LoginRadius Launches Anonymous Login Capability on its Cloud-based cIAM Platform

This unique functionality will allow businesses to identify and track all website and app visitors before they register.

VANCOUVER, BC, CANADA, March 13, 2017 /EINPresswire.com/ -- LoginRadius Inc., the industry-leading provider of cloud-based Customer Identity and Access Management (cIAM) solutions, announced the introduction of Anonymous Login to its cIAM platform capability.

LoginRadius developed this groundbreaking functionality to allow businesses to create profiles and gather data of anonymous visitors prior to their registration on the respective web and mobile properties. The data can be attached to the anonymous visitor's profile upon their registration.

"Anonymous visitors form the bulk of web traffic that businesses are not taking advantage of," Rakesh Soni, CEO and Co-founder of LoginRadius stated. "By understanding anonymous visitors, businesses can personalize their experience, run targeted marketing, and optimize the conversion. More importantly, businesses will already know so much about the anonymous visitors by the time they register."

Anonymous Login is a valuable product for most of the consumer facing businesses including travel & hospitality, e-commerce, media & publication, entertainment, fashion, non-profit, etc.

Key benefits of Anonymous Login:

- Gather anonymous visitor data on both web and mobile properties
- Personalize user experience for anonymous visitors
- Understand and optimize online conversion rate
- Gain critical insights into user behaviours prior to registration
- Build richer customer profiles by combining pre-registration and post-registration data

"LoginRadius' cIAM platform builds the foundation of customer experience and Anonymous Login is a part of that product roadmap," said Deepak Gupta, CTO and Co-founder of LoginRadius. "Now, businesses not only have the ability to understand their anonymous visitors, but can also boost their sales and marketing efforts by using the data. This opens up new opportunities for business growth."

LoginRadius has already implemented Anonymous Login for several customers over the past months. This functionality is now available to both new and existing LoginRadius customers.

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About LoginRadius

LoginRadius is a leading provider of cloud-based Customer Identity and Access Management solutions for mid-to-large sized companies. LoginRadius' solution serves over 3,000 businesses with a monthly reach of 650 million users worldwide. The company has been named as an industry leader

in the cIAM space by Gartner, Forrester, Kuppingercole, and Computer Weekly.

LoginRadius' platform helps companies deliver a connected customer experience, creates an integrated marketing ecosystem, and centralizes customer data to define a unified profile to better manage their customer identities. Some of the key products include customer registration services, social login, profile management, integration with third party marketing applications, user management, customer insights, and more.

The company is headquartered in Vancouver, Canada, with additional offices in the USA and India.

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