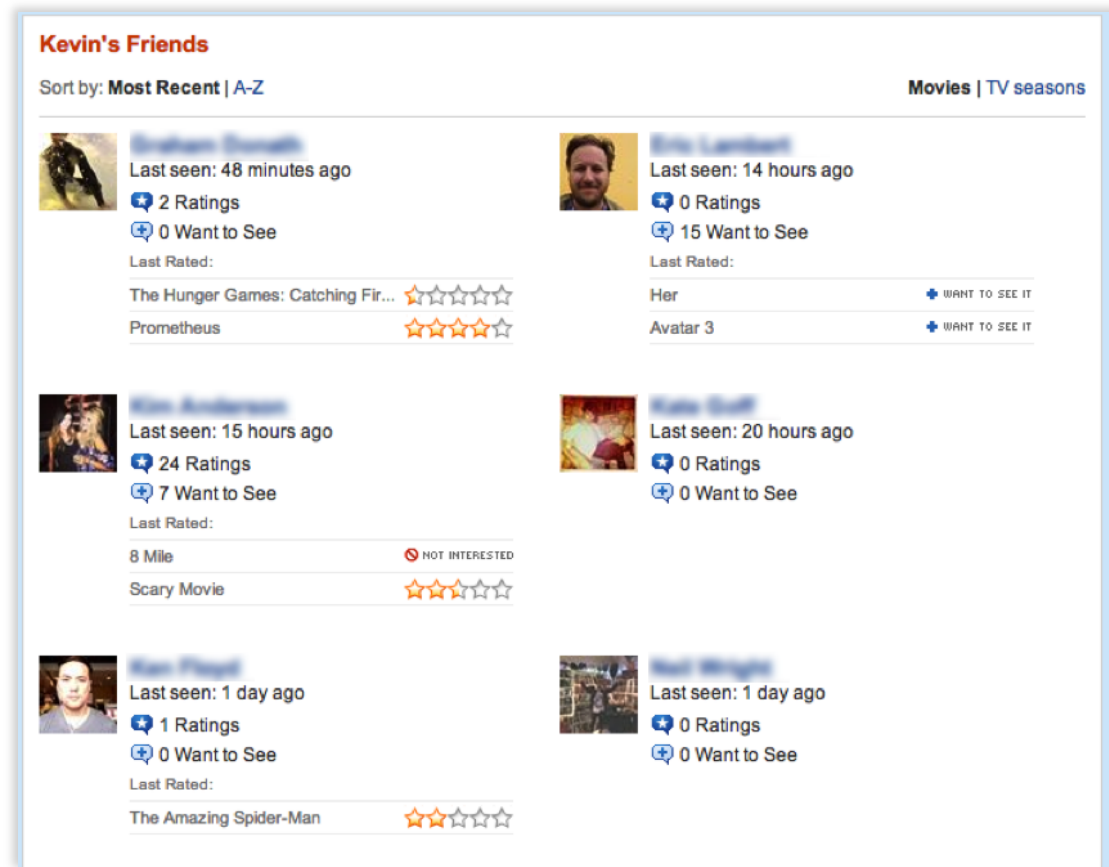
Collect User Data

With personalization in mind, what good will social login do for your business or your customers if you don't collect, store and use data in strategic and meaningful ways? As we mentioned earlier, social profile and behavioral data can be used to improve 1:1 customer relationships across a variety of digital channels:

- ✓ **Email:** Send special discounts to loyal customers for items they have favorited in the past, or remind shoppers of purchases they left behind.

- ✓ **Advertising:** Tailor ad content and placements to match the media preferences of individual audience segments.

- ✓ **Mobile:** Nurture customers on-the-go with text notifications for new content or products that match their previously shared items.

- ✓ **In Store:** Award users virtual points for taking specific meaningful user actions that can be redeemed at a physical location for real-world rewards.

- ✓ **Direct Mail:** Mail customers birthday and anniversary cards, or thank them for their business with free gifts tailored to their purchase history.

Be Transparent

No matter what data points your business decides to collect, transparency is key. Reassure your customers that you will protect their data, and let them know that under no circumstances will you sell or share their data with third-party vendors. Put these promises in a clearly visible and accessible place so that consumers feel at ease trusting your brand with their personal information.

For Example...

ASP World Tour displays the Gigya SocialPrivacy Seal on their Registration page so that users know that their data will be handled responsibly.

BY CLICKING "SIGN UP", I AGREE TO
ASP'S TERMS OF USE

SocialPrivacy™
CERTIFIED by GIGYA

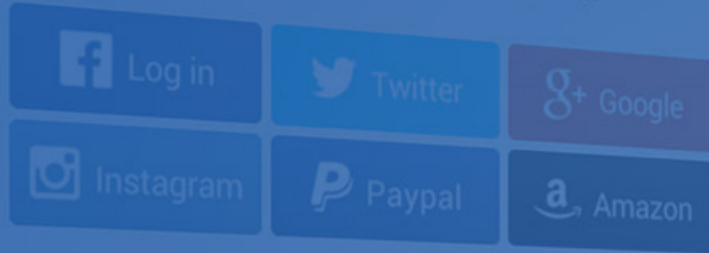www.aspworldtour.com adheres to the following with respect to your social login data and permissions:

✓ **We will not** sell your data or your friends' data
✓ **We will not** post on your behalf without your permission
✓ **We will not** send private messages to your friends without your permission
✓ **We will not** spam you with unsolicited emails

Certified by GIGYA

Learn more

Social Login 101

Success Stories

Forbes: Increasing Registration Conversions

Determined to increase new user registrations and provide users with a better site experience, Forbes implemented social login across Forbes.com. Once users authenticate their identities using their choice of a variety of social networks, they can seamlessly interact with the Forbes community by commenting on articles or following their favorite Forbes contributors.

RESULTS

✓ **100% increase in newly registered users**

✓ **67% of new users registering via social login**

✓ **60% increase in comment activity**
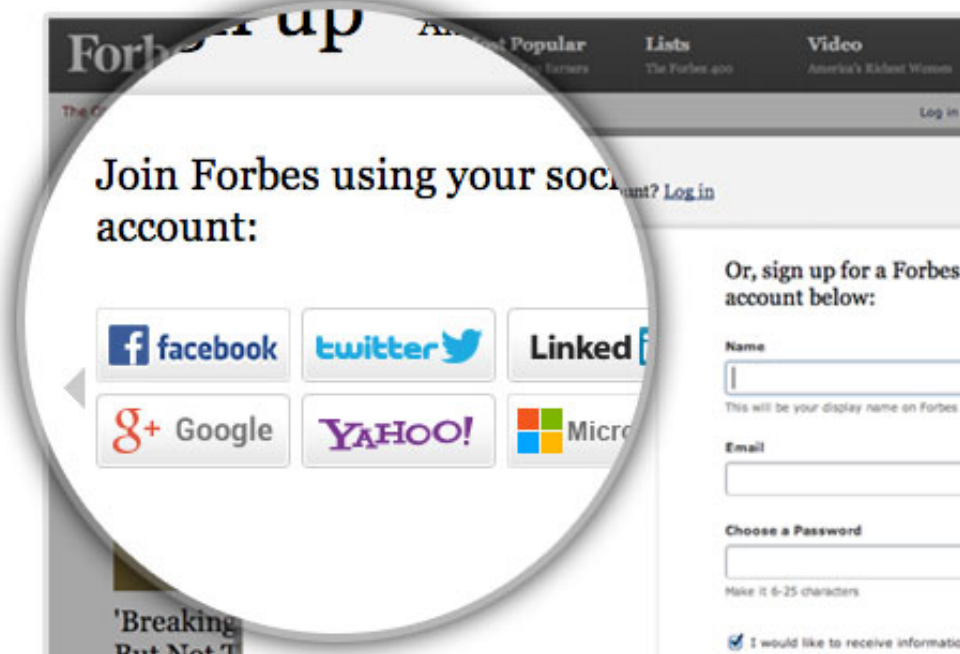
"The impact of social login was apparent immediately at launch. Even with little initial promotion, we've seen significant growth in new members and engagement."

- Steve McNally, Senior Group Director of Editorial Tools at Forbes

KLM: Connecting Flyers Through Social

To develop deeper connections to its customers and encourage more valuable and relevant interactions with its brand, KLM used social login to power the technology behind its Meet & Seat boarding experience. By logging in socially to the Meet & Seat mobile app, flyers can see the social profiles of other participating passengers, and choose seats next to them based on shared or interesting profile details.

RESULTS

By offering new ways for passengers to learn about one another and capturing valuable, permission-based data about its customers, KLM dispels the flying experience that most consumers are familiar with, increasing brand recognition and loyalty while building a valuable customer database.

"Social login and consumer identity management technologies equipped our business with the tools to create a personal in-flight experience."

- Rob Zwrink, Director of eDevelopment at KLM

Talpa: Connecting Viewers Across Channels

With the release of its newest TV hit, Utopia, Talpa Media recognized the opportunity to revolutionize the silver screen by inviting viewers to play an active and influential role in the series. Social login allows Utopia viewers to conveniently login to watch live streams, view video clips and engage with other viewers from any device via their existing social media accounts.
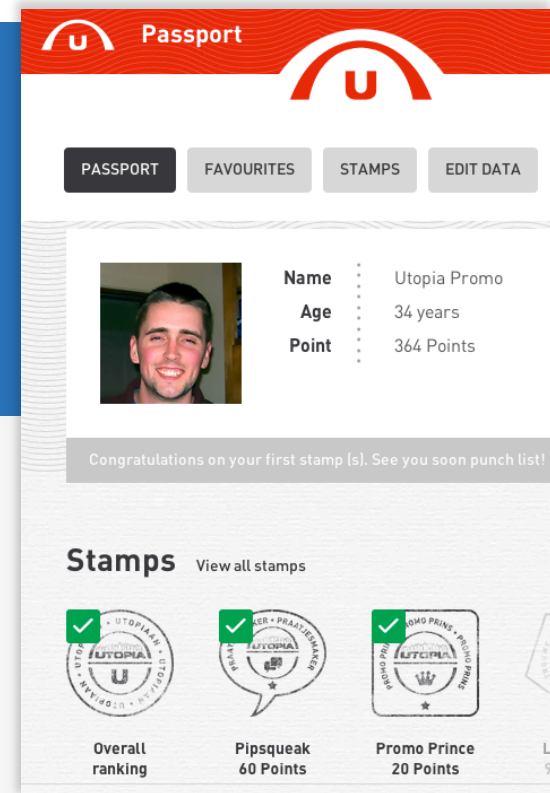
Talpa tracks and rewards meaningful cross-channel user interaction, awarding users points for voting, leaving comments and more. Viewers with the most points, or "Elite Users," gain enhanced influence over Utopia events and are even eligible to appear on the show.
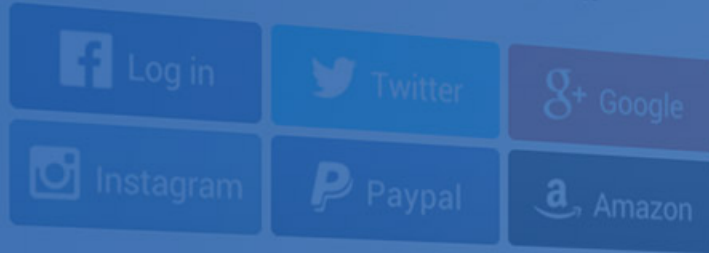
RESULTS

Since implementing social login with gamification across mobile and web properties, Utopia viewership has skyrocketed, with viewers returning to tune in each week and spending more time immersed in the Utopia community.

"Solutions like Social Login and Gamification have enabled us to seamlessly connect and interact with Utopia fans across digital channels to create a large, authentic, interactive community of connected viewers."

- Michael Guntenaar, Director of Connected Productions at Talpa Connect

Passport

| PASSPORT | FAVOURITES | STAMPS | EDIT DATA |

Name	Utopia Promo
Age	34 years
Point	364 Points

Congratulations on your first stamp (s). See you soon punch list!

Stamps View all stamps

Overall ranking

Pipsqueak 60 Points

Promo Prince 20 Points

Social Login 101

Finding a Solution

Benefits of a Consumer Identity Management Software Solution

As we've covered, social login provides a lot more value to your business and customers than streamlining the registration process. And if you're going to do it right, there's a lot more to it than simply adding a few network login options on your site or app.

Selecting a comprehensive software solution frees your business from the burden of managing social login functionality, giving you more time to focus on growing deeper customer relationships and long-term brand value. Here are just some of the benefits of partnering with a software provider:

- ✓ Save development time and resources spent building and managing social login.

- ✓ Quickly and easily scale social login across hundreds of web properties.

- ✓ Automate social network API updates and data privacy management across a variety of social networks.

- ✓ Avoid the hassle of building dynamic data storage infrastructure or pre-configuring database fields.

- ✓ Understand social ROI with a clear view of the types of consumers and behaviors driving business performance.

About Gigya

Gigya powers Social Login for the world's largest brands, including Fox, Forbes, Comcast, LA Times, and Nike. With products like Social Login, Registration-as-a-Service, Social Plugins and Gamification, Gigya's Connected Consumer Management Suite provides clients with the rich data, intelligence, and tools needed to reach consumers with the right messages on the right platforms at the right times.

Our technology helps businesses access, consolidate and manage permission-based identity and behavior data, while providing deep customer insights that turn data into action. Gigya drives user acquisition and engagement for 700 enterprises and reaches 1.5 billion unique users per month, ensuring that today's businesses stay relevant in the age of the connected consumer.

NEXT STEPS: See for yourself how social login and consumer identity management can benefit your business by requesting a demo of the Gigya platform.

Request a demo at: **info.gigya.com/request-demo** or call us at: **650-353-7230**