

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, highfriction MFA



Fraud and ATO Bot attacks, credential stuffing, MFA bypass

Comprehensive CIAM platform



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.

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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).

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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.

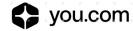
Benefits

- # Frictionless, omnichannel customer experience
- Low total cost of ownership
- # Enhanced protection against ATO and identity attacks
- Increased developer productivity and focus
- # Quick time to value with drag & drop workflows
- Single source of truth for customer identities































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