

EXPERIAN IDENTITY:

UNDERSTANDING CONSUMER PRIORITIES

According to Experian research privacy (86 percent) and security (87 percent) remain top concerns for surveyed consumers when it comes to their online experience. Recognition plays a big role as well. So how do you keep consumers happy and safe?

It starts with understanding the **full spectrum of their priorities.**

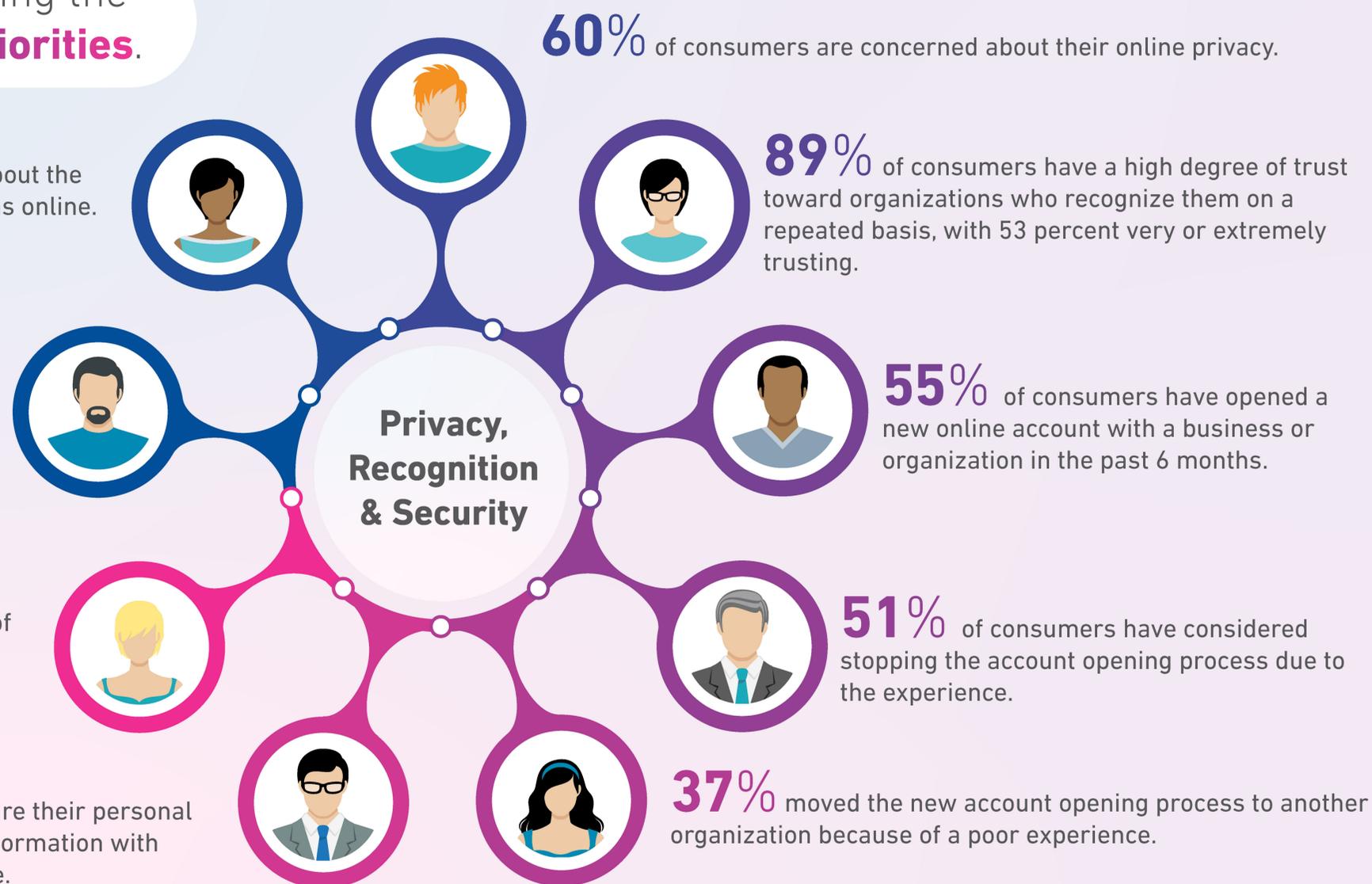
64% of consumers are concerned about the security of their activities and transactions online.

95% of consumers says it's important to be repeatedly recognized online by businesses with 72 percent saying it's very to extremely important.

However, only

34% are confident about the ability of businesses to successfully identify them online on a repeated basis.

67% of consumers are willing to share their personal data and 61 percent will share contact information with businesses if it improves their experience.



Winning consumer loyalty

While consumer concerns seem to be competing, the truth is that by satisfying one you can often satisfy many others. With a multilayered identity solution, you can leverage data to routinely recognize known consumers, gain a single view to authorize users across platforms, and keep personal and account data safe with seamless identity authentication.

Ready to get started? Visit us at experian.com/identity-solutions.