The Value of Social Login
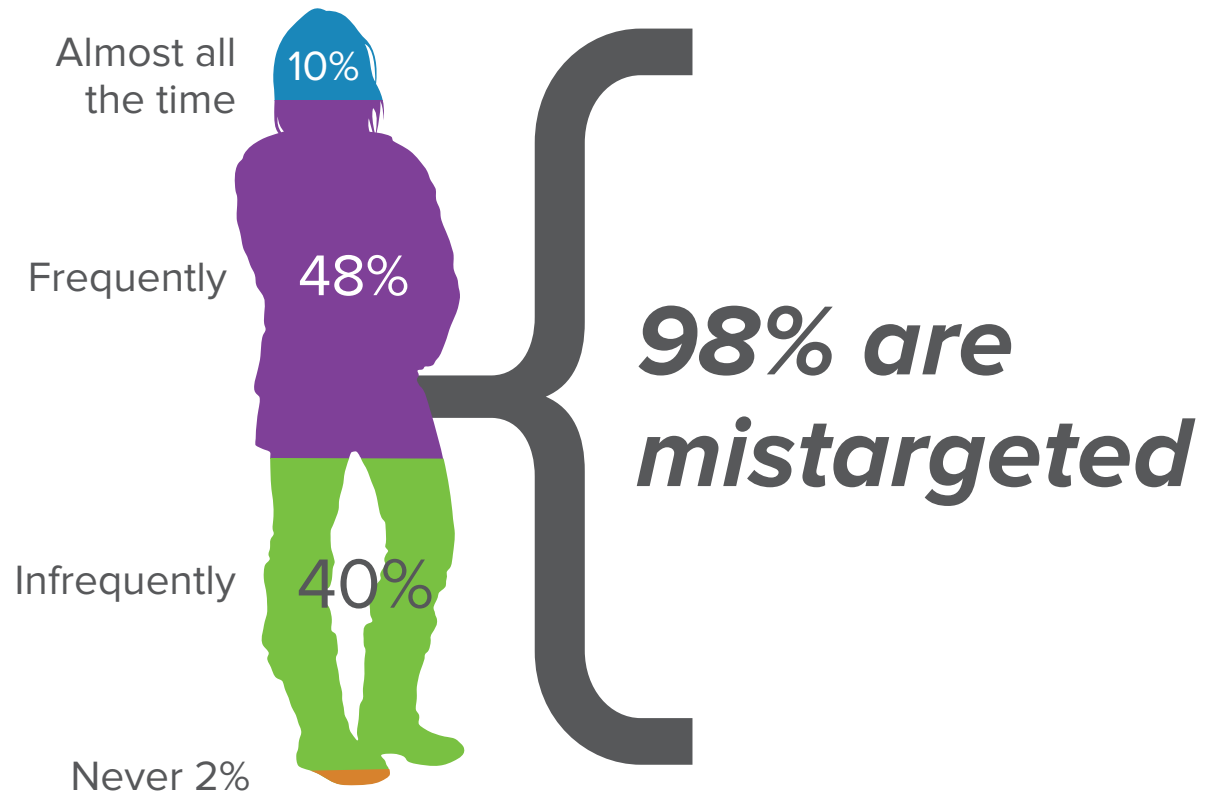## Solving the Engagement Gap

Insights from Consumer Research

janrain™ + blue.

As marketers we endeavor to communicate meaningful and authentic dialogues with consumers. But 98% of people say the information we're trying to share is misaligned.

Q

"How often do companies send information, promotions, etc. not relevant to you?"

Almost all the time 10%

Frequently 48%

Infrequently 40%

Never 2%

98% are mistargeted

Why are we having this problem?
We need to know who we're talking to in order to be relevant.

Site registration aims to solve this problem. But why doesn't it always work? For one, people are account fatigued, and more resistant to registering.

Q

"How many different usernames and passwords have you created online?

53% have 5+ usernames
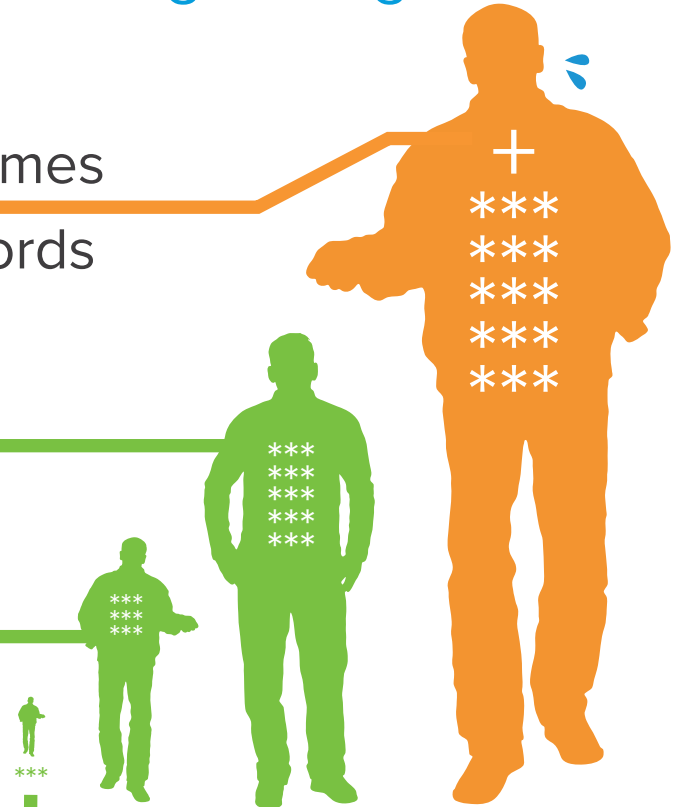
57% have 5+ passwords

29% have 4—5 usernames

26% have 4—5 passwords

15% have 2—3 usernames

16% have 2—3 passwords

3% have 0—1 usernames
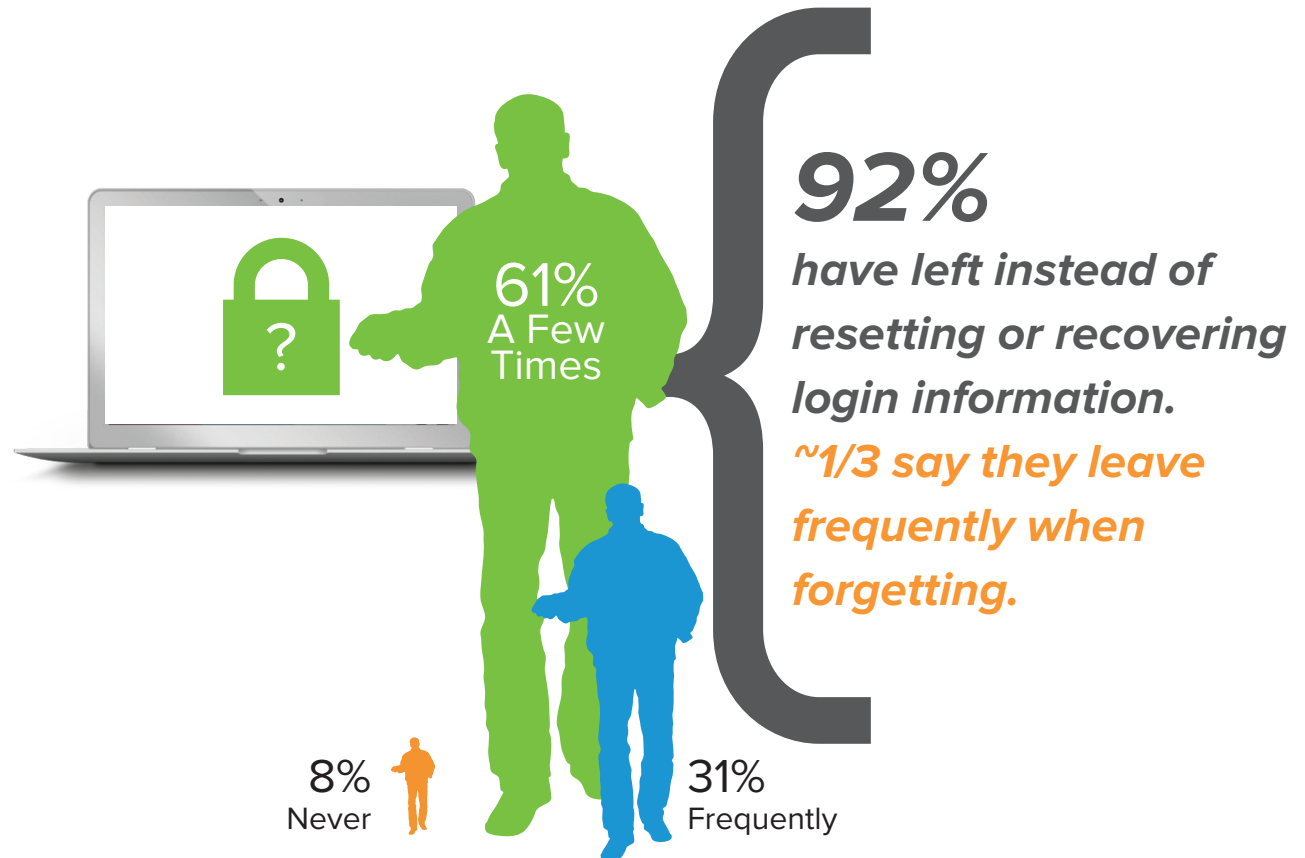
1% have 0—1 passwords

Q6A. You may not use, let alone remember, all of the different username and passwords that you have created online. However to the best of your knowledge, how many different usernames have you created online for sites that require a username and password? n=593

Even after they've created an account, many have forgotten login information and decide to leave sites.
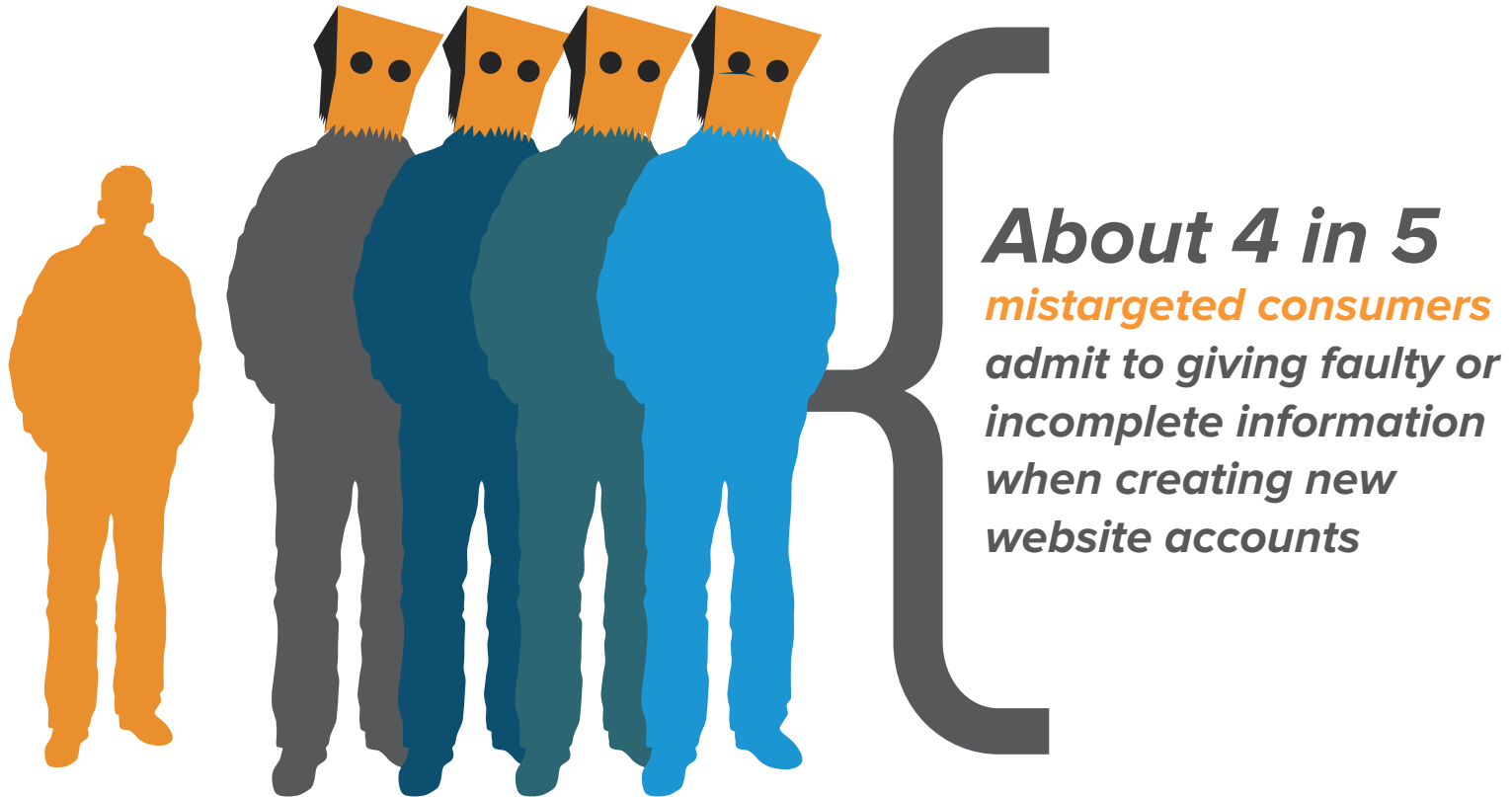
Q

"How often have you gone to a website, forgotten your username or password **and** decided to leave the site instead of resetting or retrieving login information?

61%
A Few Times

92% *have left instead of resetting or recovering login information.*
~1/3 say they leave frequently when forgetting.

8%
Never

31%
Frequently

Finally, even when people do register, they may lie. It's no surprise we're mistargeting them.

About 4 in 5 *mistargeted consumers* **admit to giving faulty or incomplete information when creating new website accounts**
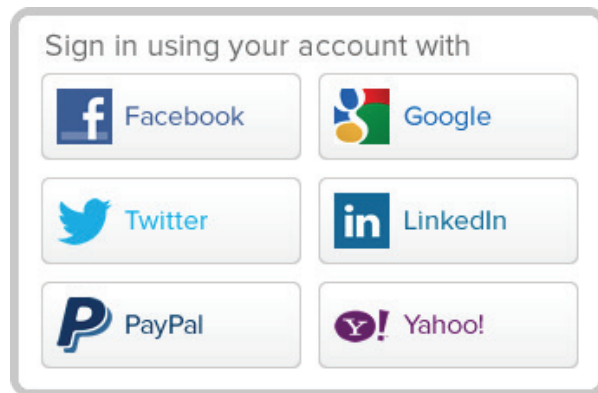
Q4. If creating a new account at a website becomes tedious, then people tend to not enter all of the information requested (leave some information blank) or intentionally enter incorrect information (sometimes to avoid being targeted for marketing programs). 'FREQUENTLY MISTARGETED' n=342, 'INFREQUENTLY MISTARGETED' n=251

Social login can help solve the registration, username and password problem, *and* provide useful profile data.

Sign in using your account with

Facebook	Google
Twitter	LinkedIn
PayPal	Yahoo!
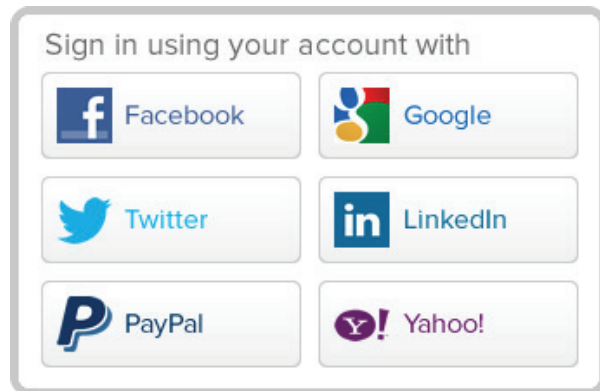
Social login delivers value both to consumers and companies.

Sign in using your account with

Facebook   Google

Twitter   LinkedIn

PayPal   Yahoo!
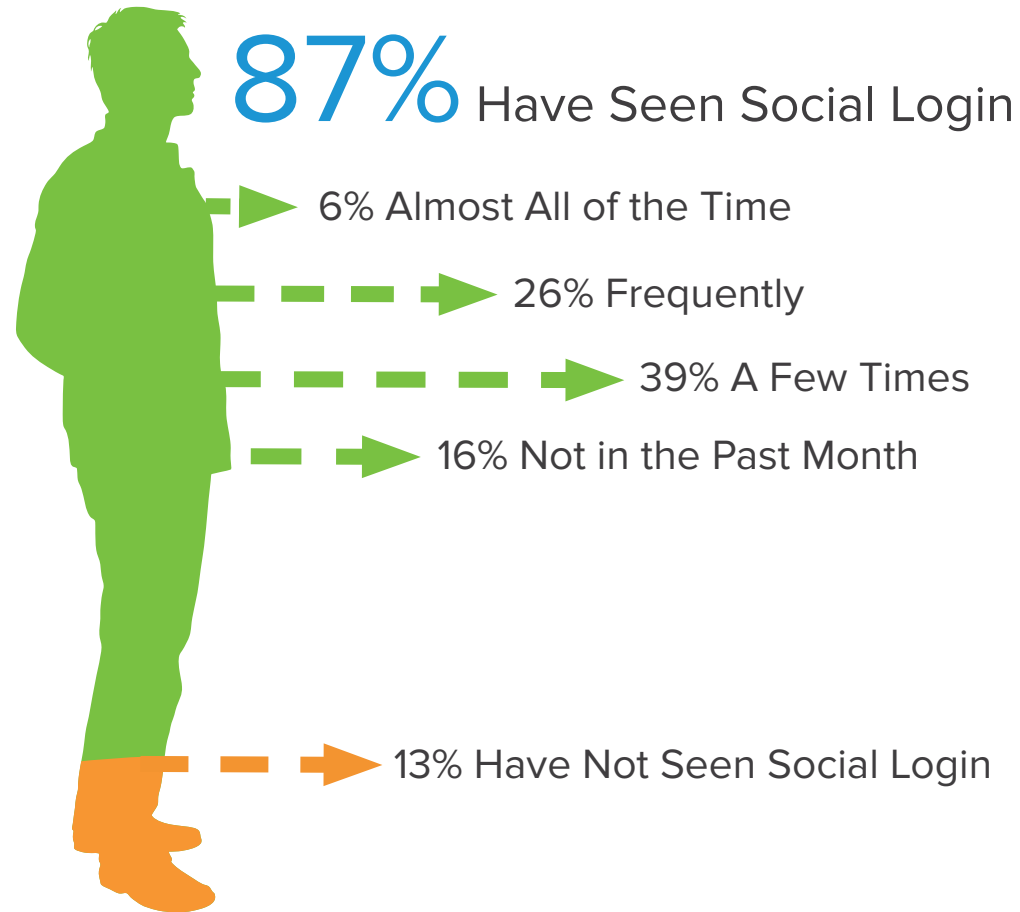
Makes registering and logging into a site much easier

Grants permission-based access to profile data that can be used to personalize the users' experience

Consumers are increasingly familiar with social login.

Q

"How often have you come across a website that offered the ability to 'log-in' using one of your social network, email or online service accounts?

87% Have Seen Social Login

6% Almost All of the Time

26% Frequently

39% A Few Times

16% Not in the Past Month

13% Have Not Seen Social Login

Q7D. In the past month, how often, if at all, have you come across a website that offered the ability to 'log-in' using one of your social network, email or online service accounts? n=555

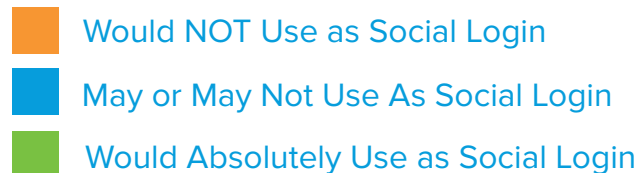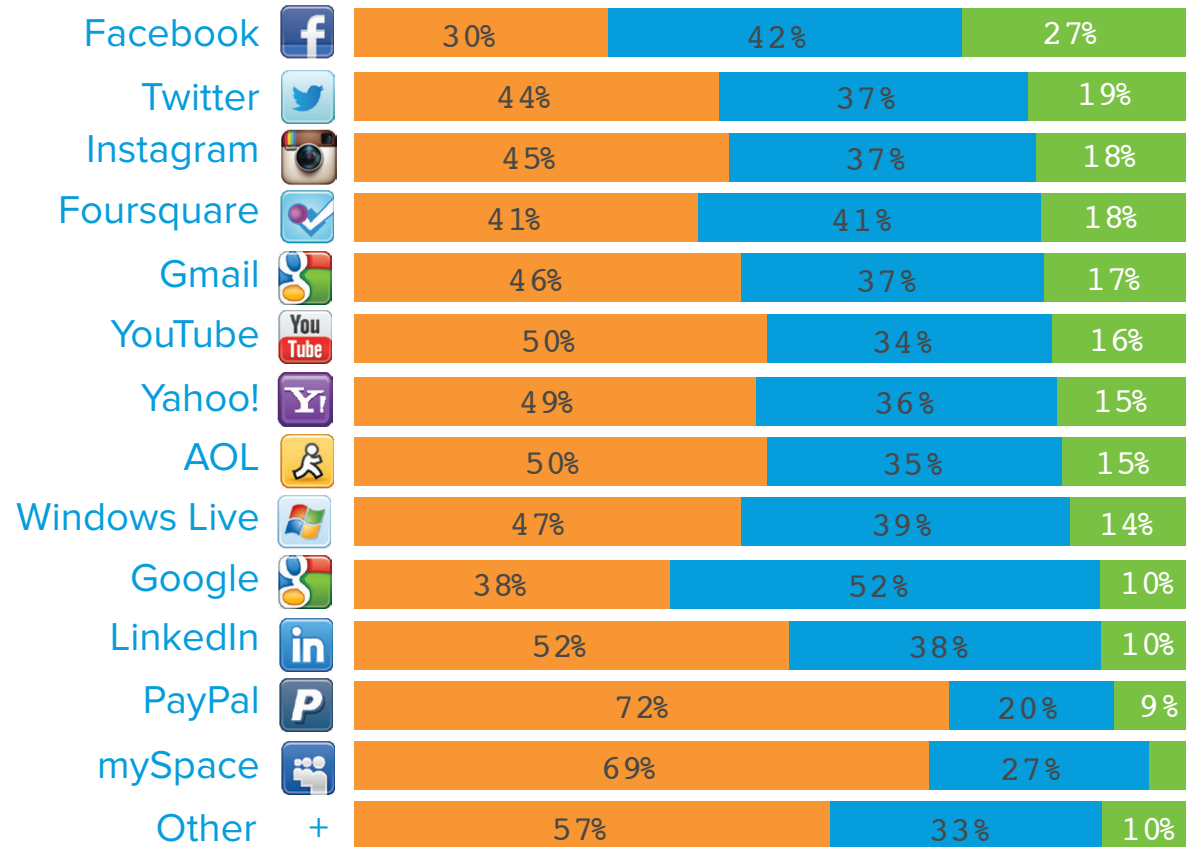# Not only are consumers familar with it, a majority are trying and using it.

52%
Have Used Social Login

And they like a choice of identity providers.

Q

"Which accounts would you use for social login?"

Provider	Would NOT Use	May or May Not Use	Would Absolutely Use
Facebook	30%	42%	27%
Twitter	44%	37%	19%
Instagram	45%	37%	18%
Foursquare	41%	41%	18%
Gmail	46%	37%	17%
YouTube	50%	34%	16%
Yahoo!	49%	36%	15%
AOL	50%	35%	15%
Windows Live	47%	39%	14%
Google	38%	52%	10%
LinkedIn	52%	38%	10%
PayPal	72%	20%	9%
mySpace	69%	27%	
Other +	57%	33%	10%

■ Would NOT Use as Social Login

■ May or May Not Use As Social Login

■ Would Absolutely Use as Social Login

Consumers increasingly understand the benefits of social login.

64% who frequently leave sites due to forgotten login information say social login is an option companies should offer

Q7A.Many websites are starting to do things to eliminate the need for users to set up a new account, create a user name and password, fill out the required information fields which they may have already done at other sites, and/or remember the user name(s) and password(s) they created. One of the ways to make this process easier is to provide people that visit a website the option to 'login' using one of the accounts they already have with a social network, email provider or online service provider, such as Facebook, Gmail, Twitter, LinkedIn or PayPal. In general, do you think this option is helpful? n=181
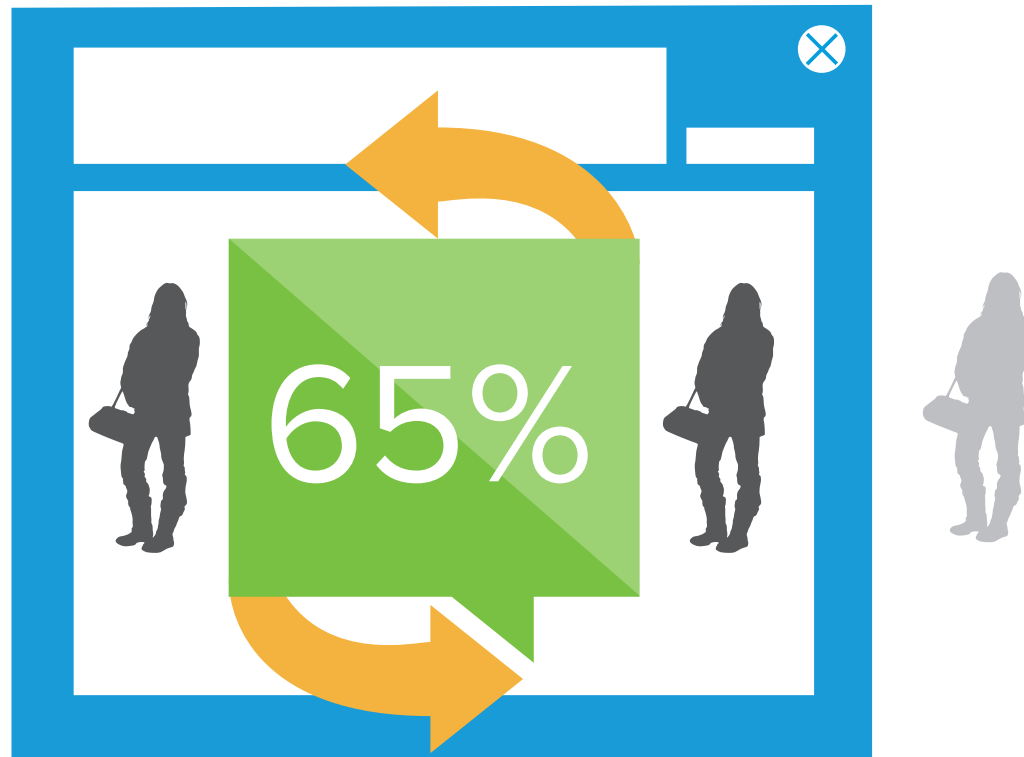
A majority of people also expect that the post-registration benefits of **social login** will **improve their experience.**

52%

65% of consumers agree they are **more likely** to return to a website that automatically welcomes them through social login.


Q13. Below is a list of opinions. For each, please rate the degree to which you agree or disagree with the statement: 2) I am more likely to return to a website if it automatically recognizes me (without needing to remember a username or password every time) by using 'social login' n=593

And the potential for eliminating mistargeting has genuine customer appeal.

Q

How attractive is social login's ability to deliver a more personalized experience and eliminate ads that have no relevance to you?

.com

67%

Say site personalization is highly attractive.
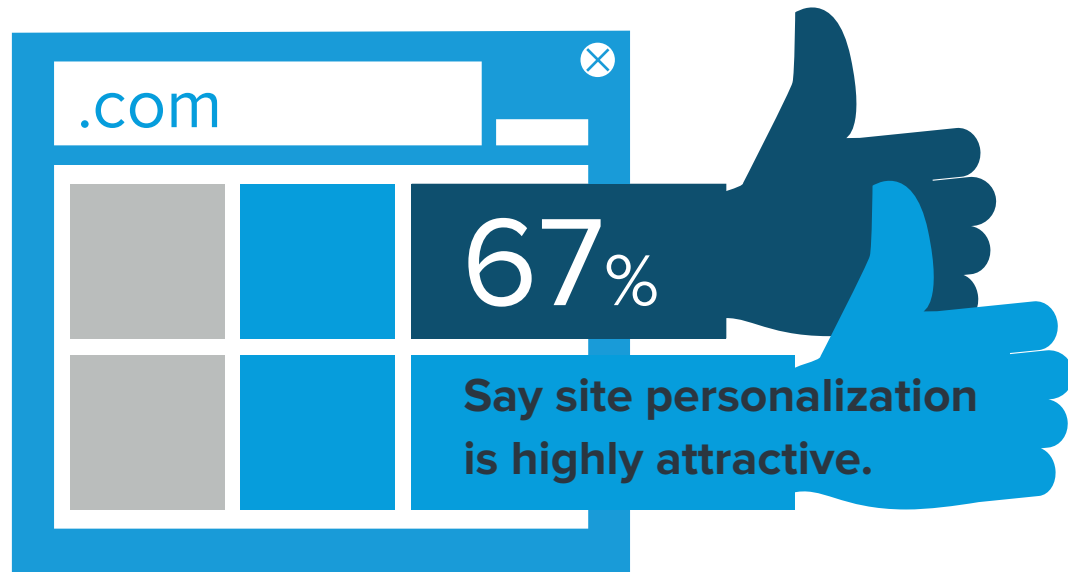
Q9. With 'social login', consumers are given the choice to have a more personalized experience when they visit a website without needing to re-enter preferences, what they like and what they dislike, at each website they visit. In addition, this capability can eliminate the clutter of receiving ads and promotions for products or services that have no relevance to you. On a scale of one to ten, how attractive is this capability to you? n=593

More than half of consumers find site personalization around content and product recommendation of significant interest.
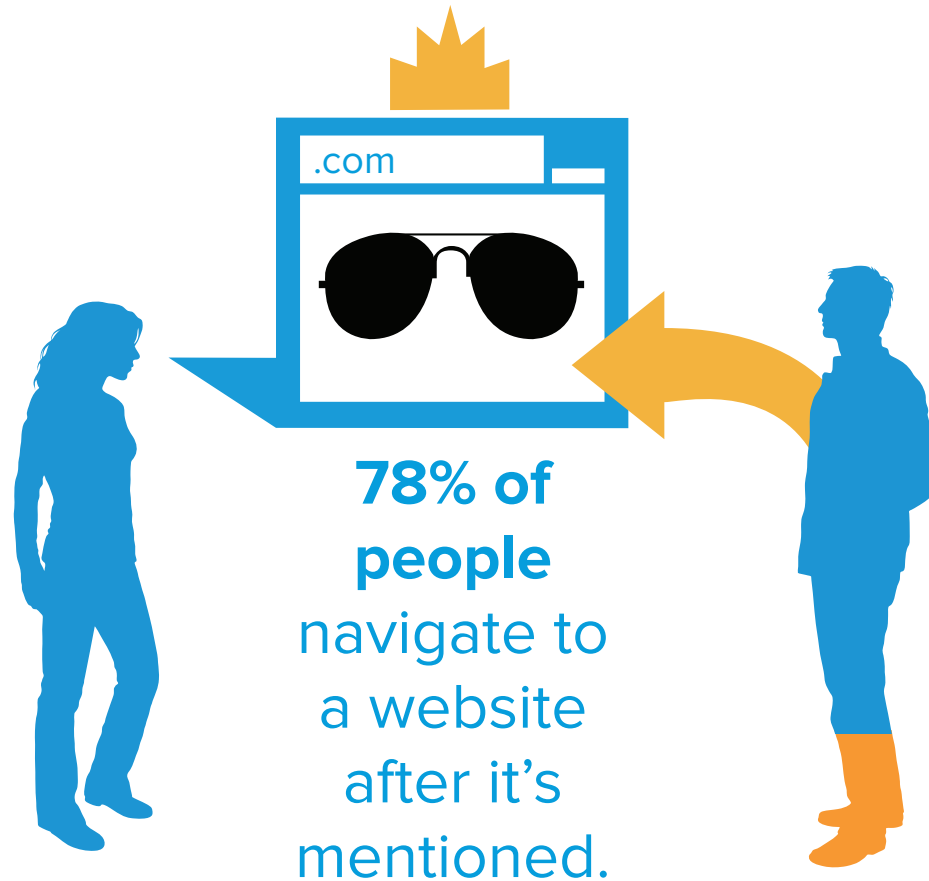
Profile Data

59%

say social login's capability to suggest products and promotions is very useful. Half say topic and article suggestions are very useful.

60% of consumers agree that companies offering social login are more up-to-date and innovative, leaving a positive impression compared with sites that don't.
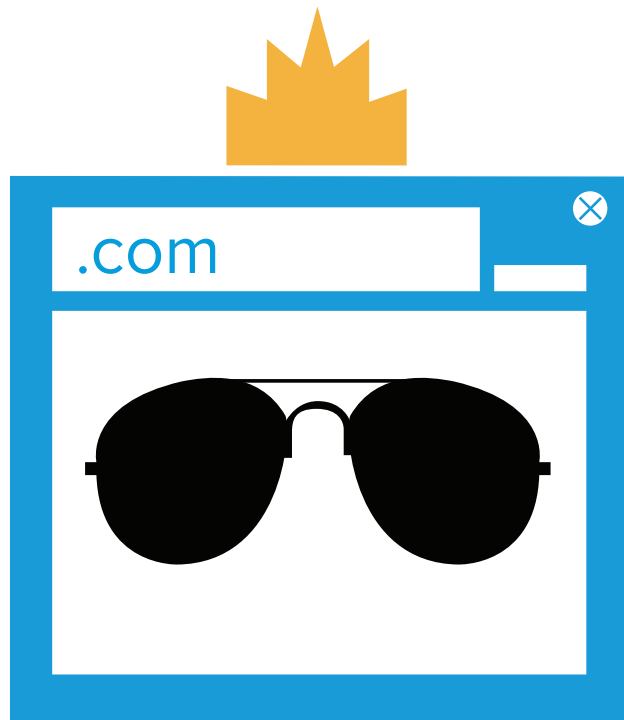
.com

Q13. Below is a list of opinions. For each, please rate the degree to which you agree or disagree with the statement: 1) Companies that offer 'social login' capability are more up-to-date, innovative and leave a positive impression compared to those which do not offer this capability n=593

Creating a personalized experience results in word of mouth and increased traffic and referrals. The more they talk, the more people will come.

.com

78% of people navigate to a website after it's mentioned.

...and that can result in real dollars.

72% of people consider buying based on positive recommendations from social networks.

Q15. How often do you do the following? Consider purchasing a new product or service from a positive comment or message from people in your social network.

Social login helps you **acquire, understand, and engage** your customers.

Janrain's Key Takeaways

- Consumers want a relevant online experience, but are not getting one.

- Traditional registration forms alone don't solve the problem.

- Social Login can help and consumers are ready to embrace it.

Method

Custom designed online survey completed by 610 respondents:

– Respondents carefully screened to ensure each is social media active and has:

- Purchased a product or service online in the past 30 days and/or

- Read articles or watched videos online from major media outlets in the past 30 days

– Respondents recruited via email, given a one-time password protected access to the survey

– Questionnaire composed primarily of close-ended questions; median time to complete the survey is ~14 minutes

– Quality controls in place to remove 'speedsters' and 'flat-liners' from data analysis; 17 were eliminated for a final sample size of 593

Design, programming, data collection, analysis and report by Blue Research

Limitations

Statistical certainty varies by the sample size, amount of variance in responses and sample source:

– In general, larger samples and smaller variance leads to greater reliability.

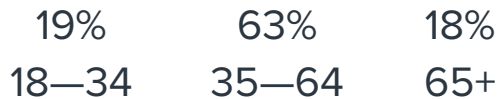– Randomly selected consumers recruited to surveys lead to more statistical validity.

The theoretical reliability of a worse-case scenario for a sample of 593 respondents at the 95% confidence interval is ± 4.0%:

– A worse-case scenario assumes the responses to a question is split 50:50.

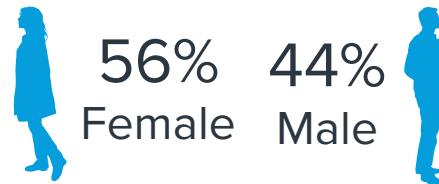– In a 90:10 split, the theoretical reliability is better; ± 2.4% for a sample of 593 respondents.
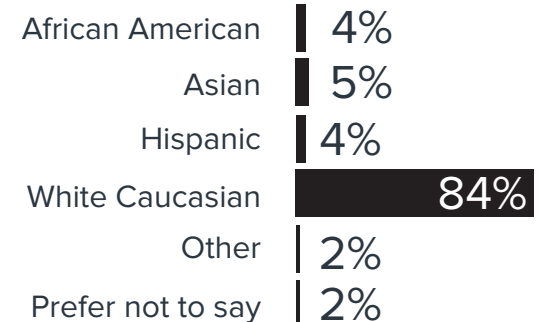
Respondent Profiles

Ethnic Background:
Most are White Caucasian

African American	4%
Asian	5%
Hispanic	4%
White Caucasian	84%
Other	2%
Prefer not to say	2%

Age: Most are 35—64 yrs

19%	63%	18%
18—34	35—64	65+

Gender: Most are female

56% Female   44% Male

Household Income: Most earn <$100k/ yr

<$50K	37%
$50K – $100K	38%
$100K – $250K	22%
$250K+	3%

Education: Most are college grads

Less than HS	HS Grad	Tech School	Some College	College Grad	Advanced Degree
1%	10%	5%	25%	34%	25%
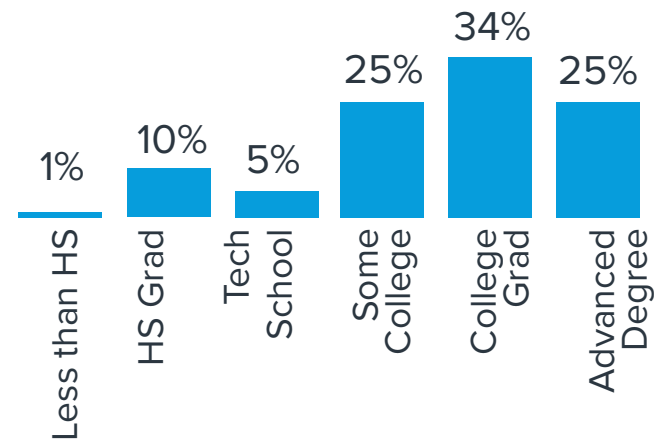
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When you can't afford to be wrong®

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