

# How to make shopping frictionless, personal & secure

THE CUSTOMER

## Meet Zara

Zara wants to buy a new collar for her dog. She navigates to the Southfield Paws webstore.



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CALLSIGN

## Seamlessly Identifies Zara

Callsign's advanced device fingerprinting technology recognizes Zara instantly, removing the need for a persistent cookie or a login journey.



THE MERCHANT

## Personalized Journey

Southfield Paws presents Zara with a product and offer that appeals to her.

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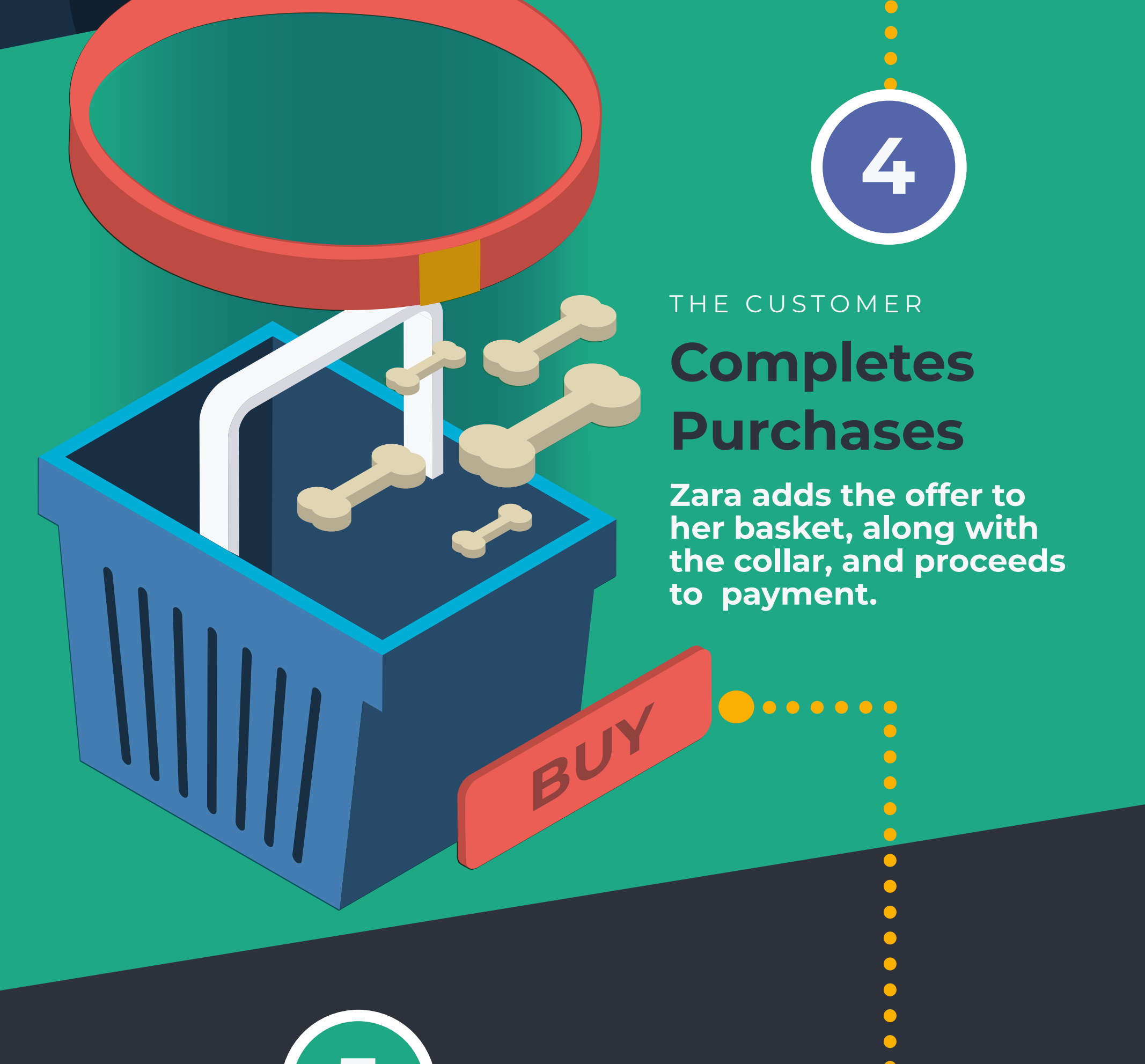


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THE CUSTOMER

## Completes Purchases

Zara adds the offer to her basket, along with the collar, and proceeds to payment.



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CALLSIGN

## Payment Authentication

Callsign's platform authenticates Zara frictionlessly, often without requiring a password. Zara's payment details are held securely, removing the need for her to manually fill a webform, and reduces the likelihood that she chooses to pay via a digital wallet.



THE MERCHANT

## Single Click Checkout

Southfield Paws takes payment frictionlessly and cost effectively.

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THE MERCHANT

## Reduces Fraud Rate

Callsign's security blocks the full range of bad actors, ensuring that Southfield Paws fraud rate is as low as possible.



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THE MERCHANT

## Reduces PSD2 SCA Step-ups

A low fraud rate allows Southfield Paws to maximize their PSD2 SCA exemptions, and transfer payment risk to card issuers where appropriate.



THE CUSTOMER

## Loves the Experience

On her next dog walk, Zara tells all her friends about how easy shopping with Southfield Paws is!



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