



Five ways

CIAM is Transforming Retail in the Digital Age

Online retail is big. And getting bigger

In 2024, the global e-Commerce market is expected to be¹

\$6.9 trillion

22% in 2024

In 2024, 22% of global retail sales are expected to occur online.²

...but competition is fierce

Every retailer competes in a truly global marketplace



High inflation and interest rates are squeezing disposable income

Amid a recovery, consumers face off against inflation

- Deloitte

Customer Identity and Access Management (CIAM) can be a game-changer for retailers big and small

The three essential functions of an effective CIAM solution are:

1. **Authentication**, to ensure customers are who they say they are
2. **Authorisation**, to control access to data and privileges
3. **Identity Management**, to help retailers – and customers – manage digital identities

Friction is revenue's natural enemy

60%

of consumers say they are more likely to spend money when services offer a simple, secure, and frictionless login process.³

50%

of consumers have abandoned carts and stopped their purchases due to difficulty signing in.⁴



Consumers want personalisation AND privacy



73%

of consumers expect companies to understand their unique needs and expectations.⁵

77%

of consumers in the retail industry consider having control over their data to be at least somewhat important.⁶

Inconsistency across brands and channels harms growth

64%

of retailers believe that “a well-defined cross- or multichannel strategy” is the top innovation that would drive digital growth.⁷

78%

of retailers acknowledge that there is no ‘single brand’ experience across their channels.⁸



Identity-related retail fraud is an everyday threat



\$100 B

is lost by retailers to fraud every year...⁹

9.3%

of retail account signup/registration attempts were flagged as fraudulent.¹⁰

51.3%

of retail account login attempts were flagged as fraudulent.¹¹

Building Identity functions in house slows time-to-market

#3

Authentication as a Customer Identity function takes the third-most time to build and maintain in-house.¹²

88%

of organisations that use a third-party SaaS platform for authentication report reducing time to market.¹³



Find out more about CIAM's role in retail

Discover the five-part mini guide series on the landing page below.

[1] [2] Forbes: 38 E-Commerce Statistics Of 2023

[3] Okta: Customer Identity Trends Report

[4] FIDO Alliance: New research reveals consumer frustrations with online retail

[5] Salesforce: State of the Connected Customer (Fifth Edition)

[6] Okta: Customer Identity Trends Report

[7] [8] McKinsey: Omnichannel Compendium for Retailers

[9] Riskified: Policy Abuse and Its Impact on Merchants: Global Benchmarks 2023

[10] [11] Okta: State of Secure Identity Report 2023

[12] [13] Okta: How development teams purchase SaaS