

# **IPification 1-Click & IM Authentication Integrated within GiftOnCard, a Gift Card App from Zmart Solution**

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**IPification, the provider of one-click mobile identity solution and IM authentication, has partnered with Zmart Solution, the development company behind the gift card app Gift On Card. Its users can now verify their identity with the IPification flagship one-click mobile authentication solution or via their instant messaging app of choice through IPification IM Auth, thereby taking advantage of significantly improved security and user experience.**

One of the best development companies in Belgrade, Serbia, Zmart Solution specializes in gift card and loyalty solutions. Gift on Card is its main product, enabling users to gift other people with single brand, multi brand or location-based gift cards. Currently, Gift on Card offers cards for over 1000 locations and over 150 different brands across Serbia and SEE region including Hungary, Croatia, Romania, Bulgaria, Bosnia, Montenegro, North Macedonia.

Having simplified the process of purchasing gifts for loved ones, Zmart Solution was looking to improve the onboarding experience through seamless yet secure authentication and user verification. Similar in its user-centric approach, IPification was the perfect partner.

***“Reliable, fast and hassle-free implementation of IPification, gave us the opportunity to be closer to our users seamlessly integrating our Loyalty and Gift app in everyday life. Upgrading our service as IPification does new releases enables us to continue pioneering Gift&Loyalty service offering within the region.”***

**— Sinisa Stanisic, GiftOnCard General Manager**

The leading provider of mobile IP address-based identity solutions, IPification helps streamline mobile app onboarding experiences. Its flagship solution verifies users in milliseconds with a single click with IM Auth as a backup, in rare cases when mobile network isn't available. IM Auth verifies users through WhatsApp, Viber or Telegram in three quick steps.

***“I am proud to announce our partnership with Zmart Solution on their fantastic mobile app, Gift on Card. Gift on Card makes it super easy to get gifts for anyone, and its users will now be able to register and log in in a super easy way, too -- and just in time for the happy but somewhat stressful holiday season.”***

**— Stefan Kostic, IPification CEO**

## **About IPification**

IPification is building the backbone of 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 ABA Bank, GBG, T-Mobile Montenegro, 3HongKong, Axiata Digital, Swisscom, Indosat Ooredoo.

IPification Powered by GMID (trading as IPification) is a trademark of Benefit Vantage Limited. 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](http://www.ipification.com)

Media Inquiry

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## **About Zmart Solution**

Zmart Solution is a premier provider for Loyalty and Gift services in South East Europe. Through own platform, for both Gift and Loyalty programs, we offer customers fully customizable, an all-in-one solution, ready for seamless integration across all channels.

With customers in different segments, from retail to hospitality operation through brand GiftOnCard includes an on-line platform for B2B and B2C rewards and gift cards. Zmart Solution is headquartered in Belgrade, Serbia operating in Serbia, Romania, Hungary, Bulgaria, North Macedonia, Croatia, Bosnia and Herzegovina, Montenegro and

Greece.

For more information, please visit [www.loyalty.rs](http://www.loyalty.rs) and [www.giftoncard.eu](http://www.giftoncard.eu)

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