

Customer Identity

The key to unlocking new frontiers of growth

9 ways customer identity can boost your digital marketing strategy

To make digital products go viral, growth and marketing teams adopt Product-Led Growth (PLG) and Product-Led Sales (PLS) strategies. These strategies work only with a consumer-first approach that delivers a seamless user experience with actionable user insights, all while keeping consumer's data secure and private.

A Customer Identity solution is the key to reaching these goals. Customer identity solutions supercharge growth and drive revenue through a modern approach to collecting, managing, and protecting customers' personal information.



Superior UX

High-quality UX is now a non-negotiable. Delight prospects with seamless sign-up and login, intuitive interfaces, and personalized engagement.

Result

- Higher sign up rates
- Increase in engagement



Valuable insights

Leverage contextual data to better understand user behavior, identify targeted personas, and build tailored campaigns that optimize outreach experiences.

Result

- Personalize user experiences.
- Increase marketing efficiency



Security and Trust

Build trust and loyalty among customers by protecting their data (and yours) from the threats of fraudulent logins and account takeovers.

Result

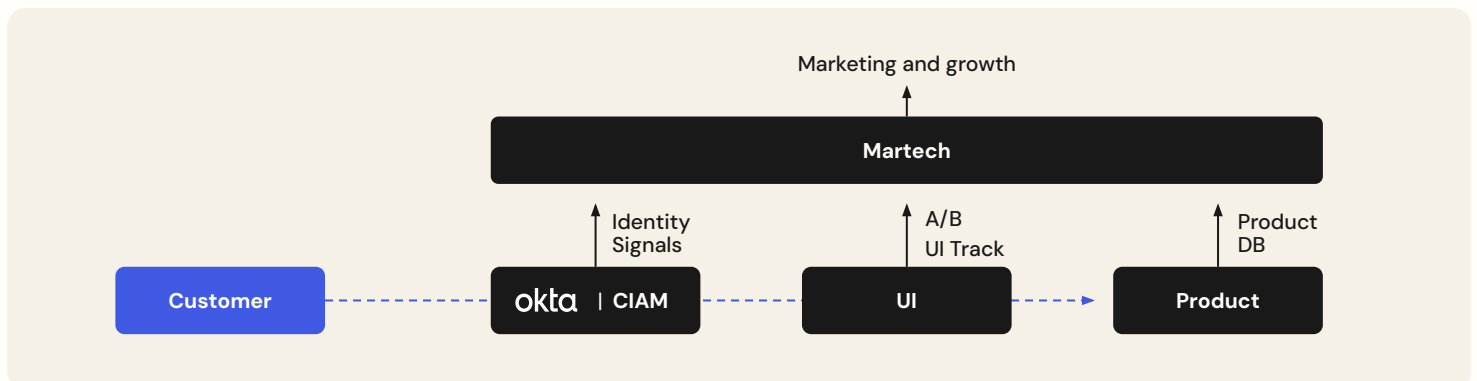
- Reduce fraudulent sign-ups and account takeovers
- Increase customer trust

How customer identity supports key digital marketing strategies

Growth-focused marketing strategies put your product in the spotlight, delivering value and driving conversions.

A customer identity solution boosts this process end to end, adding a layer of security around user data while streamlining UX and generating relevant user insights such as:

- Login patterns
- Geo-location
- Access trends



What to look for in a customer identity solution

Marketing objective	How customer identity can help
 Simplify registration	Successful user adoption begins with a quick, painless registration process. Universal Login features can eliminate login friction as early as the sign-up stage so your brand can make a good first impression.
 Streamline user activation	Especially for products that require integrations with third-party software (e.g. calendars, GitHub), activation represents a UX and functionality hurdle. Features like Social API Authorization let you request access to API permissions from the likes of Google, Microsoft, and Github to cut steps in the activation journey.
 Collect zero-party data	Zero-party data provided by users gives marketing teams a roadmap for targeted conversion strategies. Progressive Profiling capabilities allow marketing teams to incrementally collect user information as they interact with your product, creating useful insights without taxing users with one long sign-up survey.
 Collect first-party data	User context data (identity, app behavior, interactions, preferences, purchase history, etc.) are pivotal in driving conversion. Look for a customer identity solution that includes a User Directory that can scale as you grow.
 Personalize the onboarding process	Automating your onboarding emails has the greatest impact when you cater to specific instances of user adoption. Ensure the customer identity solution you choose includes Actions that allow your teams to personalize onboarding based on collected data. For example, customizing your adoption journey based on where a specific user came from — and where they land on your site.
 Drive aggregations within enterprise accounts	Collaboration features and incentives can help expedite the aggregation process for enterprise-level contracts. Your chosen customer identity solution should have built-in features for Organizations that can support custom branding and enterprise SSO login flows to simplify adoption and increase conversion at the enterprise level.
 Reduce fraudulent sign-ups	With bot fraud surging — and acute risks around fraudulent account creation — a modern customer identity solution should provide Built-in Bot Prevention mechanisms to block fraudulent bot action, without punishing your end users with captchas or other frustrating friction.
 Reduce account takeovers	To get ahead of account takeover (ATO) tactics like phishing campaigns and social engineering, your chosen customer identity solution should offer Targeted ATO Prevention. Look for features like breached password protection, suspicious IP blocking, risk based multi-factor authentication, and support for modern biometrics-based authentication to deliver high-assurance security without compromising experience.
 Meet privacy compliance	A customer identity solution should be built to enable easy Compliance with today's most stringent privacy regulations, including GDPR and CCPA. It should also provide a future-ready, agile foundation to adapt to meet new and evolving requirements, like operating without third-party cookies.

Ready to learn more?

Check out our deep-dive ebook: [Unlocking Marketing and Growth teams with Customer Identity](#). Or, [schedule a demo](#) with our team to see how Okta's Customer Identity Cloud can supercharge your growth and marketing teams.