

OmniShop, the Mobile Commerce Provider Integrates IPification, the One-Click Mobile Authentication Solution

15 November 2021, HONG KONG - OmniShop, the platform that transforms existing eCommerce websites into native mobile applications, is integrating IPification Know-Your-Customer technology and the one-click phone verification solution. OmniShop mobile commerce apps will now be able to provide their users with seamless mobile identity verification, completed within milliseconds.

OmniShop helps existing web shops easily create branded native mobile app commerce experiences to cater to the mobile-first user, and significantly increase their conversion rates in the process.

Having developed numerous mobile shops over the years, the founders decided to automate this process and help brands across various verticals enhance their value offering and grow customer trust with world-class mobile apps.

IPification provides one-click mobile authentication, phone and transaction verification, and fraud prevention solutions, helping partners increase user trust and adoption, engagement, and retention. IPification solutions are currently live and in deployment in over 35 telcos in 20+ markets with a coverage of more than 1.5 billion subscribers globally.

"We're proud to onboard a partner that realizes the value of user-centric product development with the goal of providing frictionless user experiences," said Stefan Kostic, IPification CEO. "With an ideology similar to that of IPification, OmniShop is the perfect match for us."

"Removing obstacles and simplifying the user experience is what matters to our clients and us. Finding the right partners to join us and help in providing added value to the users of our apps it's not always easy, that's why we are so happy and proud to find a partner as IPification," added Dusan Popovic, OmniShop CEO.

About IPification

IPification is building the backbone for mobile authentication of today and tomorrow. By verifying the device, SIM & phone number via IP address, IPification patented technology is enabling secure, passwordless, zero-tap compatible mobile user authentication, registration, transaction approval and fraud prevention solutions for any mobile application. Readily available across numerous countries and regions, IPification is trusted by some of the leading telco, technology, payment, and OTT companies including Microsoft, GBG, DataZoo, 3HongKong, Axiata Digital.



Benefit Vantage Limited is a provider of security and data backup solutions in Asia, headquartered in Hong Kong, it has a subsidiary in Switzerland, IPIFICATION INTERNATIONAL AG, and representatives operating in the U.S., U.K., Serbia, Russia, Bosnia, Brazil, India, Vietnam and Pakistan.

For more information, please visit www.ipification.com

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About OmniShop

For more information, please visit <https://omnishopapp.com/>

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