

Data Insights and Recos for membership discovery

Insight	Recommendation	KPI to Measure
<p>It takes 5-6 minutes to register a new user (Install to Home). Which is longer than the industry standard (2 minutes)</p> <ol style="list-style-type: none"> 30% of users click “sign In” during onboarding Animation which can indicate that they want to skip this step 25% of registrations are pre-natal users, but today we don’t provide a specific user journey flow for these users to stay engaged 65% of new users post natal are doing a FTS the same day as their registration 	<p>To make registration faster, we suggest;</p> <ol style="list-style-type: none"> Introducing a skip button to have a better indication if users are really just wanting to speed up animation screens. This will help them reach the main features quicker. Other apps that did this saw better results. Introducing a user journey flow for our pre-natal users as they account for a large % of our registration base → educate and hook users to Pampers products early to increase stronger brand loyalty when baby is born 	<ul style="list-style-type: none"> • Increase Install to Sign-in % • Increase Same-day FTS after installation
<p>There were 37,865 account recovery requests (i.e. forgot password), but only 61% were successful, highlighting a major pain point with current methods</p>	<p><u>Move to OTP-Only Login</u></p> <p>Remove password and 2FA to simplify login flow and align globally</p>	<ul style="list-style-type: none"> • Improve Login and Registration Completion Rate • Reduce Login and registration errors
<p>We see a 22% drop from users entering the OKTA</p>	<p><u>Native Account Creation & Login</u></p> <p>Avoid web views and third-party login</p>	<ul style="list-style-type: none"> • Improve Login Success Rate

screen to SI (register or login)

- **76% of login attempts are successful**
- **79% of registration attempts are successful**

to reduce friction and bugs in authentication

(from Pre-selector to Logged-in event)