



Descope for Ecommerce / Online Retail

# Your CIAM Partner From Signup to Checkout

## Ecommerce 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.
- Get detailed audit trails and analytics.

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 digital storefronts, including sites hosted on WordPress and Shopify.



## Bot protection

Stop bots and bad actors with a variety of native and third-party risk signals.



## 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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