

Protect social media and advertising access with Cerby

Control access to social media platforms to protect brand and ad spend

Even though social media management platforms like Hootsuite, SproutSocial, and Buffer help marketing teams streamline operations for posting across social networks, three challenges remain:

1

Zero visibility and control over who logs in directly (natively) to those social networks to post as the brand

Why does this matter? When unexpected or off-brand posts go live, you have no audit trail to investigate who published those posts. Furthermore, the off-brand posts erode the customer trust and brand loyalty your social media team has been building for years, even decades.

2

One person acts as the “single point” for all two-factor authentication (2FA) codes

Why does this matter? When managing a global team, someone in Asia could be trying to log in to the corporate account, but can't do their work because it's 3am for the person with the 2FA code and they're asleep. (*True story from Crunchyroll*)

3

Manual, ad hoc user access for ad campaign managers

Why does this matter? Including the back-and-forth to invite, accept, and verify access, the average time it takes to provision access per account is 30 minutes. Onboarding and offboarding when agencies, contractors, and personnel change significantly distracts from the core work of paid social media managers - building brand awareness and driving revenue.



Verify 2FA for shared social media logins without losing productivity

Social media management platforms don't completely eliminate the need to post organic content directly into social networks. Social media managers need to remember where the credentials were stored and copy and paste the username and password into the platform natively – only to get blocked when the platform asks for the 2FA code.

Note: Without 2FA for social media logins, crypto bros may corrupt your account and push their new coin – ask the SEC and Mandiant about these morally bankrupt attacks.



With Cerby,
social media
managers can:

- **Turn on 2FA for shared logins without blocking productivity.** Instead of having a single person in charge of communicating 2FA codes, use Cerby-managed email and phone numbers to automate 2FA verification. Reduce friction for your team without sacrificing security.
- Spend fewer brain cells keeping up with security policy and more on what they do best as **we automatically rotate passwords for you.** Reduce disruption and save more creative energy.
- **Share logins without ever sharing passwords.**
- **See an activity log** for better visibility and accountability on who uses shared login credentials, aka better access governance.

Automate the user lifecycle for social media business managers

Every social media platform handles their ad managers and business assets differently, but there's a common thread—they each have an interface inviting individuals to set up their account and log into the business managers. This means two tedious realities:

1. Your team sets up new usernames and passwords for work purposes. And in some cases, it means using personal profiles to log in for work (lookin' at you, Meta and LinkedIn).
2. Your admin manually invites and tracks everyone's progress in separate platforms – removing peoples' access whenever they move teams or leave.

Cerby combines user lifecycle management automation with password manager functionality to:

Centrally manage user access to social media business hubs (e.g. Meta Business Manager, TikTok for Business, Pinterest Business)

Protect individual login credentials

Provide end users a single place to log in to work apps

Cerby capabilities

- Centrally manage user access to native social media platforms
- Time bound user access
- Reduce friction without sacrificing security
- Automate security defenses
- Simplify end-user login
- Activity log of who used which login credentials

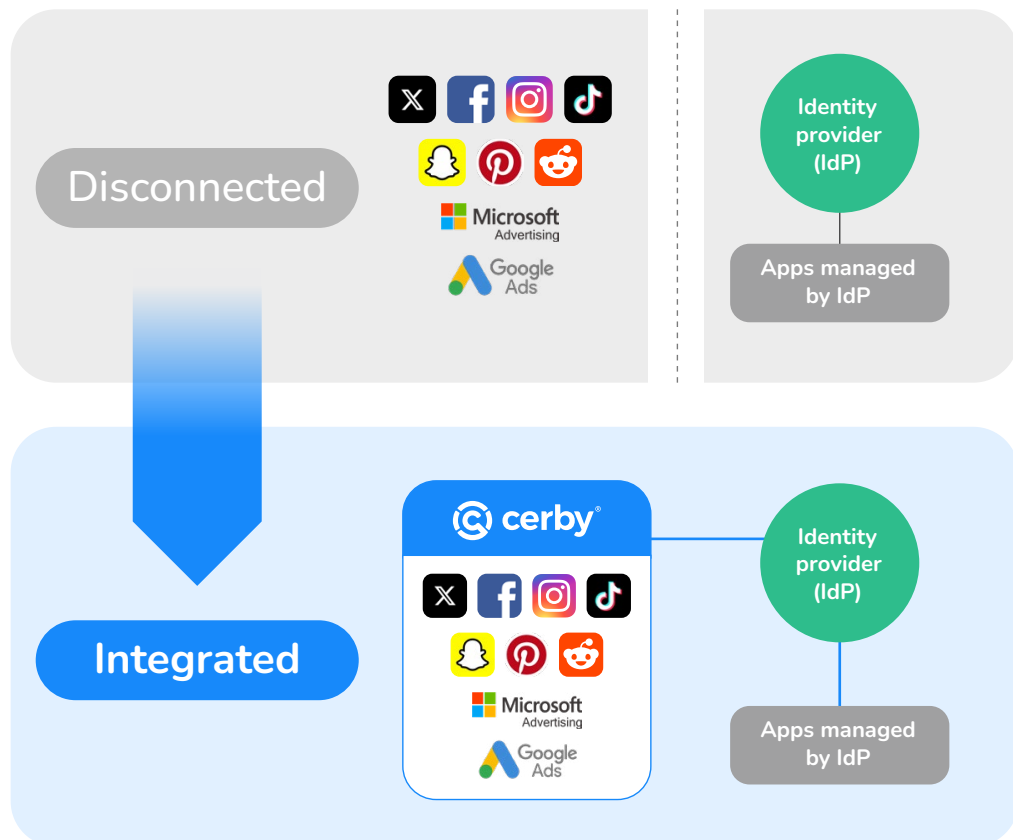
Integrations supported

- X (Twitter)
- X Ads
- TikTok
- TikTok for Business
- Instagram
- Meta Business Manager
- Pinterest
- Pinterest Business
- Snapchat
- Snapchat Advertising
- LinkedIn
- Reddit
- Google Ads
- Microsoft Ads
- ...and more



Want to learn more about Cerby?

Cerby is trusted by large enterprises like L'Oréal, Colgate-Palmolive, Fox, and Dentsu, and backed by Two Sigma Ventures, Outpost Ventures, Okta Ventures, Salesforce Ventures, and more.



Customers choose Cerby

“ We chose Cerby because we needed a secure and centralized place to manage access to our paid social accounts. Additionally, the automated access removal of employees who have left the company provides a level of security we did not previously have.”

- *Nina Donnard, AVP Paid Social at L'Oréal*

L'ORÉAL

“ This solution allows us to treat social media platforms like corporate applications, subject to the same security rules, including multi-factor authentication and password complexity.”

- *Alex Schuchman, CISO at Colgate-Palmolive*

COLGATE-PALMOLIVE

“ Cerby automatically logs us in using our corporate credentials and handles 2FA. No more password or 2FA code sharing. No more calls to the account holder in Japan, Australia, or the UK in the middle of the night.”

- *Siobhan Sullivan, Director of Global Community Marketing at Crunchyroll*

crunchyroll