

German/US Expert Meeting

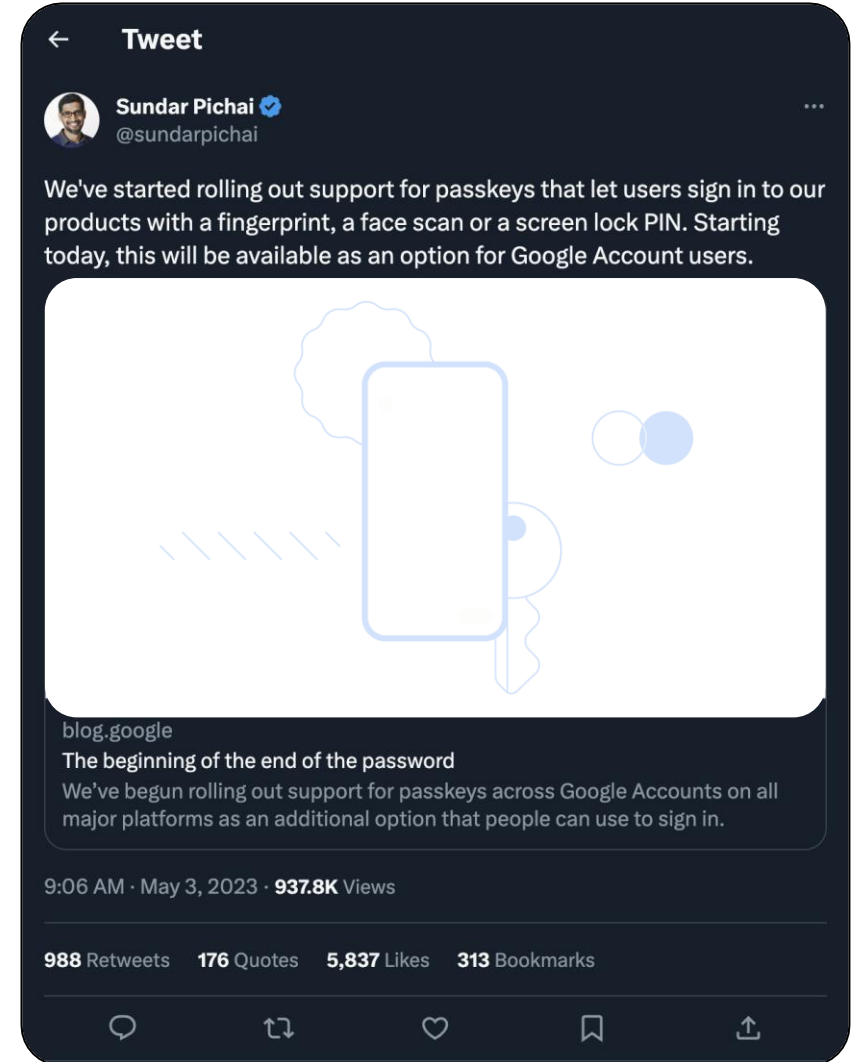
IT Security Association Germany (TeleTrust) in cooperation with FIDO Alliance

San Francisco, 08.05.2024

**Google's view on passkey adoption over the last year:
progress, pitfalls and future directions**

Christiaan Brand, Google

A year with passkeys





SMS / Voice



Backup codes



Authenticator
(TOTP)



Mobile Push



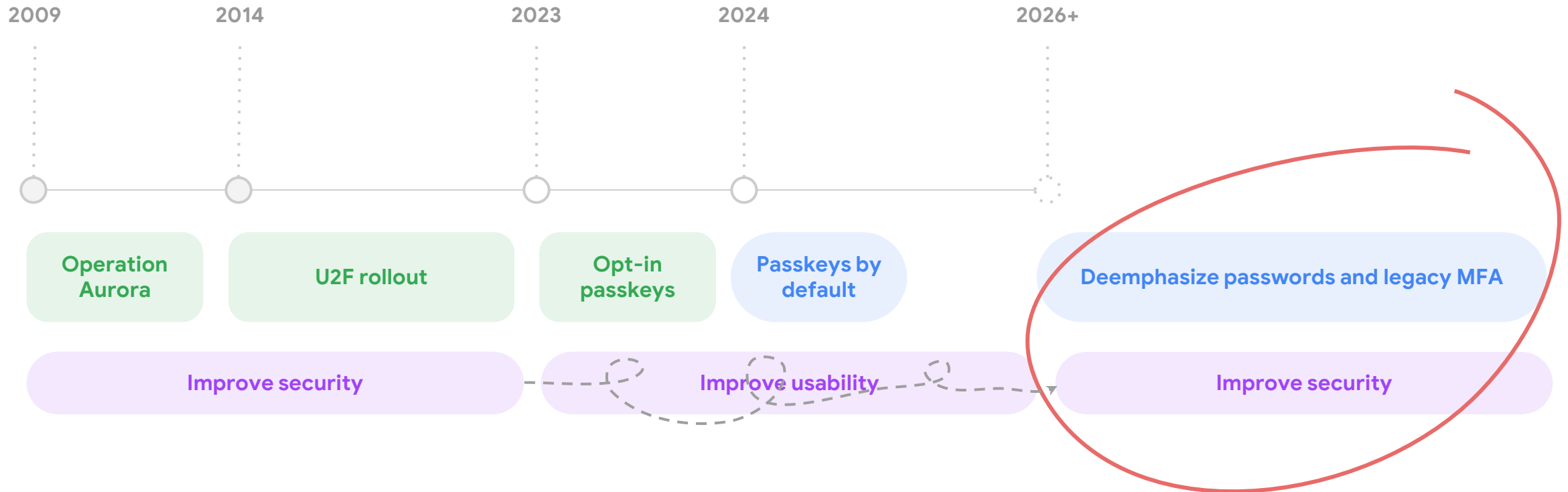
Passkeys

Assurance

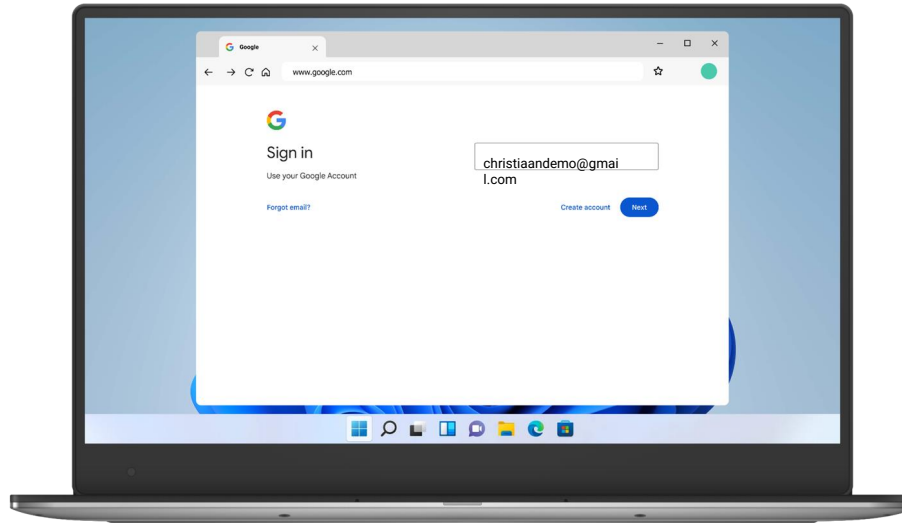


Ease of use





Using passkeys



Google logo

Hi Christiaan

christiaandemo@gmail.com

Enter your password

☐ Show password

Try another way

Next



Google logo

Hi Christiaan

Sign In

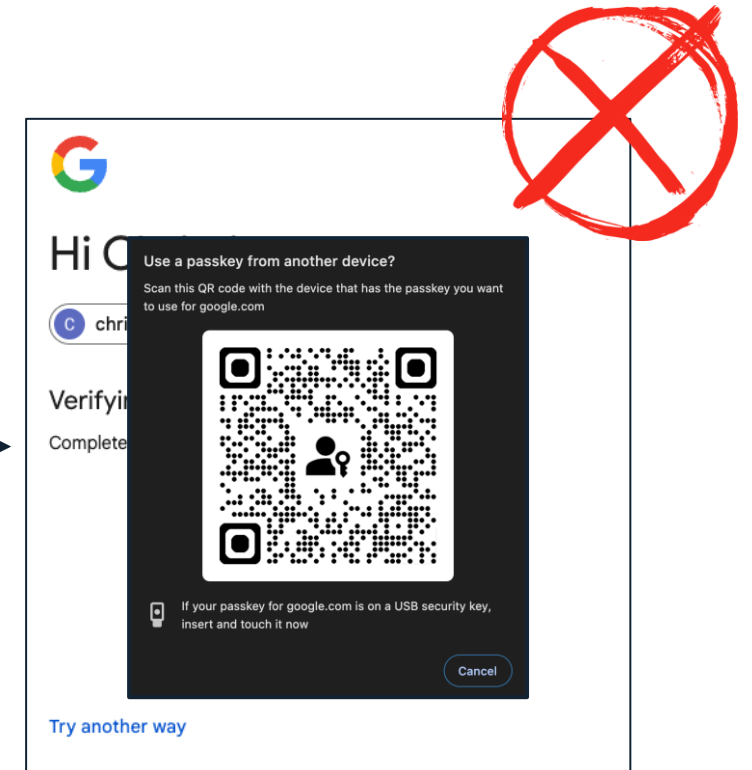
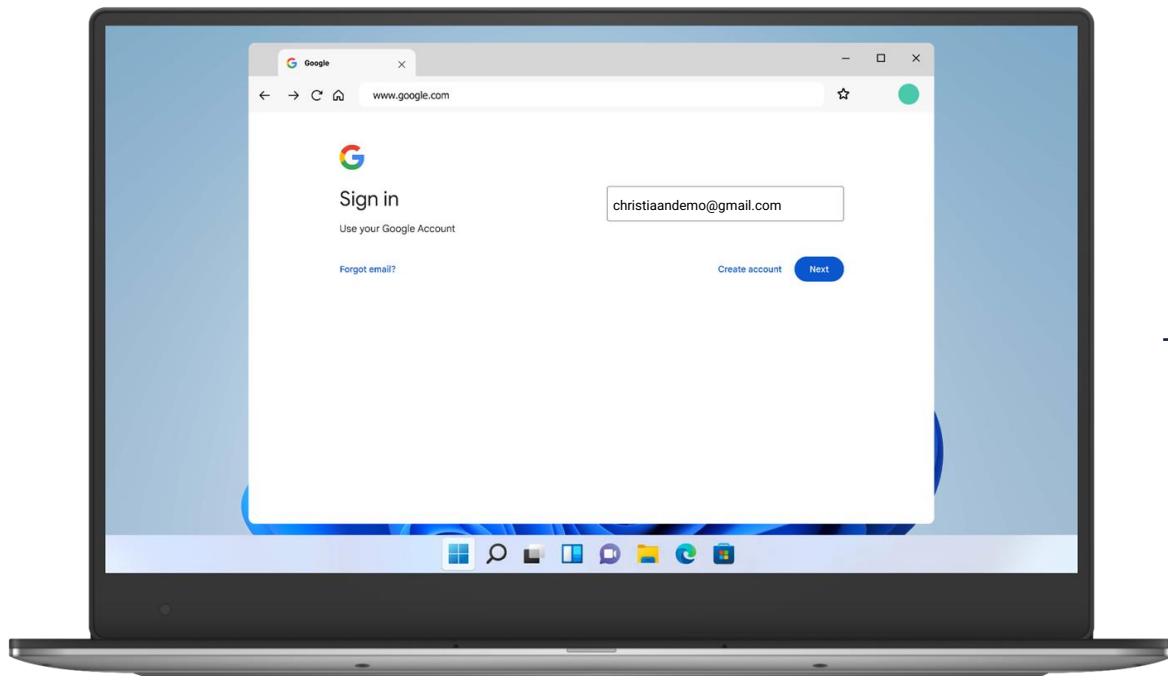
Cancel

Use Touch ID to sign in?

You will be signed in to "google.com" with your passkey for "christiaandemo@gmail.com".

Continue with Touch ID

Try another way



Progress

People are having success with passkeys today, even with UI variability

For users who have tried passkey on multiple websites (beyond Google) **85%** found the experience was consistent and **78%** say they will likely adopt passkey again in the future.

For those who have adopted passkeys on Google:

64% agree that passkeys are easier to use than their previous sign in method

62% of users feel more secure with passkeys

76% of users who have tried passkeys are likely to use them again in future



Google Accounts with Passkeys: What does the data say?

We see an almost across-the-board improvement across both sign-in duration and success rates.

**Users login with
passkeys faster than
passwords**

Sign-in duration (s)

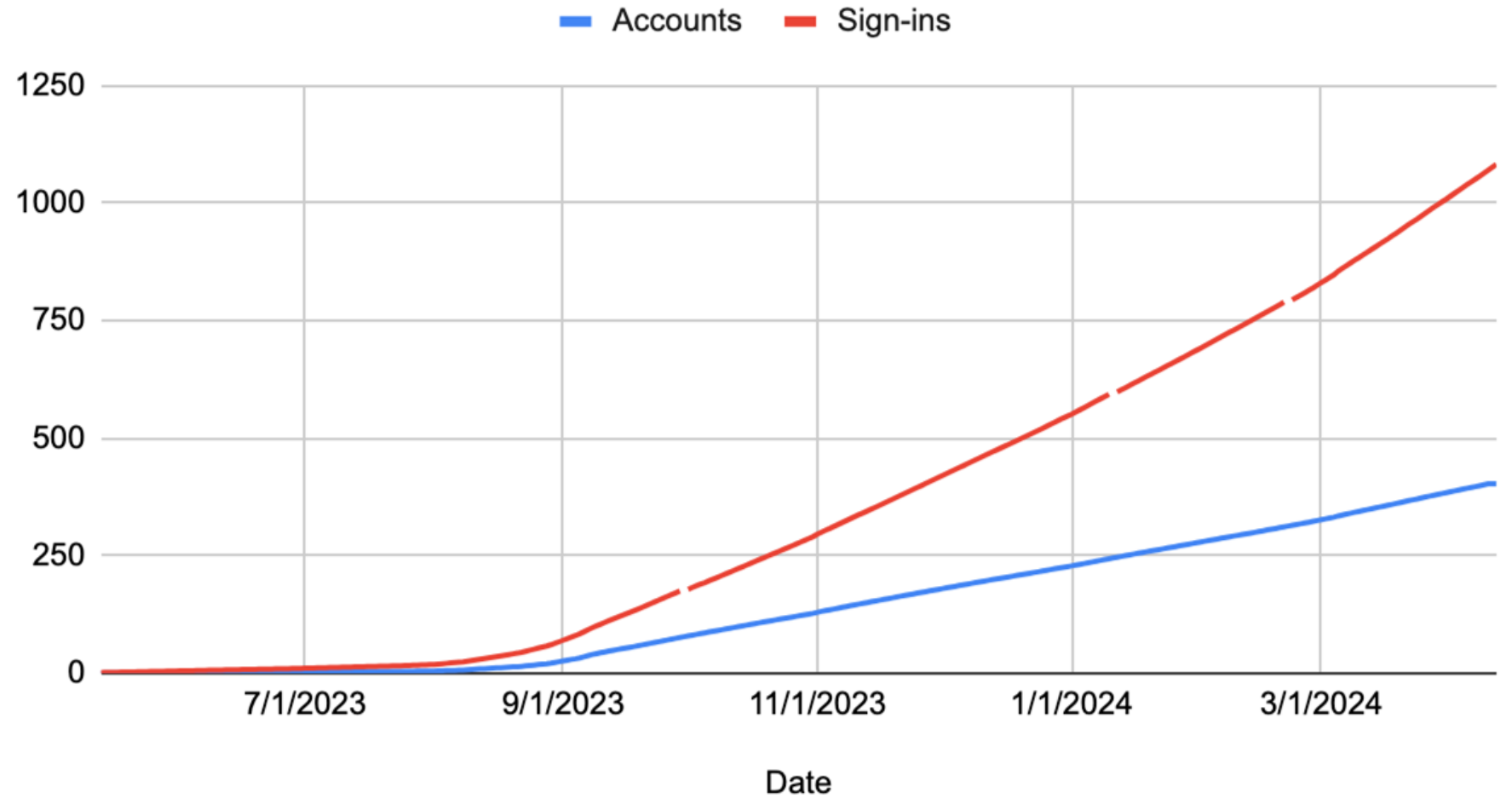
Platform	Password	Passkey	Comparison
Android	26.1	11.9	-54.33%
Windows	16.6	16.6	-0.10%
iOS	17.3	11.3	-34.68%
MacOS	15.9	12.1	-24.08%

Success rates

Platform	Improvement (Passkey over Password)
Android	33.45%
Windows	13.98%
iOS	0.75%
MacOS	-1.83%

**On Android and
Windows, users are
more successful with
passkeys**

Scale of our passkey rollout so far [millions]



What's next

