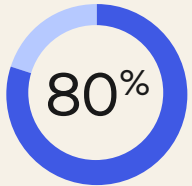


Drive business growth in retail with customer identity



80% of customers say the experience a company provides is as important as its products and services

Salesforce State of the Connected Customer, 6th edition, 2023

Today’s retail consumers are faced with a wealth of e-commerce options, and as digital retail channels continue to transform the industry, consumer expectations are rising to new heights. Seamless customer experiences — both in-store and online — are tablestakes for staying ahead of the competition and driving revenue growth.

The challenge has become meeting these consumer expectations and leveraging fragmented sales channels to build a unified strategy for converting these consumers to loyal customers.

Think about your key business goals:

- Get a 360 view of your customers to deliver superior, personalized experiences
- A robust CX* strategy that gives you consistency across brands and channels
- Faster app development that keeps pace with the business
- Investing in the right tools that allow your business to do more with less
- Enhanced security that protects customer data and keeps you compliant (GDPR, CCPA, etc.)

Strong customer Identity and access management (CIAM) can help you meet all these goals. The right CIAM solution ensures a convenient, frictionless shopping experience, while also keeping data secure against a rising tide of cyber threats.

No more fragmentation across different brands

Unify Identity with Okta

Fragmented Identity

Separate experiences
Unreliable data

Brand A

Log in or create an account

Email Address

Continue

or continue with



Brand B

Sign in

Email address

Password

Forgot password?

Sign In

Don't have an account? [Sign up](#)

Brand C

Welcome.

Log in to access your account.

Email Address

Password

Continue

Unified Identity

Seamless, personalized experiences
Consented and verified

Brands A, B & C

Log in or create an account

Email Address

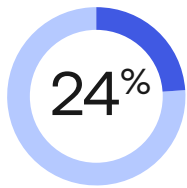
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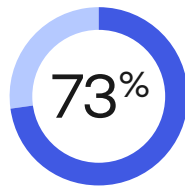


The pressure's on to perfect e-commerce

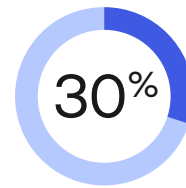
Every retailer, no matter how big or small, now competes in a truly global marketplace



E-commerce will account for 24% of an \$8.1 trillion global market by 2026¹



73% of consumers expect companies to understand their unique needs and expectations²



Only 30% of customers trust companies³

Strong CIAM supports better customer journeys across many touchpoints

<p>Registration</p> <ul style="list-style-type: none"> • Account creation (B2C) • Account creation (B2B) • Social account picker • Account verification 	<p>Login</p> <ul style="list-style-type: none"> • Login form fields • Social login • Federated account (via Identity provider) • Two-factor authorization <p style="background-color: #0056b3; color: white; padding: 5px; text-align: center;">Consistent experience across phone and web</p>	<p>Account Management</p> <ul style="list-style-type: none"> • View/edit profile • View/manage devices • Manage password • Manage two-factor authorization • Backup email account 	<p>Privacy</p> <ul style="list-style-type: none"> • Control which apps to share info with • Manage privacy settings • Update profile with more data • Delete account/erase profile data
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Okta connects your teams

Identity is more than a tech problem to be solved. It's a business differentiator that can give you a competitive edge. Identity helps you ...

<p>Digital</p> <ul style="list-style-type: none"> • Drive customer engagement • Convert guests to user accounts • Increase customer loyalty and lifetime value 	<p>Marketing</p> <ul style="list-style-type: none"> • Build brand loyalty and customer trust • Offer personalized experiences across channels • Accelerate revenue, NPS, and CSAT • Increase ROI on marketing spend through integrations with CDPs and martech stack 	<p>App Development</p> <ul style="list-style-type: none"> • Redirect developer focus to new in-app experiences • Reduce Identity maintenance and overall developer costs • Reduce time-to-market while improving developer experience 	<p>Security</p> <ul style="list-style-type: none"> • Keep customer data safe • Meet global compliance regulations • Round out your security strategy for the workforce and customers (B2E, B2B, B2C)
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[1] 35 E-Commerce Statistics of 2024, Forbes
 [2] State of the Connected Customer Report, Salesforce

[3] 2024 Trust Survey, PwC

How do you know if Identity is working for you?

Identity is either making your business money or draining its resources. Here are a few ways to measure the efficacy of your Identity solution.

Metric	Why Identity helps
% increase in customer registration rate	Removes friction from the account creation and login process
% decrease in customer support requests for password reset or account lockout	Enables self-service password reset; prevents account takeover with secure two-factor auth; both detection
% fake/fraudulent sign-ups and purchases (e.g. email bounce rates)	Identity verification or Identity proofing during sign-up; two-factor auth with biometrics
Quality of data	Identity solutions can capture first-party data without cookies
Revenue impact during high-traffic events	SaaS Identity solution auto scales for bursts/spikes
Maintenance costs	SaaS Identity solution eliminates DIY Identity costs and downtime associated with legacy/on-prem solutions
% of app dev time spent on Identity	SaaS Identity solution minimizes developer time spent on building/maintaining Identity



3x market growth in under two years since launching Okta

[Read more](#)

CB2

Crate&Barrel

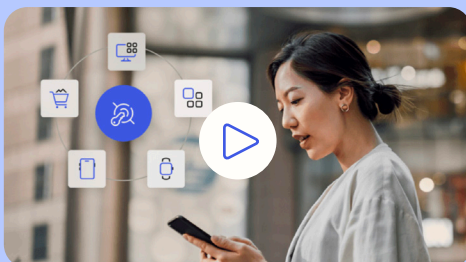
16% increase in customers signing in during checkout (vs “guest” checkout)

[Read more](#)



10 dedicated security experts and developers’ worth of time saved vs. maintaining an in-house solution

[Read more](#)



Want to see Okta in action?

Watch the “Identity for Retailers” video [here](#).

Okta brings your Identity into the present

Modern CIAM helps retailers catch up to consumer expectations and prepare for what's next.



A single source of truth for Identity to drive personalization and upsells

Across industries, companies that excel at personalization generate 40% more revenue than average players⁵



One set of credentials and one account across all your brands

10% average increase in CX scores (e.g. NPS, CES, etc.) experienced by companies using Okta Customer Identity



Consistent access experiences across devices

Log in from your phone, tablet, TV, and laptop in the same way



Secure your service from bots and fake sign-ups

2 billion potentially malicious access requests denied over a 30-day period⁴

To learn more about the value that Okta delivers for retail companies, visit okta.com/solutions/retail

[4] Based on internal reporting over the period of December 5, 2023 to January 4, 2024

[5] [The value of getting personalization right—or wrong—is multiplying](#), McKinsey & Company