

# Multi-Factor Authentication for Salesforce B2C Commerce



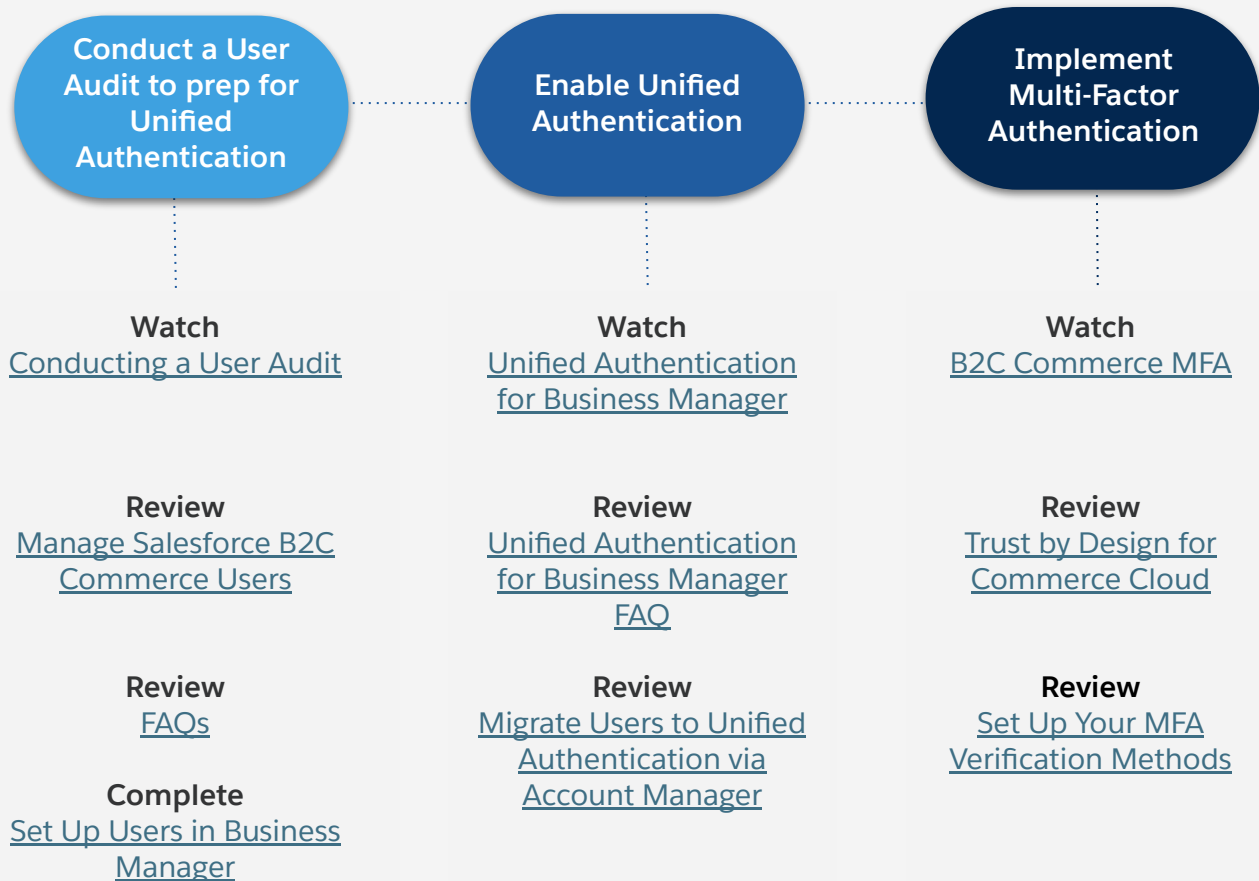
## What is Multi-Factor Authentication (MFA)?

MFA is a secure authentication method that requires users to verify their identity by entering two or more pieces of evidence (or “factors”) when they log in. It’s one of the simplest, most effective ways to prevent unauthorized account access, and safeguard data for you and your customers.

## Why is Multi-Factor Authentication Important?

As security threats grow, usernames and passwords alone don't always provide sufficient protection against unauthorized access. MFA adds another layer of security that protects your user accounts against common threats like phishing attacks and account takeovers.

## How to get started



### Additional Resources:

[MFA Quick Guide for Admins](#)

[Enabling MFA - A Step-by-Step Guide](#)

[Salesforce Authenticator](#) in Salesforce Help

[Trailblazer Customer Community for Securing Salesforce B2C Commerce](#)

