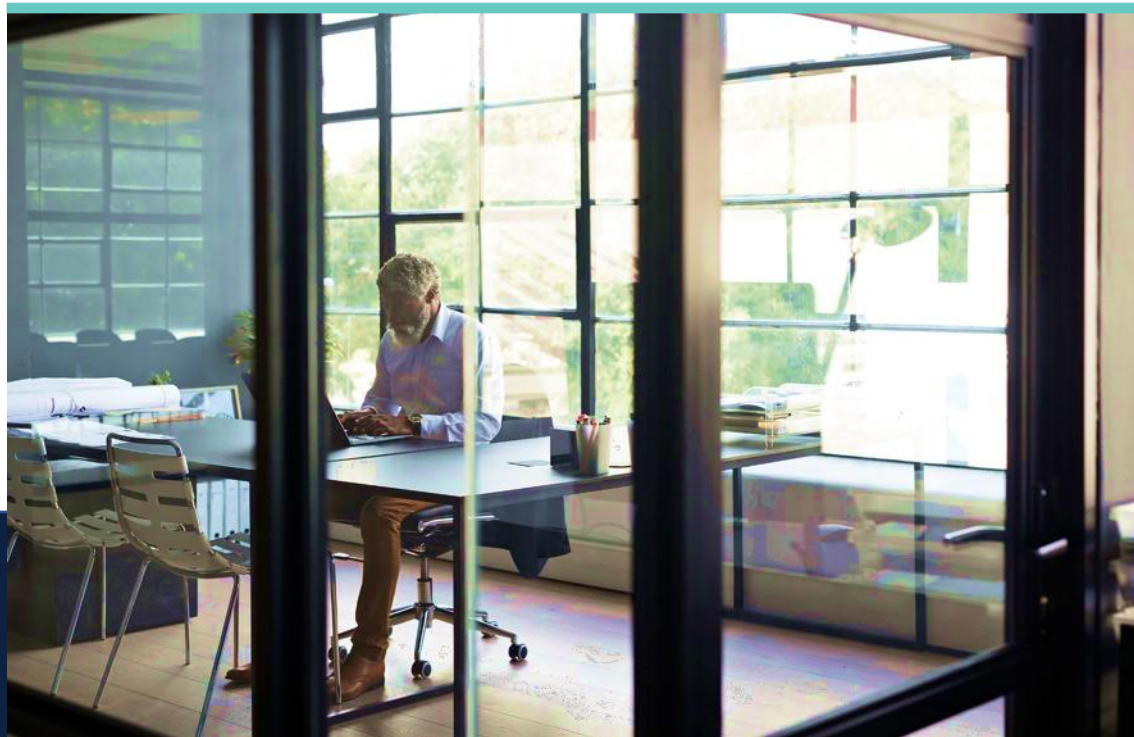


CUSTOMER IDENTITY MANAGEMENT STRATEGIES

SUMMARY RESULTS



MARCH 2025

EXECUTIVE SUMMARY

- We surveyed customer and digital strategy executives across industries such as food and beverage, retail, and technology to understand how they prioritize and implement customer identity management strategies.
- To uncover the key strategies for managing customer identity, we asked about the approaches and challenges executives face. Leaders highlighted the importance of seamless, integrated systems for managing customer data, ensuring a personalized and secure experience across digital touchpoints.
- Executives identified expanding the customer base and creating seamless omni-channel experiences as crucial strategies, while facing challenges such as lack of real-time data enrichment and the need for improved user experience and security balance.

WHO DID WE SURVEY?



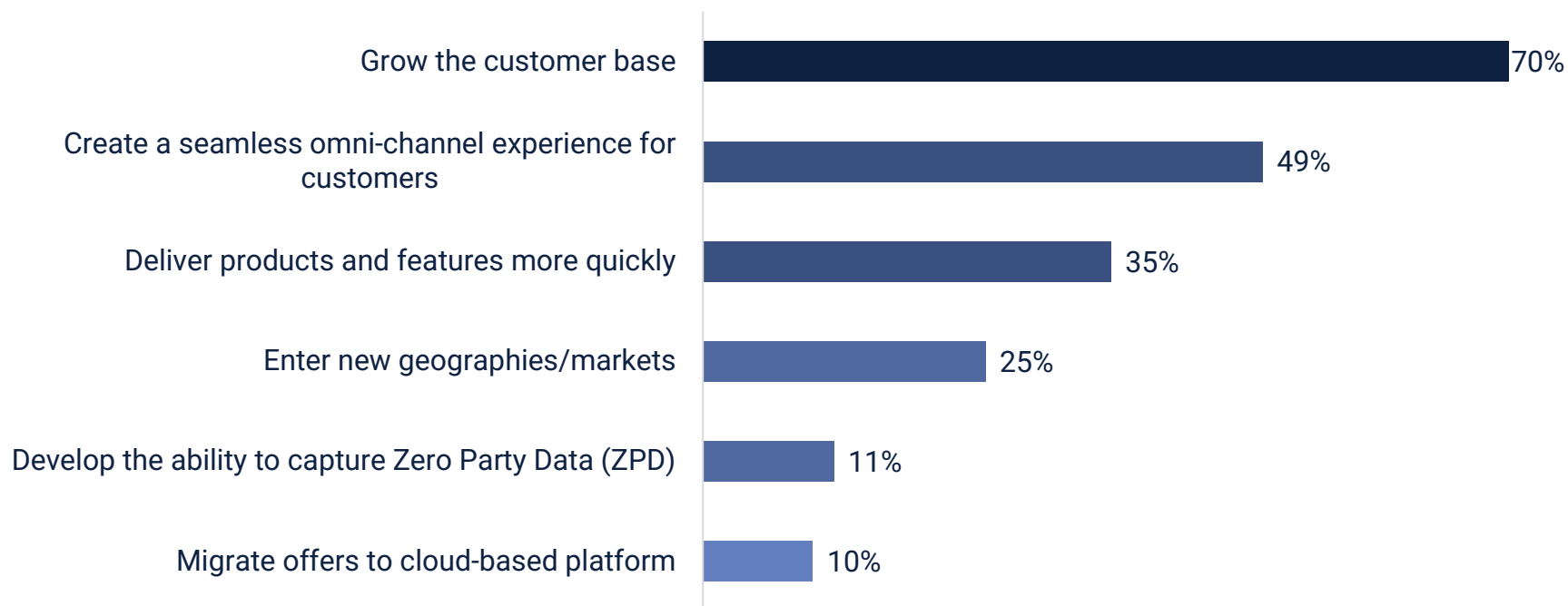
Between August 2024 and March 2025, Gatepoint Research invited selected executives to participate in a survey themed *Customer Identity Management Strategies*.

Candidates from several industries were invited via email and 220 customer and digital strategy executives have participated to date.

Management levels include 10% who hold the title CxO or are VPs, 37% who are directors, 53% who are senior or department managers.

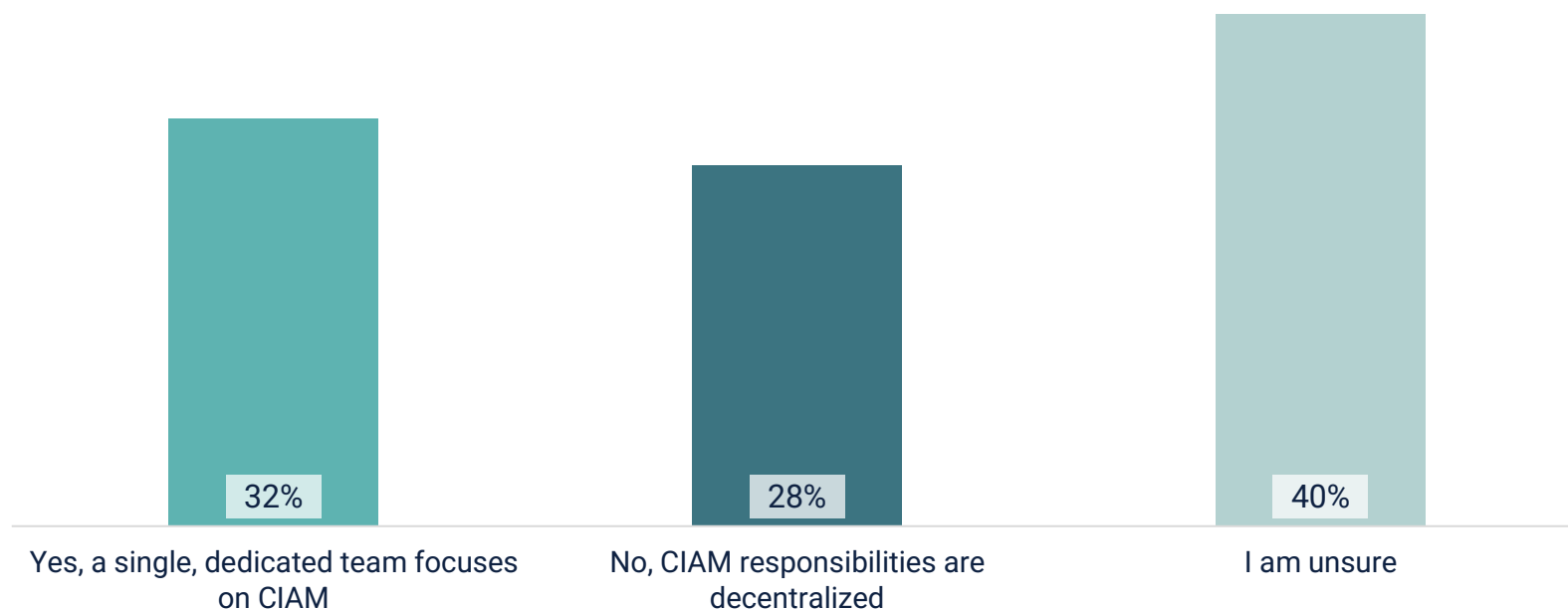
100% of responders participated voluntarily; none were engaged using telemarketing.

What business goals are driving your new or developing customer identity initiatives?



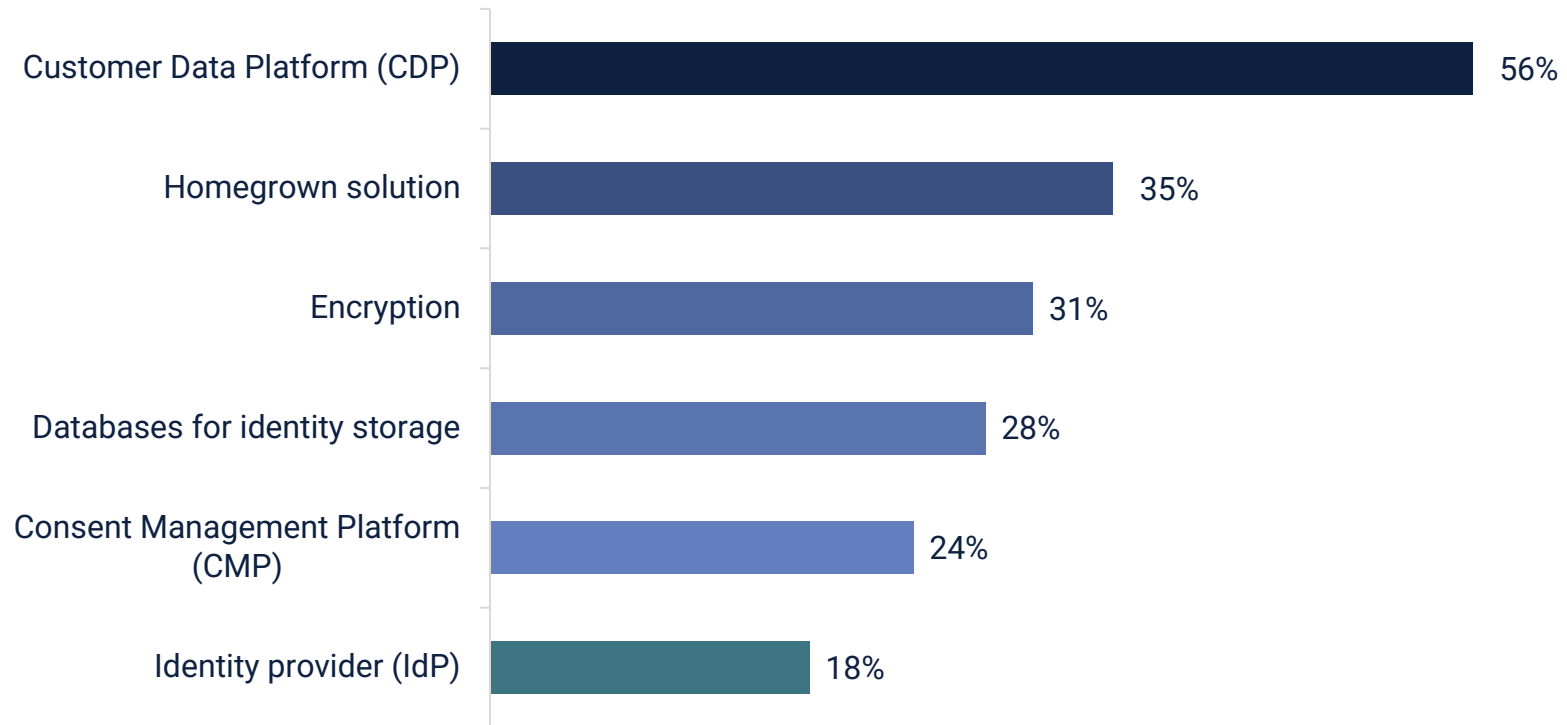
Growing the customer base (70%) is the top driver of new and developing customer identity initiatives for surveyed organizations, followed by creating a seamless omni-channel experience (49%). Speed, expansion, and data capture lag behind.

Is responsibility for customer identity and authorization management (CIAM) centralized in your organization?



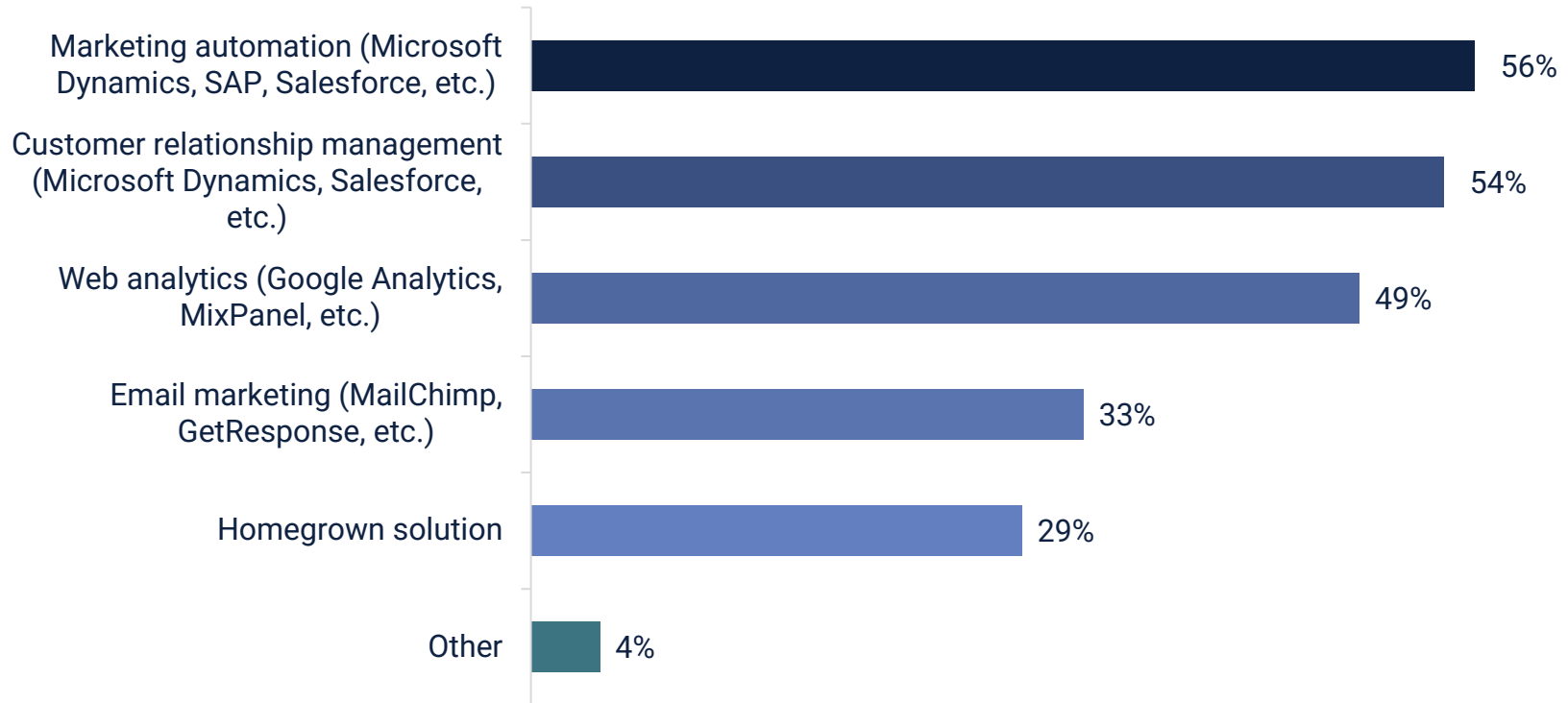
Only 32% have a dedicated CIAM team, while 28% operate in a decentralized model. A striking 40% are unsure who owns it.

What technologies do you use to manage CIAM today?



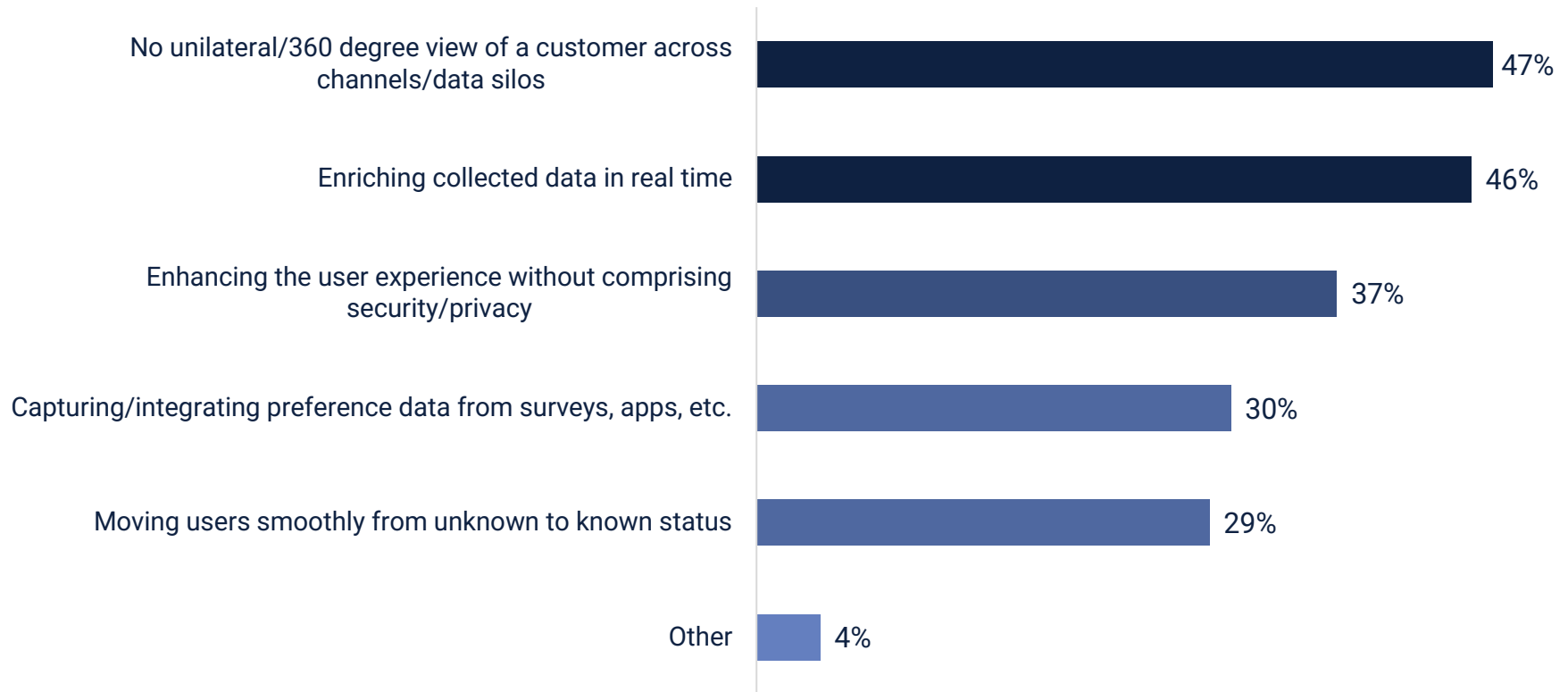
Over half (56%) rely on customer data platforms to manage their customer identity and authorization management.

What software do you use to enhance and optimize the identity data you collect?



Marketing automation (56%) and CRM platforms (54%) are the top tools for enhancing identity data, outpacing web analytics (49%) and email marketing (33%). Homegrown software solutions (29%) are less common.

What are some of the challenges you experience with your CIAM technology?



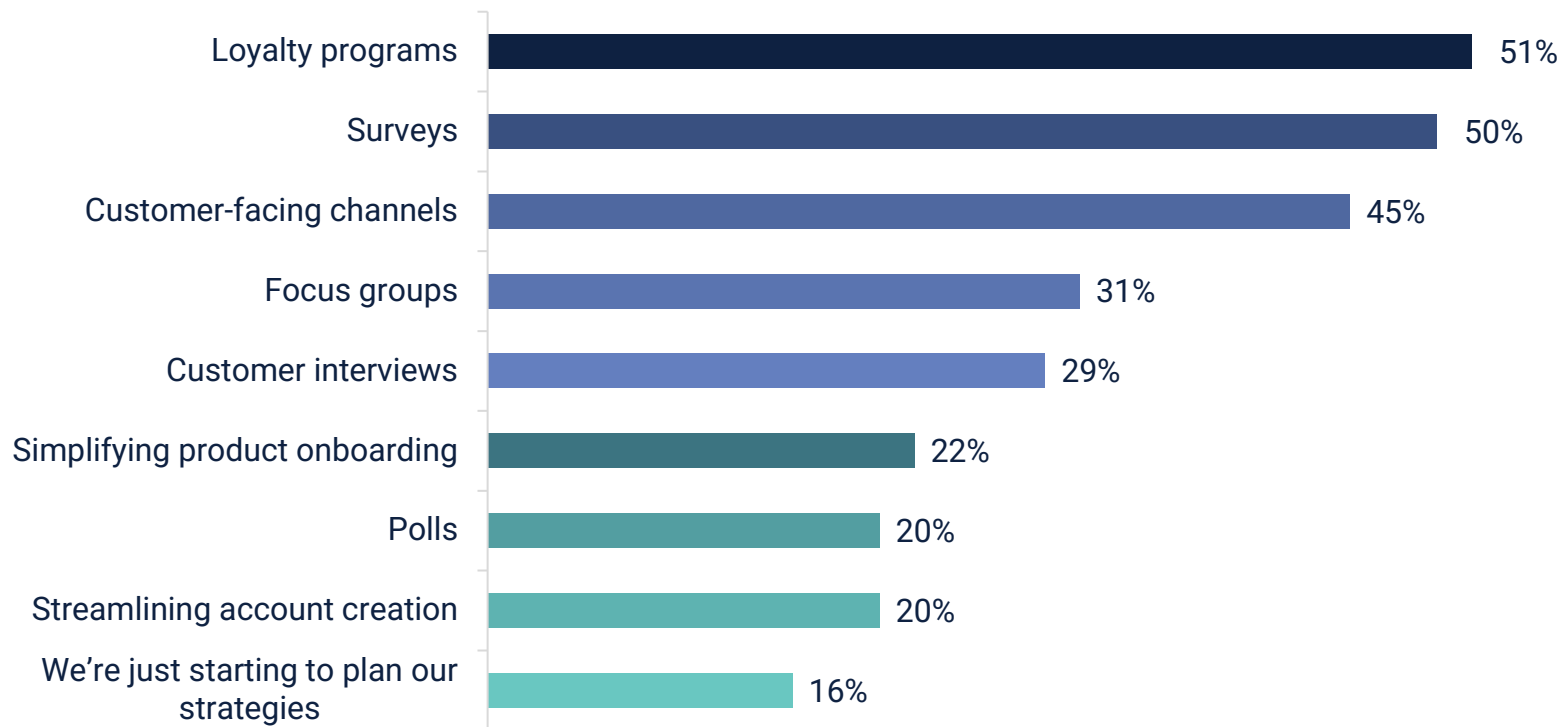
The biggest hurdle with current CIAM technology is the lack of a unified customer view (47%), followed by real-time data enrichment (46%). Balancing user experience with security (37%) remains a pain point.

Summary Results | March 2025

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What strategies are you using for increasing first party data?



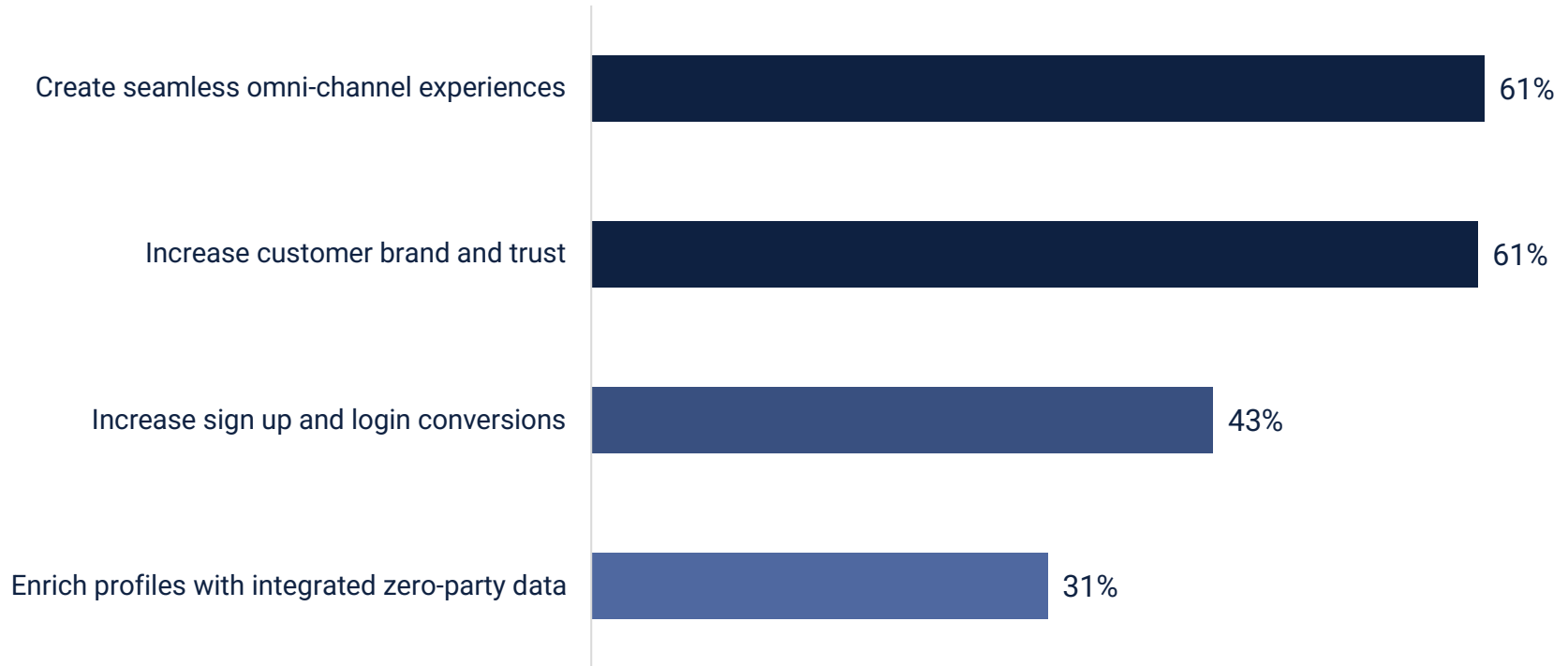
Strategies with a broad reach like loyalty programs (51%) and surveys (50%) are the top tactics for increasing first party data, with customer-facing channels (45%) also playing a key role. Organizations also often target deeper insights with focus groups (31%) and customer interviews (29%).

Summary Results | March 2025

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What business outcomes would elevate the potential for achieving your strategic goals?



Seamless omni-channel experiences and stronger customer trust, both cited by 61%, would be the biggest game-changers. Higher sign-up and login conversions (43%) and richer profiles with zero-party data (31%) further support strategic goals.



About the Company

Okta is an identity and access management company that provides cloud software to help companies manage and secure user authentication into modern applications and helps developers build identity controls into applications, website web services and into devices.

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