

# How does cloud Identity keep your customers safe?

To better protect customer data and win trust with every interaction, many organisations are turning to Customer Identity for a solution. Here are five reasons why:



## Five steps to Identity-powered Zero Trust

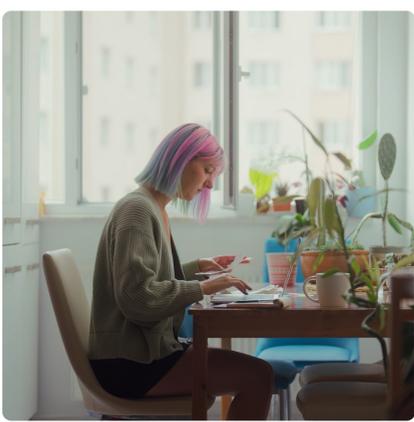
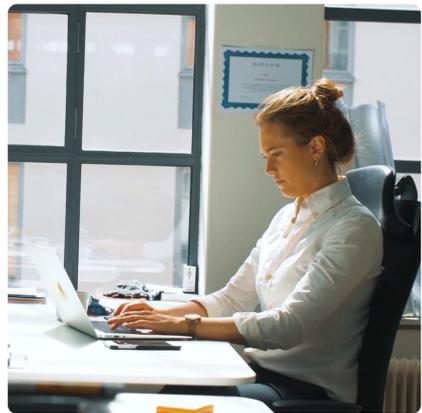
### 1. It stops bad actors signing up or logging in with stolen credentials.

Automatically screen for breached passwords and notify your customers when their details have been leaked to a third-party source.

**80%**

of breaches involving attacks against web applications can be attributed to stolen credentials.

Source: [Verizon Data Breach Investigations Report 2022](#)



### 2. It enables secure, passwordless verification.

Replace traditional username and password authentication with secure verification apps and add an additional layer of security with Multi-Factor Authentication.

**90%**

of customers are worried about password vulnerability.

Source: [Avast, Cybersecurity: Reality Check](#)

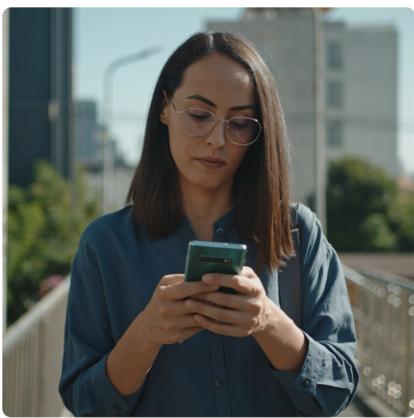
### 3. It balances the scale between convenience and security.

Give your customers a simpler, safer way to register and access your website or app using existing login information from a social network provider like Facebook, Twitter, or Google.

**50%**

of customers prefer to use social login when interacting with a brand online.

Source: [Okta Customer Identity Trends 2023 Report](#)



### 4. It detects when a request is likely to be coming from a bot.

Instantly identify irregular traffic patterns and block any automated requests from bad bots before they can cause damage to your customers' accounts.

**27.7%**

of all internet traffic is consumed by bad bots.

Source: [2022 Imperva Bad Bot Report](#)

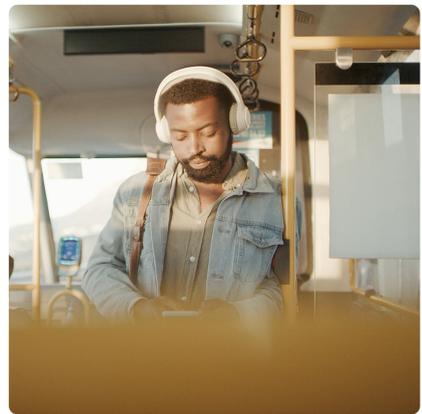
### 5. It blocks traffic from any IP address that rapidly attempts too many logins.

Use Suspicious IP throttling to protect your customer-facing applications from high-velocity attacks that target multiple accounts at once.

**15 million+**

infected IP addresses are currently being used as part of DDoS attacks globally.

Source: [A10, 2022 A10 Networks DDoS Threat Report](#)



Keep your customers' data secure with Identity.



To learn more about how Customer Identity can protect your customers' data, eliminate friction, and win trust with every digital interaction, read the [Security vs Usability: Build trust, not tension](#) eBook.

To gain more insights on how Customer Identity is helping organisations across Europe provide the private, secure, and seamless digital experiences customers expect, read the [Okta Customer Identity Trends 2023 Report](#).