descope

Descope for B2C Apps
Frictionless, Secure B2C CIAM

B2C customer identity challenges

Onboarding friction
Password authentication, long login forms

Low conversions
Forgotten passwords, high-friction MFA

Fraud and ATO
Bot attacks, credential stuffing, MFA bypass

Comprehensive CIAM platform

1 Complete AuthN & AuthZ

- Go passwordless (magic links, social login, One Tap, WhatsApp, etc.).
- Add fine-grained authorization: RBAC, ReBAC, ABAC.
- Empower your end users with self-service admin widgets.

2 Flexible user management

- A / B test your user journeys.
- Send customizable user invites.
- Add guest checkout and anonymous user tracking.
- Secure merging of multiple user IDs (e.g. phone, email).

3 Security & ATO prevention

- Add adaptive MFA to improve security and UX.
- Enforce step-up auth for sensitive user actions.
- Ensure secure session and token management.
- Stop bot attacks on login pages.

Scalable, multi-tenant architecture

Multi-region data residency

Detailed audit trails and analytics

Plug & play connectors ecosystem

Hundreds of orgs in production

Thousands of devs on free tier

Millions of identities managed

Popular use cases

Passwordless auth
Boost conversions with passkeys, magic links, social login, One Tap, and more.

MFA augmentation
Protect users with strong, adaptive MFA without changing your primary CIAM system.

A/B testing
Run experiments on user journeys (new auth methods, new onboarding paths, etc.) without touching your codebase.

Cross-site SSO
Provide a unified login experience across all your apps, including sites meant for partners, suppliers, and contractors.

Step-up authentication
Provide peace of mind with extra auth checks before sensitive user actions.

Self-serve profile management
Empower end users to manage their profile, reset passwords, and change auth methods.

Benefits

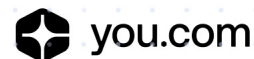* Frictionless, omnichannel customer experience

* Enhanced protection against ATO and identity attacks

* Quick time to value with drag & drop workflows

* Low total cost of ownership

* Increased developer productivity and focus

* Single source of truth for customer identities

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