

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.



2

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

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



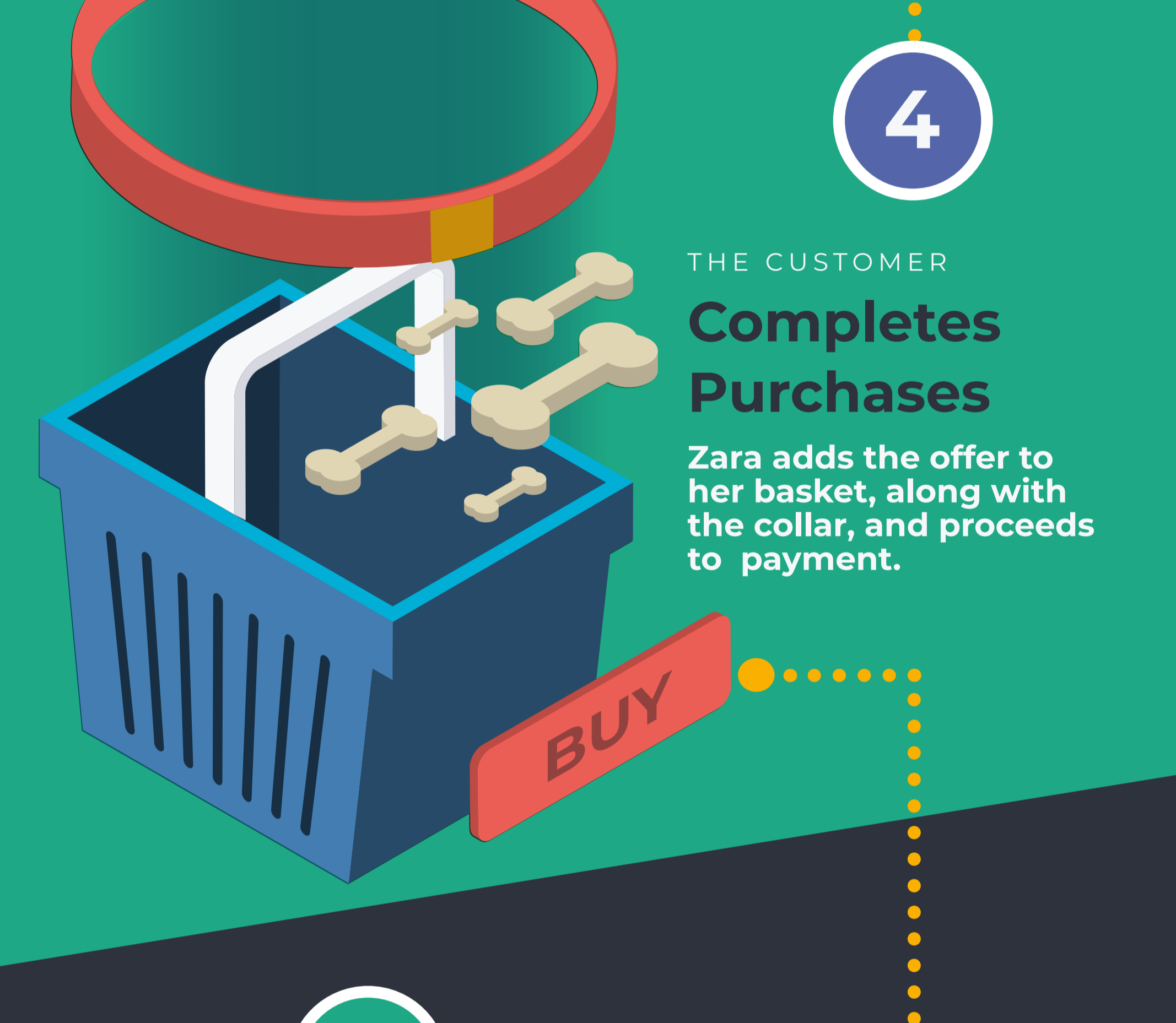
3

4

THE CUSTOMER

Completes Purchases

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



5

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.



6

THE MERCHANT

Single Click Checkout

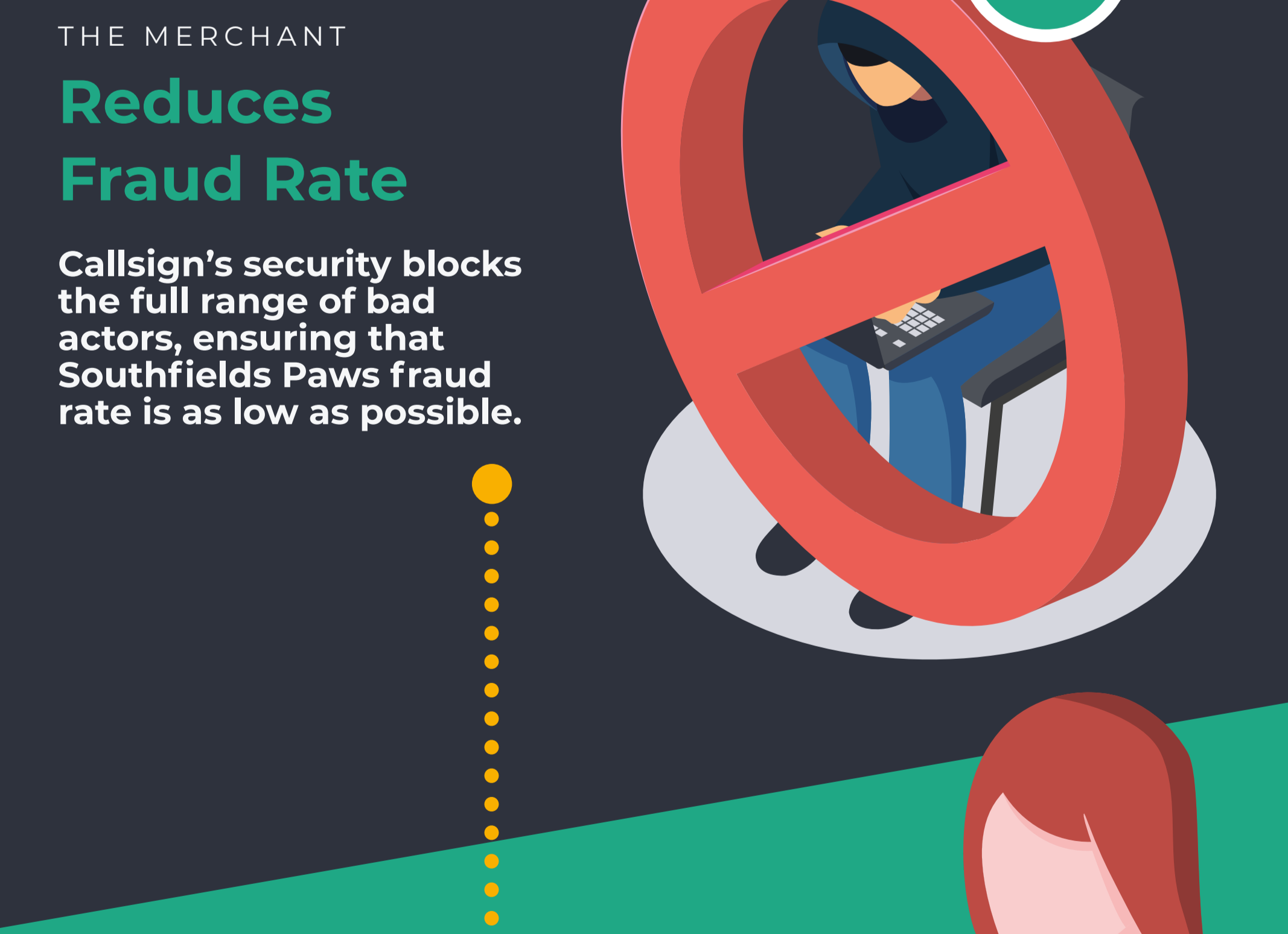
Southfield Paws takes payment frictionlessly and cost effectively.



THE MERCHANT

Reduces Fraud Rate

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



8

THE CUSTOMER

Loves the Experience

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

