NAVER Login

Fast and secure way for people to log in

Now let's get started with NAVER Login

Lower the barrier for people to sign up for your service

Using a new service is not always easy. It is more difficult than you think.

Even though you have completed the long and tiring signup process, you are prone to forget your username and password.

Focus on improving your service only

Don't make an effort to collect user data or set up a secure authentication system.

NAVER Login will offer everything that you need for your service!

NAVER Login
Reasons to choose

01 At least 42 million people can enjoy the benefits of social login

"I'm a member, but I forgot my password. T_T"

"I prefer going to the same website rather than a new one if there is little difference in price."

Have you ever thought that there is a more convenient and easier way to make people sign up or log in to your service?

Surely, there is a better way to do that! NAVER Login lets people quickly and easily log in to your service by using their NAVER accounts which most people have here in South Korea.

You might squeal with delight every time you see that the number of new users and login users increase!

02 Your service will be more energetic and lively

To meet users' needs, first you should know what they want. However, it is hard to make your users voluntarily provide their information to you.

NAVER Login offers APIs that allow you to retrieve information such as email address, nickname, profile, birthday, age range, and gender.

With this, you can provide personalized service based on their preference to maximize user participation. In addition, the APIs allow your service to be mashed up with various NAVER services such as NAVER Blog.

Imagine how cool it would be if your service becomes popular through NAVER Blog!

NAVER Login
Reasons to choose

03 Don't worry about setting up a new secure authentication system

Security is a major issue that makes many people reluctant to fill out a signup form. However, the security investment does not guarantee that the number of new users will increase.

The solution is to add NAVER Login to your service and let everyone know!

A familiar NAVER Login button can make people willingly join your service. In addition, you don't have to worry about setting up complicated systems such as user authentication, data encryption, and so on.

The only thing you have to do is to add NAVER Login to your service!

04 Get insights by utilizing data analytics

You plan a new marketing campaign for your service, but you don't have any statistical data that can help you develop a marketing strategy.

Then, make use of statistical data provided by NAVER.

The content is classified into five categories including the number of users by gender/age, the number of logins by platform, and so on.

By analyzing data, you will be able to find user patterns and gain insights into trends.
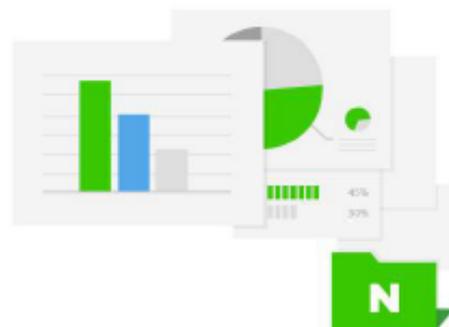
NAVER Login
Take advantages of it!

Shopping
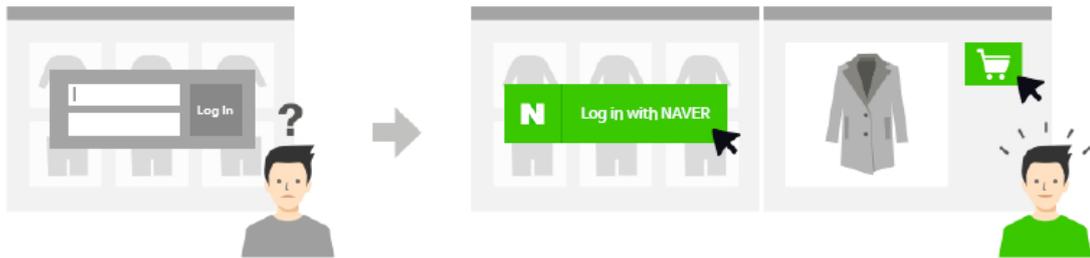
Easier login results in faster and simpler purchase

"I'm a member of this shopping mall, but I forgot my username."

"I find it a bit annoying when I have to go through the phone number verification to get my password back. For this reason, I prefer the place I usually go, rather than a new place, even though a little pricey."

"I feel uneasy to sign up for this website."

These are very common situations that everyone goes through while using the Internet. ActiveX is not the only challenge that Cheon Song-yi, TV series character, has to overcome to buy her coat!

Online shoppers would make more purchases when they are logged in. NAVER Login, which provides faster and simpler way for people to log in, is the only way you succeed!

If you are concerned about whether NAVER deprives you of your service users, you don't have to worry about that.

NAVER Login just helps NAVER users easily log in to your service; you can implement your own login system where the NAVER users sign up for your service or the NAVER accounts are merged with existing service accounts.

NAVER Login
Take advantages of it!

Game

Powerful way to let game players focus on gameplay

The first 10 minutes of a game are the most important 10 minutes. It can make or break the game.

Then, add your NAVER Login to your service so that game players can concentrate solely on the gameplay for 10 minutes!

People can enjoy the gameplay with just a few taps as long as they are logged in to NAVER; no additional steps are required.

You will have a better chance to succeed if you make your game (service) more convenient from beginning to end.

In addition, you don't have to go through the cumbersome partnership process for channeling.

Currently we are offering the NAVER Cafe API. If you build an official community of your game app in NAVER Cafe, you can use the API to integrate your app into NAVER Cafe so that your app is operating more efficiently.

NAVER Login
Take advantages of it!

Lifestyle services
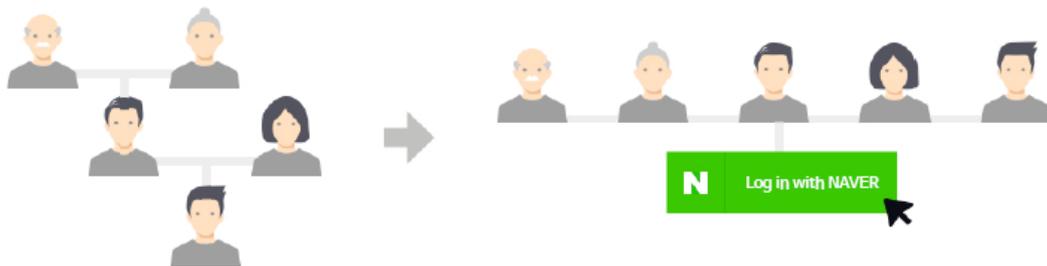
NAVER is familiar to South Koreans

Your alumni community, childcare app, navigation, housekeeping book... In South Korea, all generations from teens to elders use mobile devices.

NAVER Login is the only way to make your service popular in South Korea.

South Korean seniors have no idea what F service or G service is; with F or G service, you cannot fulfill your expectations. Add NAVER Login to your service to meet your expectations. Since NAVER is the most popular service in South Korea, elderly people will feel familiar with a NAVER Login button.

NAVER Login
Take advantage of it!

Social & Community services
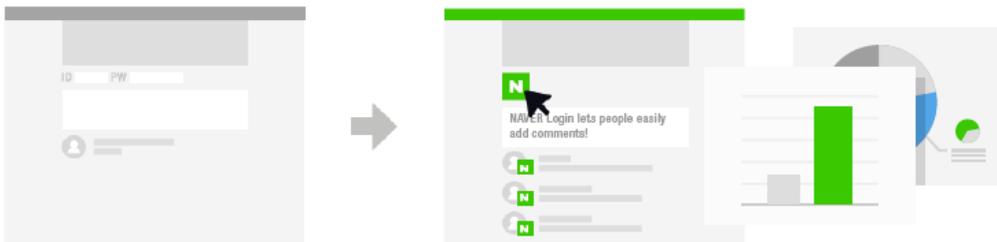
NAVER is familiar to South Koreans

If you are the owner of an online community, you may want to spread awareness of your community. Or you want to let your people easily reply to community posts.

Then, add NAVER Login to your service. You can let people join your service without taking additional actions.

NAVER offers necessary information to join a community, such as gender, birthday, profile photo, nickname, and so on.

NAVER Login
Take advantages of it!

Let everyone know what your service is

Use NAVER to spread awareness of your service

We would not start NAVER Login if our final destination is just to make the login easy and simple, like other services.

We expect that NAVER Login is a way not only to lower the barrier for people to sign up for your service but also to make your service more popular so that people can revisit your service.

Use an API of NAVER Blog so as to let everyone know your service!

NAVER Blog provides an opportunity that allows more people, such as blog neighbors or visitors, to visit your service.

Entice people to post a review, share your blog, add to wish list, and so on.

It will increase your blog traffic by getting your blog automatically exposed to their blog neighbors or noticed by search engines.

NAVER Login
Best Practices

"Adding NAVER Login has resulted in a tremendous increase in the number of paid services,

while resulting in a dramatic decrease in costs supporting login issues."

Even though it is a mandatory for users, where existing or new, to use NAVER Login when using our service, **we hardly see any opposition to the policy**. I think it's because people are familiar with NAVER, and NAVER Login is easy to use.

Furthermore, the conversion rate of NAVER Login is higher than the F service, and it is growing fast.
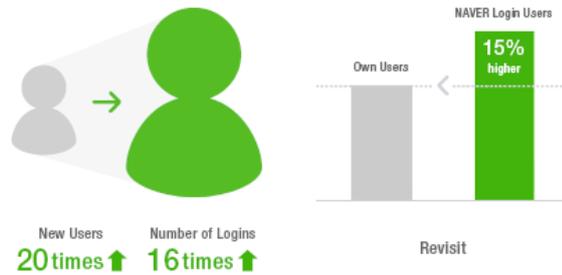
Many of our users are seniors, as well as university students, who want to learn new things after retirement. Because seniors have little or no computer experience, quite a number of inquiries asking username or password had been received by phone.

However, the number of such inquiries decreased after adding NAVER Login to our service, **which has resulted in increased efficiency of the Customer Support team**.

NAVER Login
Best Practices

"NAVER Login shows the highest login rate among various social logins that we have adopted."

SOCAR

In spite of having long consideration and complications before NAVER Login was added to our service, **NAVER Login shows the highest login rate among various social logins in the first month of adoption; it beats F******* Login.** We never expect such a great result because we think that NAVER Login is not so popular compared to other social logins.

In addition, we get big results by promoting our service with NAVER Login via NAVER App Store and press release.


48%

■ NAVER Login ▨ Email ■ F Service ■ T Service
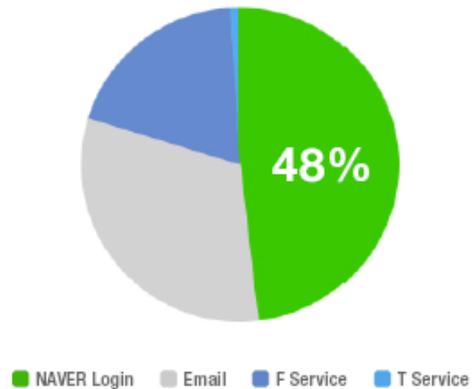
Remember

Before the Quick Sign-in feature was applied to our service, people were asked to enter lots of information when signing up. However, currently signups are completed in just a few clicks with the Quick Sign-in feature, **which has resulted in increased conversion rate**.

We added other social logins along with NAVER Login, but NAVER Login shows the highest conversion rate.

We are surprised that the rate turns out to be much higher than expected.

People are more likely to prefer things that are familiar and easy to use, which is NAVER to people in South Korea.

49%

■ NAVER Login ▨ Email ■ G Service ■ T Service

Conversion Rate
10% ⬆
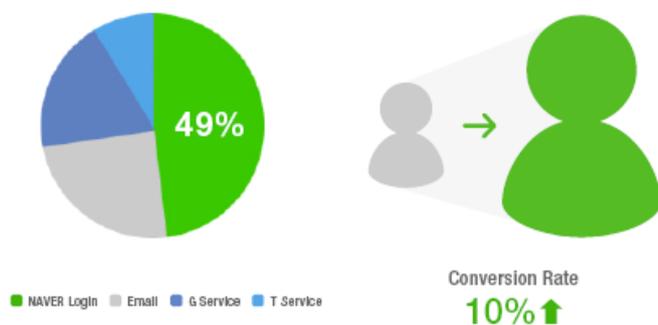
To add NAVER Login to your service

01 Registration

Register your service in the NAVER Developers website.

02 UX/UI design

Determine where/how to add the NAVER Login button.

03 NAVER Login implementation

Add the NAVER Login button to your service as described in the "NAVER Login Developer's Guide."

04 System structure changes

Change your system structure where the NAVER users sign up for your service or the NAVER accounts are merged with existing service accounts.

05 API status changes

Change the API status from "in development" to "in service" in the Settings menu from the NAVER Developers website.

A brief step-by-step guide above is provided to help you get a better understanding of the implementation process of NAVER Login.

For more information, visit NAVER Developers.

https://developers.naver.com/products/login/api (Korean only)

Frequently asked questions

01 Does it cost to use NAVER Login?

No. it is offered free of charge! Anyone who completed registration of their services in the NAVER Developers website can use it. Furthermore, there are no usage limits. However, you will be restricted from using if you send false information or operate an illegal/lewd service.

02 I wonder whether NAVER deprives me of my service users if I add NAVER Login to my service.

Don't worry. We never deprive you of them.

NAVER Login just lets people quickly and easily log in to your service; your service users will never disappear. You can implement your login system where the NAVER users sign up for your service or the NAVER accounts are merged with existing service accounts.

NAVER Login takes responsibility for user authentication only; it doesn't get involved with other actions.

03 What kinds of information can I get from NAVER after integrating with NAVER Login?

You can retrieve information such as username, nickname, profile photo, birthday (excluding the year), gender, and age range.

If you need additional information such as mobile number or residential address, you can ask users to enter it after getting their consent.

Frequently asked questions

04 How existing user accounts are merged with the NAVER Login accounts?

Values of "hashID" and "Email" among profile information are used for merging accounts.

In general, the following steps are performed.

1. An existing account (companyID_A) is used to log in.

2. User authentication for "companyID_A" is performed through NAVER Login (naverID_A).

3. "naverID_A_token" is returned as a result of user authentication.

4. Two accounts ("companyID_A" and "naverID_A") are merged and stored in a database.

5. Later, if the "companyID_A" account is used to log in, it will be considered the same as the "naverID_A" account.

6. Later, if the "naverID_A" account is used to log in, it will be considered the same as the "companyID_A" account.

05 What percentage of people use NAVER while they are logged in?

We can't reveal the exact numbers, but a large number of people use NAVER while they are logging in. In addition, most people who have used NAVER on the mobile environment prefer to stay logged in.

Therefore, if you integrate NAVER Login, it will allow people to use the Quick Sign-in feature provided by NAVER, which lets them log in much easier.

06 Does OAuth, which is used in NAVER Login, provide a reliable way to perform authentication?

OAuth is an open standard for authentication, commonly used as a way for Internet users to log in to third-party services using their Facebook, Twitter, Google, or Kakao accounts.

http://oauth.net

With NAVER Login, you can create more value for your business.

- Website: https://developers.naver.com/products/login/api (Korean only)