WHAT IS CLAIMED IS:

1. A system, comprising:

a non-transitory memory; and

one or more hardware processors coupled to the non-transitory memory and configured to read instructions from the non-transitory memory to cause the system to perform operations comprising:

accessing social media information provided by a user on an electronic social media network;

generating, based on the accessing of the social media information, a common identifier for the user, the common identifier being defined as a combination of: an identifier of a merchant, an identifier of the user, and a funding instrument associated with the user, the common identifier indicating a consent of the user for the merchant or an entity associated with the funding instrument to perform one or more activities in one or more predefined environments;

receiving, after the common identifier has been generated, a token associated with a request to complete a first transaction involving the user and the merchant, the request containing a first location of the user at a time the request is received;

determining, based on information associated with the common identifier, whether to approve the first transaction, wherein the determining whether to approve the first transaction comprises:

analyzing one or more postings of the user on the electronic social media network;

determining, based on the analyzing, a second location of the user when the one or more postings of the user were made;

determining whether the first transaction is an activity of the one or more activities; and

evaluating a risk of the first transaction in response to a match or a mismatch between the first location and the second location and in response to the determining whether the first transaction is an activity of the one or more activities;

sending the common identifier to the merchant;

receiving, as a part of a second transaction involving the user and the merchant, the common identifier from the merchant; and

tracking a behavior of the user based on the received common identifier.

2. The system of claim 1, wherein the one or more activities comprise automatically ordering a predefined product from the merchant, automatically downloading a digital good from the merchant, or automatically disclosing an identity of the user to the merchant.

3. The system of claim 1, wherein the common identifier uniquely identifies the user with respect to the electronic social media network, the electronic social media network being different from a network of the merchant.

4. The system of claim 1, wherein the accessing, the generating, the receiving the token, the determining whether to approve the first transaction, the sending the common identifier, the receiving the common identifier, and the tracking are performed by a token service provider that issued the token, and wherein the token is an open loop token that is routable back to a token service provider.

5. The system of claim 1, wherein the accessing, the generating, the receiving the token, the determining whether to approve the first transaction, the sending the common identifier, the receiving the common identifier, and the tracking are performed by a token service provider that issued the token, and wherein the token is a closed loop token that is recognizable by a token service provider.

6. The system of claim 1, wherein the social media information comprises one or more preferences of the user from a social media profile of the user on the electronic social media network.

7. The system of claim 1, wherein the common identifier is generated at least in part based on a username of the user or a password of the user.

8. The system of claim 1, wherein a scope of the token is based on one or more preferences of the merchant.

9. The system of claim 1, wherein a scope of the token is based on one or more preferences of a token service provider that generated the token.

10. A method of verifying a transaction, comprising:

accessing social media information provided by a user on an electronic social media network;

generating, based on the accessing of the social media information, a common identifier for the user, the common identifier being defined as a combination of an identifier of a merchant, an identifier of the user, and a funding instrument associated with the user; the common identifier indicating a consent of the user for the merchant or an entity associated with the funding instrument to perform one or more activities in one or more predefined environments;

receiving, after the common identifier has been generated, a token associated with a request to complete a first transaction involving the user and the merchant, the request containing a first location of the user at a time the request is received;

determining, based on information associated with the common identifier, whether to approve the first transaction, wherein the determining whether to approve the first transaction comprises:

analyzing one or more postings of the user on the electronic social media network;

determining, based on the analyzing, a second location of the user when the one or more postings of the user were made;

determining whether the first transaction is an activity of the one or more activities; and

evaluating a risk of the first transaction in response to a match or a mismatch between the first location and the second location and in response to the determining whether the first transaction is an activity of the one or more activities;

sending the common identifier to the merchant;

receiving, as a part of a second transaction involving the user and the merchant, the common identifier from the merchant; and

tracking a behavior of the user based on the received common identifier.

11. The method of claim 10, wherein the one or more activities comprise automatically ordering a predefined product from the merchant, automatically downloading a digital good from the merchant, or automatically disclosing an identity of the user to the merchant.

12. The method of claim 10, wherein the common identifier uniquely identifies the user with respect to the electronic social media network, the electronic social media network being different from a network of the merchant, wherein the first transaction is initiated in response to an engagement of the user with respect to an advertisement displayed on a website of the electronic social media network, and wherein the first transaction is initiated and processed while the user remains on the website of the electronic social media network.

13. The method of claim 10, wherein the accessing, the generating, the receiving the token, the determining whether to approve the first transaction, the sending the common identifier, the receiving the common identifier, and the tracking are performed by a token service provider that issued the token, and wherein the token is an open loop token that is routable back to a token service provider.

14. The method of claim 10, wherein the accessing, the generating, the receiving the token, the determining whether to approve the first transaction, the sending the common identifier, the receiving the common identifier, and the tracking are performed by a token service provider that issued the token, and wherein the token is a closed loop token that is recognizable only by a token service provider.

15. The method of claim 10, wherein the social media information comprises one or more preferences of the user from a social media profile of the user on the electronic social media network.

16. The method of claim 10, wherein the common identifier is generated at least in part based on a username of the user or a password of the user.

17. The method of claim 10, wherein a scope of the token is based on one or more preferences of the merchant.

18. The method of claim 10, wherein a scope of the token is based on one or more preferences of a token service provider that generated the token.

19. A non-transitory machine-readable medium having stored thereon machine-readable instructions executable to cause a machine to perform operations comprising:

accessing social media information provided by a user on an electronic social media network;

generating, based on the accessing of the social media information, a common identifier for the user, the common identifier being defined as a combination of: an identifier of a merchant, an identifier of the user, and a funding instrument associated with the user, the common identifier indicating a consent of the user for the merchant or an entity associated with the funding instrument to perform one or more activities in one or more predefined environments;

receiving, after the common identifier has been generated, a token associated with a request to complete a first transaction involving the user and the merchant, the request containing a first location of the user at a time the request is received;

determining, based on information associated with the common identifier, whether to approve the first transaction, wherein the determining whether to approve the first transaction comprises:

analyzing one or more postings of the user on the electronic social media network;

determining, based on the analyzing, a second location of the user when the one or more postings of the user were made;

determining whether the first transaction is an activity of the one or more activities; and

evaluating a risk of the first transaction in response to a match or a mismatch between the first location and the second location and in response to the determining whether the first transaction is an activity of the one or more activities;

sending the common identifier to the merchant;

receiving, as a part a second transaction involving the user and the merchant, the common identifier from the merchant; and

tracking a behavior of the user based on the received common identifier.

20. The non-transitory machine-readable medium of claim 19, wherein the one or more activities comprise automatically ordering a predefined product from the merchant, automatically downloading a digital good from the merchant, or automatically disclosing an identity of the user to the merchant.