Social Login 101: Everything You Need to Know About Social Login and the Future of Customer Identity
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The Future of Customer 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 third-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 customer relationships.

Here’s What’s Inside

• The Basics of Social Login
• The State of Social Login
• Benefits for Consumers
• Benefits for Businesses
• **Best Practices:** How to Get the Most Out of Social Login
• **Case Studies:** Results from Brands that Are Leveraging Social Login
The Basics of Social Login

Defining Social Login

Social Login (ˈsō-shəl ˈlôg-in) n.
Social login allows customers to quickly and easily register for and log in to your website or mobile app using their existing social media identities or pre-verified user accounts. By authenticating their identities with social login, users give your brand permission-based access to the rich identity data housed in their social profiles, including their interests, relationships, locations, and media preferences.

Identity Providers

Today, there are more than 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 across the globe:
Social Login Data Offered by Provider

Each identity provider 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 a few of today’s top identity providers:

<table>
<thead>
<tr>
<th>Provider</th>
<th>Data Properties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>First Name, Last Name, Nickname, Email Address, Birthday, Gender, City, State, Country, Profile Photo, Location, Follower Info</td>
</tr>
<tr>
<td>Twitter</td>
<td>First Name, Last Name, Nickname, Email Address, Age, Birthday, Gender, City, Profile Photo, Education, Work History, Locale, Friend Info, Contacts</td>
</tr>
<tr>
<td>Google+</td>
<td>First Name, Last Name, Nickname, Email Address, State, Country, Profile Photo, Interests, Languages, Address, Phone, Education, Honors, Publications, Certifications, Bio, Industry, Work History, Skills, Favorites, Connections</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>First Name, Last Name, Nickname, Email Address, Age, Birthday, Gender, Country, Profile Photo, Interests, Contacts, Friends</td>
</tr>
<tr>
<td>Yahoo</td>
<td>First Name, Last Name, Nickname, Email Address, State, Country, Profile Photo, Interests, Contacts, Friends</td>
</tr>
</tbody>
</table>
The State of Social Login

Social Login Adoption

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

Case in point: 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.

What’s more, according to Gigya’s 2014 Privacy and Personalization Survey, more than 65% of US respondents say they use social login “often” or “always” when given the option, compared to just 35% in 2012.

The Landscape of Identity

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 with a 64% market share, the world’s largest social network is even more dominant on mobile, capturing 76% of logins. Facebook’s stronghold is likely catalyzed by increased transparency and granular data controls for users. Google+ is the second most popular identity provider across both web and mobile. Yahoo has lost most of its market share as a third-party identity provider.
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.

On average, for properties offering both social and traditional sign-in, social logins account for about a quarter 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% (source: Gigya Implementations).

**Social Login Preferences Across the World**

Facebook reigns supreme across international social logins, with its lowest share coming from North America at 64%. Google+ comes in second place in all regions. Twitter claims its largest share of logins internationally in Asia/Pacific with 9%. International social networks like Vkontakte, Sina, and QQ, once emerging players as third-party identity providers, now own such a small fractional percentage of social logins, it’s essentially null.

![Social Logins Across the Globe](image)
Benefits for Consumers

Top 3 Reasons Why Users Log In Socially

77% of consumers claim to have logged in socially on a website or mobile app, and according to Gigya’s recent privacy and personalization survey, they elect to do so for three key reasons:

1. 53% use social login because they do not want to spend time filling in registration forms
2. 47% use social login because they do not want to create another username and password
3. 26% use social login because they want to easily share content with friends on social networks

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 log in 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.

More than 80% of consumers admit to abandoning an online registration form because they were uncomfortable with the amount or type of information requested. — Source: Gigya 2014 Privacy & Personalization Survey

Personalization

Socially logged-in users enjoy more timely and relevant user experiences. Permission-based insight into their real-time locations, relationship statuses, media preferences, and more enables brands to start personalizing the experience the moment a user connects. From greeting users by name and displaying their profile photos to tailoring featured content and products to their interests and on-site behaviors, social login gives brands plenty of ways to provide a highly relevant experience.
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 individual user identities. This single view powers cohesive, immersive user experiences that span not just mobile and desktop, but also the growing gamut of connected devices.

For Example...

Rallyhood uses Social Login to get a single view of user identities across its website and iPhone application. The ability to attribute multi-device behaviors to individual identities gives them a much more clear and holistic understanding of their users.

33% lift in daily logged in users

Gigya Success Highlight
Interact with Friends & 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 feedback and share content and products directly with their social connections with the click of a button.

For Example...
Users that log in socially to the Natura site are able to easily share photos and reviews of products with their social networks, building community engagement.
Get Rewarded
With all on-site behavior linked to individual identities, 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 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
- 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 log in socially? Identify key areas of your cross-channel user experience that can be personalized and improved using profile and behavioral data, and build a comprehensive social login strategy that fosters user acquisition and retention.
Benefits for Business

Collect Rich Data

IDG reports that consumers created 1.8 zettabytes of information in 2011, and that worldwide data has doubled every 1.5 years since then.

Undoubtedly, this “big data” deluge is due largely to the rise of social media and mobile devices. 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 log in using their existing digital identities, brands can request access to specific, strategic data points that can be used to build authentic customer relationships, including location, connections, hobbies, media preferences, and more.

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

Where Does Big Data Come From?

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>43%</td>
</tr>
<tr>
<td>Audio</td>
<td>38%</td>
</tr>
<tr>
<td>Photos &amp; Videos</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: IBM
http://www.ibmbigdatahub.com/infographic/where-does-big-data-come-from
Permission-based Access to Customer 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 insights, but it also builds the type of authentic connections that lead to brand loyalty and long-term ROI.
When it comes to managing today’s volume and variety of customer data, staying in compliance with the privacy policies created across third-party identity providers is a major challenge.

Social login saves your business time by automatically managing ever-evolving network privacy regulations, ensuring that you are always in compliance and handling your customer identity data responsibly.

**For Example...**
Harvard Business Review saves a whole month of development time each year using Gigya’s Social Login to manage social privacy and API updates automatically, rather than doing it on its own.

**Turn Anonymous Visitors 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 check out 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.
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). Identity 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 log in, 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**
- **43% of consumers say that they have ignored all future communication from a brand after receiving irrelevant information. — Source: Gigya 2014 Privacy and Personalization Survey**
- **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 abandonment by allowing consumers to log in 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 log in and checkout via smaller mobile screens.

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 into a personal relationship with your brand!

+67%  
Socially logged-in users view 66.7% more pages.

+56%  
Socially logged-in users spend 56.2% more time on site.
**Improve Mobile Experiences**

Mobile digital media consumption has officially outpaced desktop, with mobile web and apps accounting for 60% of total digital media consumption (Source: comScore).

Traditional third-party cookies don’t translate to mobile devices, giving brands no way to re-target 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 PayPal.

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**Mobile Facts**

- 45% of consumers say they use multiple devices to accomplish a single goal (Source: Microsoft)
- More than 60% of consumers say they are likely to choose social login when using mobile devices if given the option (Source: Gigya 2014 Privacy and Personalization Survey)
- Worldwide mobile commerce sales will account for nearly half of total web sales by 2018 (Source: Goldman Sachs)
Pre-validated User Data

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

Tying all user activity to a real, known 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 can leave your business susceptible to data security risks caused by consumers using the same password across multiple sites. Not to mention, the cost to encrypt customer 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 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 log in 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.

Best Practices
Give Users a Choice
Although Facebook is the most commonly used identity provider, remember that not everyone wants to authenticate using his Facebook account. Giving users a variety of social login options increases the number of social registrations. We recommend offering 3-5 networks, like TBS.
Give Users a Reason to Log In

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 log in helps improve registration rates by 109% (Source: Gigya Implementations).

For Example...

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

Only Ask for What Is Needed

Many identity providers, 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, and progressive profiling.
**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 log in using a variation of 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 Marketing:** 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.
Success Stories

Forbes: Increasing Registration Conversions

Determined to increase new user registrations and provide users with a better site experience, Forbes partnered with Gigya to power Social Login on 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.

![Social Login on Forbes.com](image)

**Results**

- 100% increase in newly registered users
- 67% of new users registering via Social Login
- 60% increase in comment activity

“The impact of Gigya’s technology 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
24 Hour Fitness: Rewarding Top Users

24 Hour Fitness was looking for a way to foster member loyalty while increasing new fitness club sign-ups. By prompting existing members to log in socially and share free 3-day passes with their social networks, 24 Hour Fitness is able to recognize and reward brand advocates based on individual referral volume. The fitness club then sends them tailored “thank you” packages to encourage future referrals.

Results

- 331,500 new social referrals in 3 months
- Referrals drove $600,000 in LTV revenue
- Referrals equated to $3MM in online media “street value”

“The results of our social referral program are significant, and we plan to append our existing member database with the social insights derived from Gigya’s technology to help us reach our members in smarter, more relevant ways.”

— Joe Beruta, Head of Marketing & Communications at 24 Hour Fitness, Inc.
Natura: Nurturing Acquisition & Conversion

Natura turned to Gigya to transform its direct-selling model into an eCommerce experience where consumers can log in socially to browse Natura products and connect with consultants directly. Social Login also gives shoppers the ability to interact with the Natura community and take a range of valuable actions, including leaving reviews and sharing products. Capturing users’ identities allows Natura to tie shoppers’ profile data to their on-site behaviors to create detailed user profiles and more personal user experiences.

Results

- Network growth of over 100 million consumers
- 9x boost in repeat user logins
- 6x increase in social referral traffic

“Allowing consumers to interact directly with one another, their consultants and Natura products has led to consistent growth in transaction volume and value.”

— Marcio Orlandi, Digital Presence Governance at Natura
Canadian Olympic Committee: Improving User Understanding and Ad Targeting

To drum up awareness for the XXII Winter Olympic Games, the Canadian Olympic Committee implemented Gigya’s Social Login. By collecting users’ first-party, permission-based data, the committee soon discovered that users logging in via Facebook share similar demographics and interests. These insights are used to build custom and look-alike audience segments to reach users with similar profiles who are mostly likely to convert across Facebook and Twitter campaigns.

Results

- Increased Facebook campaign conversion rates by 106%
- Decreased cost per conversion rate by 51%

“Working with Gigya has given us the tools and insights necessary to truly understand our audience. We’ve been able to get an identity-centric view of our fans and turn this data into actionable insights.”

— Georgia Sapounas, Digital Manager at Canadian Olympic Committee
Talpa Media: 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. Gigya’s Social Login allows Utopia viewers to conveniently log in 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.

“Gigya 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
Finding a Solution

Benefits of a Customer Identity Management Solution
As we’ve covered, social login provides a lot more value to your business and customers than just 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 Customer Identity Management platform enables you to connect to your customers through both traditional registration and social login, as well as collect first-party user data and use it to convert insights into action and relationships.

**Connect** — Increase registrations with on-site engagement tools that incentivize conversions while letting you easily authenticate users and collect their permission-based identity data.

**Collect** — Consolidate, organize and manage customer identity and behavior data to power identity-driven relationships, all while maintaining scalability, security and compliance.

**Convert** — Segment customers and integrate first-party data across marketing and service applications to drive valuable user actions and provide personalized experiences.
About Gigya

Gigya powers Social Login for the world’s largest brands, including ASOS, LA Times, and Nike. Gigya’s Customer Identity Management Platform helps companies build better customer relationships by turning unknown visitors into known, loyal and engaged customers. With Gigya’s technology, businesses increase registrations and identify customers across devices, consolidate data into rich customer profiles, and provide better service, products and experiences by integrating data into marketing and service applications.

Gigya’s platform was designed from the ground up for social identities, mobile devices, consumer privacy and modern marketing. Gigya provides developers with the APIs they need to easily build and maintain secure and scalable registration, authentication, profile management, data analytics and third-party integrations.

More than 700 of the world’s leading businesses such as Fox, Forbes, and Verizon rely on Gigya to build identity-driven relationships and to provide scalable, secure Customer Identity Management.

See for yourself how social login and customer 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