

Two overlooked industry trends:

1 Value of identified users increases

The value a registered/ logged-in user compared to an anonymous is **10x***

2 Users easily abandon websites

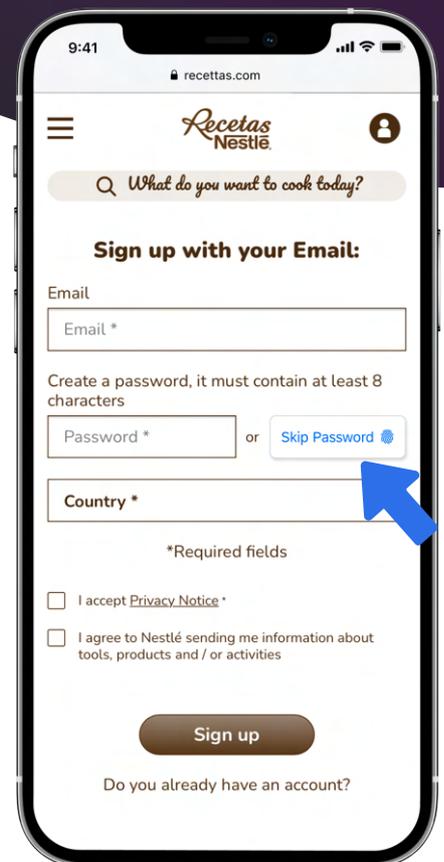
92% say they'd rather leave a website than go through the hassle of recovering or resetting their login credentials*

Introducing OwnID

The passwordless login solution

- A minimalistic add-on to existing forms, blends with the password field
- Users who clicked Skip Password login with phone biometrics
- When browsing with a laptop, users scan a QR code to login
- No app needed

More registrations, more logins.



Nestlé case study

Nestlé is using OwnID for the Nescafé UK website (nescafe.com/gb) and rolling out to additional markets/brands. Uptrending statistics show that on a weekly average on Nescafé's website:

30%
use OwnID
to register

25%
use OwnID
to login





Passwordless 360

- **Already have an account with a password?**
Get an email verification code to enable passwordless.
You can still use your password to login.
- **Phone not available?**
Login with a magic link sent via email.
- **Phone lost/replaced?**
Set up your new phone with a verification code sent via email.

OwnID loves Gigya



- ✓ OwnID was created by Gigya founders & execs
- ✓ OwnID is an official SAP Partner
- ✓ OwnID supports CDC screensets & APIs
It takes less than an hour to integrate.

[See it in action](#)

[OwnID on SAP](#)

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