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FEBRUARY 24 – 28 | MOSCONE CENTER | SAN FRANCISCO

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Collective Intelligence

It's Time to Offer Facebook Logon to Your Customers

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Social Login: Why Bother?

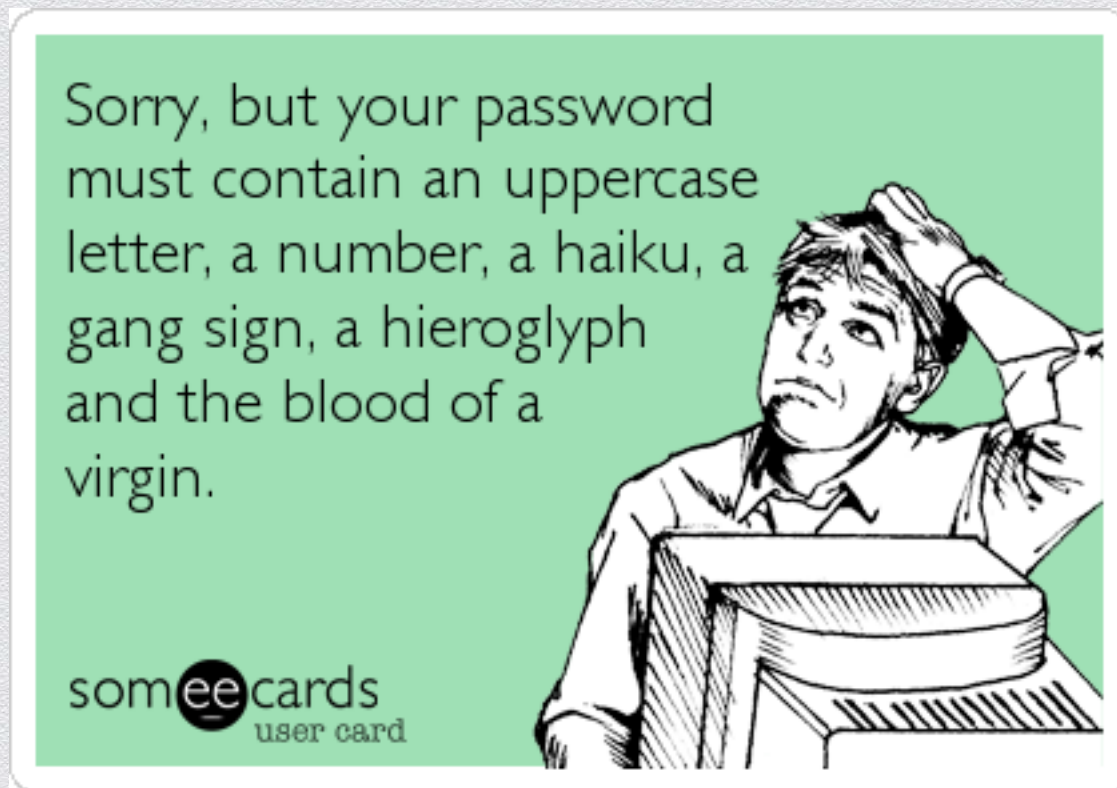
**Your competition is
doing it, and users like it**

Social Login: Why Bother?

- ◆ How many of the top 500 US online retailers offer social login?
 - ◆ 30 of the top 500 (SocialableLabs, 2012)
 - ◆ 17 of the top 100 (HappyCustomer.StellaService.com, 2013)
 - ◆ Here's the complete list of IR100 retailers that offered social login as of July 2013:

1800Flowers.com	AE.com	Ancestry.com	Deluxe.com
Etsy.com	FTD.com	Gilt.com	Groupon.com
HSN.com	Hulu.com	Netflix.com	OfficeDepot.com
Peapod.com	RueLaLa.com	Sears.com	Wayfair.com
WeightWatchers.com			

Social Login: Why Bother?



Social Login: Why Bother?

Reset at least once per month

No

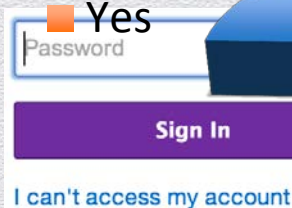
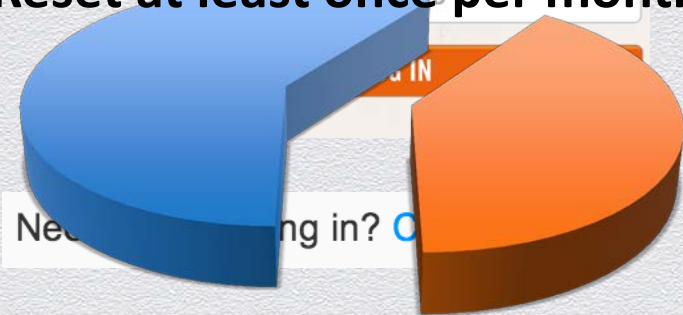
Yes

Left site rather than reset

Forgot your password?

No

Yes



- ◆ How often do consumers use the 'Forgot Password' button?
 - ◆ 40% of users use the 'Forgot Password' button on commercial sites at least ONCE A MONTH (Janrain, 2013)
 - ◆ Over 90% of users have left a site, rather than resetting their password (Janrain, The Value of Social Login, 2013)

Social Login: Why Bother?

Logs in with Social Account

Log in with your Office Depot account:

Login Name:

Password:

[Forgot your login name/password?](#) | [Register New Account](#)

Or

Log in with your social account



Abandon

Member Sign In

Email

Password

☒ Remember me on this computer. [?]

Continue

Secure Server

Login with Facebook

Yes

No

◆ How often do consumers use Social Login, when given a choice?

- ◆ “if i see a website now with 'login with facebook' it makes me smile. So much handier. i think it also shows the website you are on is up to date and therefore gives the owner the edge over other similar sites.” (User Comment on Mashable, Oct 2013)
- ◆ “11% of US Adults have previously abandoned an online purchase either because they didn't want to register online or the site they were visiting was asking for...” (Janrain, 2014)

Sign in using your Facebook account

Sign in with Facebook (Recommended)

Sign in (not yet a member? [sign up here](#))

Email Address

Password

(12)

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Social Login: What's in it for the user?

- ◆ Registration and Logon Convenience

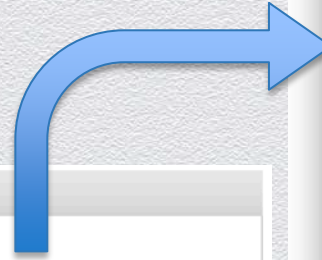
One Familiar Account to Remember

Personalization

Tailored and Instant customized offers

Brand Trust

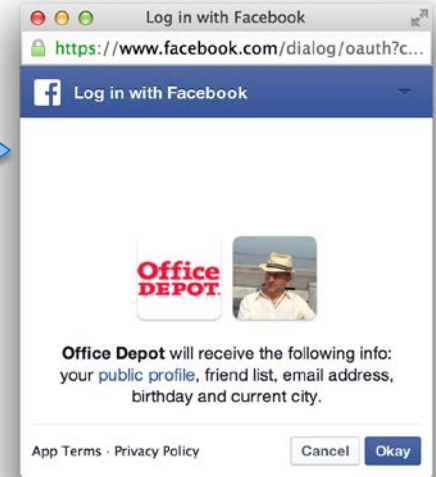
44% Expect using Social Login will improve their site experience (Janrain 2014)



New Customer Registration

Please fill out the following information. All fields required.

Email (will be used as your login)	Password (6-10 characters)
First Name	Confirm Password
Last Name	Security Question --select your security question--
Zip Code	Answer
<input type="checkbox"/> Remember me	
<input checked="" type="checkbox"/> Sign up to be alerted for the newest sales and exclusive promotions	
CREATE ACCOUNT	



Social Login: What's in it for the business?

- ◆ Reduce signup and login barriers
- ◆ Access richer data on user
- ◆ Reduce abandoned shopping carts
- ◆ Users respond to personalization
- ◆ Recruit quality talent
- ◆ Increase social sharing

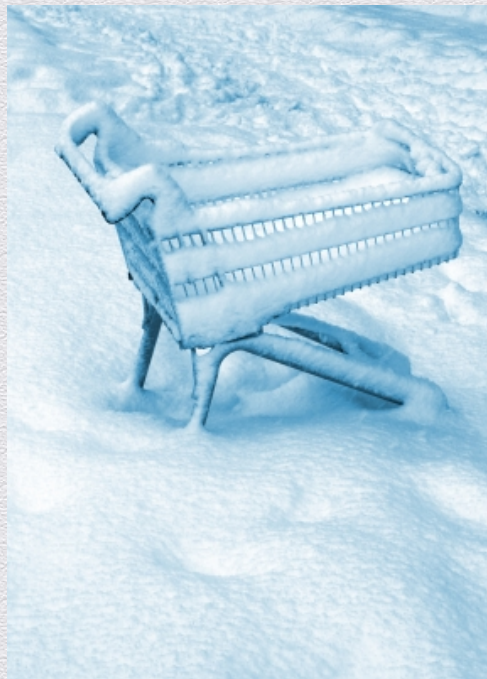
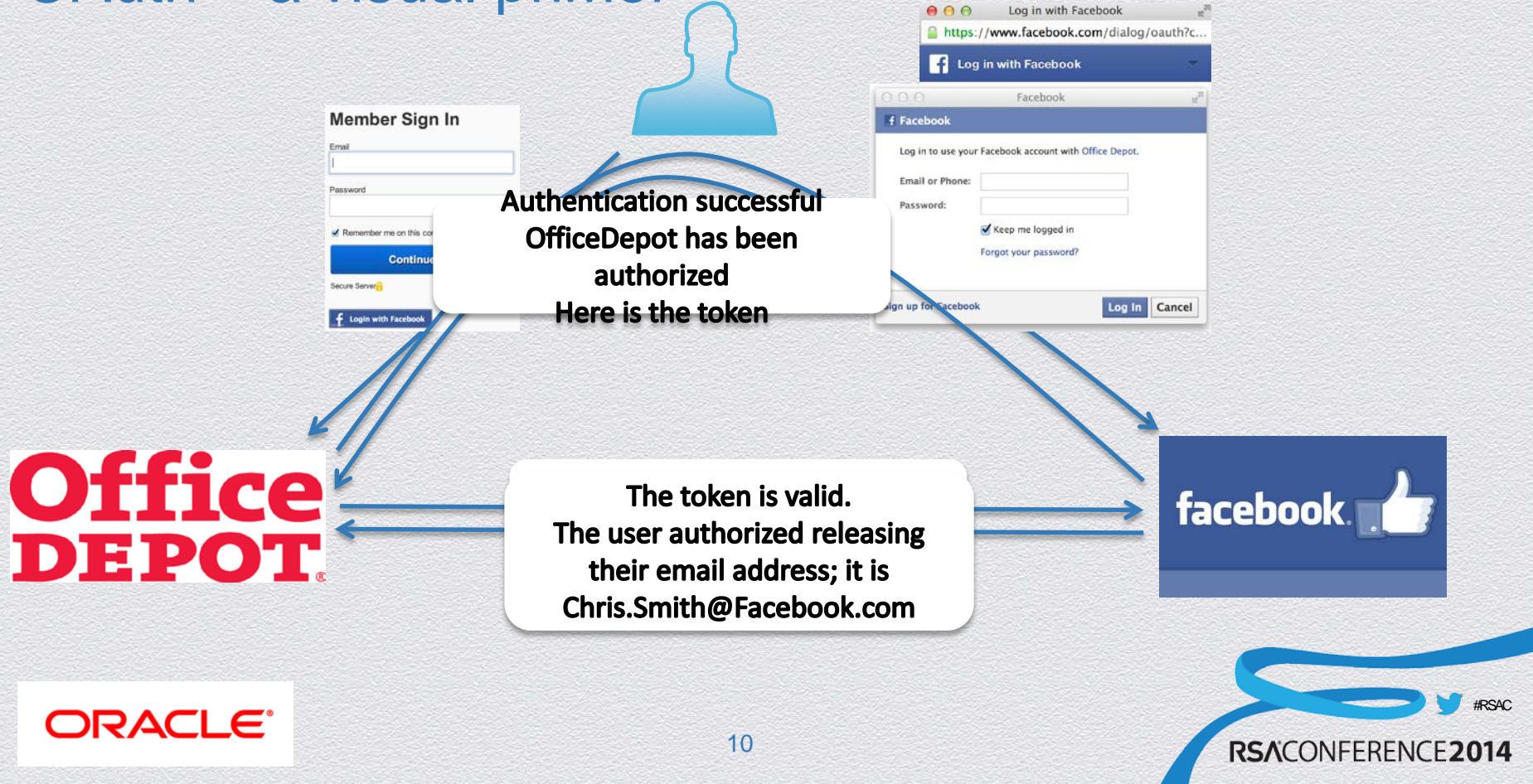


Photo Credit: Victor Habbick and FreeDigitalPhotos.net

94% of Consumers admit Miss-targeting leads them to Disengage from a Company

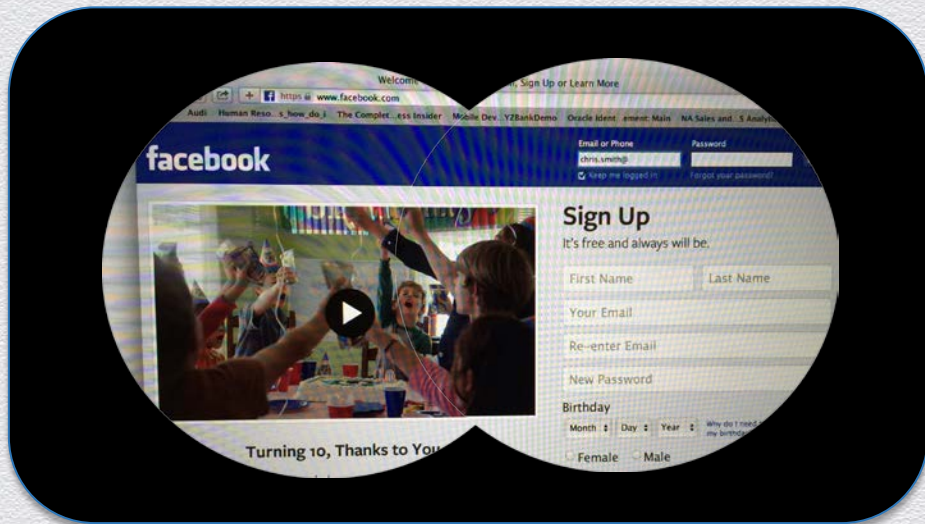


OAuth – a visual primer



Social Login Business Fears

- ◆ Security/Compliance
- ◆ Loss of Account Control
- ◆ Legitimacy of User
- ◆ Social Provider Terms of Service
- ◆ Effort to Offer Social Login Option



Social Login is Often More Secure for the User

- ◆ 2-step verification options, Device/Browser/Context recognition
- ◆ One strong password to remember, one site to logoff
- ◆ One well-protected front door instead of dozens of sites with the same password – one place to reset if compromised
- ◆ Large full time security teams at the major IDPs
- ◆ Anomaly detection and user notifications, similar to Credit Card providers
- ◆ Google, PayPal, Verisign are Gov't FICAM/NSTIC compliant IDPs

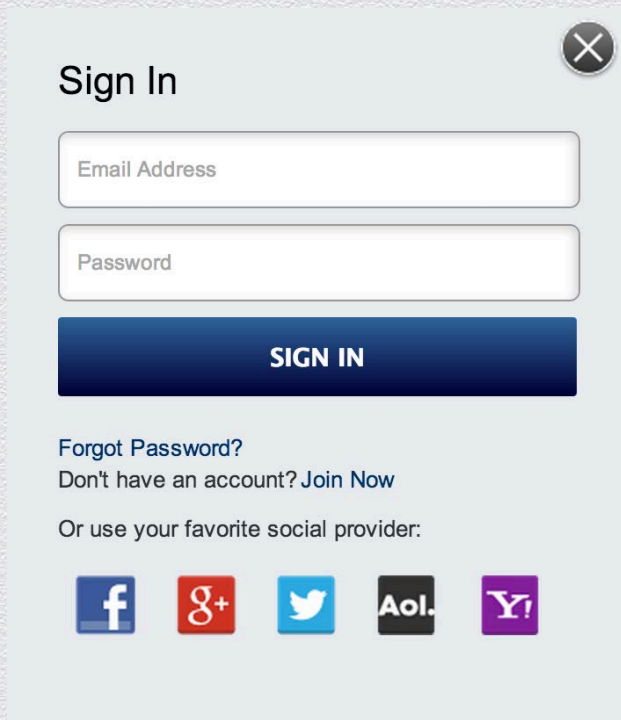
Social Login User Fears

- ◆ Trusting the company
- ◆ Privacy
 - ◆ Some Want Separation of Social, Financial, Professional and Shopping
- ◆ Selling Out Their Friends
- ◆ Being Targeted by Advertising
- ◆ Which Social Logon Did I Use??



Success Factors for Social Login

- ◆ Only ask for the information you need
- ◆ Continue to offer a local account option
- ◆ Prominently display all logon options at the top of your site
- ◆ Ensure your login system is easy, robust, and feels like part of your full site experience
- ◆ Consider a solution that manages Social Login complexities



Sign In






Email Address

Password

SIGN IN

[Forgot Password?](#)
Don't have an account? [Join Now](#)

Or use your favorite social provider:

Success Factors for Social Login

- ◆ Provide a way for existing users to turn on Social Logon
- ◆ Consider asking for additional enrollment information, and create a local footprint while still allowing Social Logon
- ◆ Consider using challenges or one-time passwords
- ◆ Make sure the user can switch to a different social logon later
- ◆ Don't contact others in a user's social network



What to Avoid With Social Login

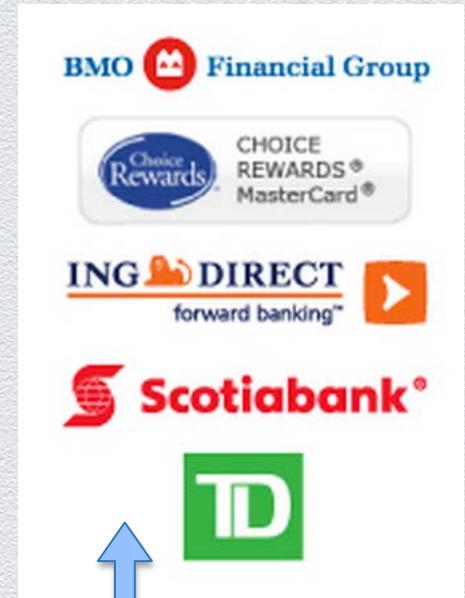


- ◆ Don't provide too many social login options
 - ◆ Facebook, Google have 75% of the social login space for US retail
 - ◆ LinkedIn has high adoption for professional sites
 - ◆ PayPal has a long history for financial transactions
- ◆ Don't force a user to create a local account after a Social Login
- ◆ Don't plan on selling any socially gathered information
- ◆ You must commit to maintaining social login once established

What's on the Horizon?

The screenshot shows the CRA website with the following elements:

- Header:** Government of Canada / Gouvernement du Canada, Canada.gc.ca | Services | Departments | Français.
- Navigation:** Individuals and families, Businesses, Charities and giving, Representatives.
- Breadcrumbs:** Home > Online services and other e-services > For Individuals > My Account for Individuals.
- Section:** My Account for Individuals.
- Description:** My Account allows you to track your refund, view or change your return, check your benefit and credit payments and your RRSP limit, set up direct deposit, and [so much more](#).
- Instructions:** Choose from one of two ways to access My Account:
- Sign-In Partners:** A box titled 'Continue to Sign-In Partner' lists:
 - Use the same sign-in information you use for other online services (e.g. online banking).
 - None of your information (e.g. financial, banking) will be shared with the CRA.
 - Your Sign-In Partner will not know which government service you are using.
 - You will temporarily leave the CRA website to use your Sign-In Partner.Below the list are logos for BMO Financial Group, Choice Rewards MasterCard, ING DIRECT forward banking, Scotiabank, and TD. A link 'View the full list of Sign-In Partners' is also present.
- Help and FAQs:** A box with links for 'CRA user ID and password' and 'Sign-in Partners'.
- Footer:** CRA Login, CRA Register, and a note: 'Log in with your CRA user ID and password or register if you do not have a CRA user ID and password.'





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