



# LoginRadius and BigCommerce Partner to Deliver Customer Identity Solutions for Online Retailers

*BigCommerce merchants can easily deploy an organization-wide customer identity solution through LoginRadius' cIAM platform*

VANCOUVER, BC, CANADA, August 28, 2017 /EINPresswire.com/ -- LoginRadius Inc. announced today that it has been named a BigCommerce Certified Technology Partner, providing more than 50,000 BigCommerce customers access to LoginRadius' Customer Identity (cIAM) Platform. BigCommerce customers can now deploy a cloud-based customer identity solution through LoginRadius' BigCommerce App, available in the BigCommerce App Marketplace.

"We understand the key challenges online retailers are facing, whether converting visitors to buyers, reducing cart abandonment, or learning more about individual buyers to boost upsell and cross-sell," said Rakesh Soni, CEO of LoginRadius. "Together, BigCommerce and LoginRadius can reduce engagement barriers, deliver a connected customer experience across all their digital properties, and help drive more revenue."

Whether buying/checking-out online, creating a shopping profile or subscribing to a newsletter - shoppers want this process to be easy and quick. The LoginRadius Platform ensures the best possible conversion rates by letting visitors choose how to connect with your brand: offering over 40 social ID providers, phone registration, or traditional username and password. Most LoginRadius customers experience increases in their conversion rates by up to 67%.

Once converted, the LoginRadius Platform gives businesses the ability to deliver a connected customer experience across their digital properties with a single identity and a single profile. Businesses can now track and identify how customers are interacting with their digital properties throughout their journey and progressively gain a better understanding of how they interact with your brand. This is valuable data, allowing businesses to customize the shopping experience and offers while optimizing upselling and cross-selling revenue. This kind of data also gives businesses the ability to develop very personalized, targeted, and automated marketing campaigns, increasing the lifetime value of a customer and further driving revenue while also reducing the costs associated running these kinds of campaigns.

"Our partnership with LoginRadius further illustrates our commitment to providing merchants access to the highest-caliber technologies and service providers available in the industry," said Russell Klein, senior vice president of corporate development for BigCommerce. "LoginRadius shares our desire to help merchants sell more and grow faster to maximize success, and we look forward to working together to mutually support new and existing customers."

LoginRadius has developed a custom app for the BigCommerce platform to allow online retailers to natively integrate LoginRadius' cIAM platform.

"Our developers worked closely with the BigCommerce Team to launch this native integration," said

Deepak Gupta, CTO and Co-Founder of LoginRadius, “Our BigCommerce app is already being used by several customers and has been verified for compatibility, performance, and security.”

For more information on the app, visit: <https://www.bigcommerce.com/apps/loginradius-ciam/>

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