

**BIOMETRICS**

**Biometrics Funnel**  
3-step Funnel - last 7 days compared to previous 7 days

Step	Event	Value	Overall %
1	Biometrics register	8,711	100%
2	use_biotmetrics CTA clicked	18,16	100%
3	home	7,112	83.11%
		8,468	83.63%
		1,111	93.15%
		7,467	93.16%

**BIOMETRICS DRIVERS**

**Biometrics - OS**  
Unique, last 3 months

Metric	Operating System	Value
A. Uniques of Biometric Activated	iOS	191.0K
	Android	55.59K
B. Uniques of Biometric Deactivated	iOS	65.29K
	Android	22.02K

**Biometrics - App Version**  
Unique, last 30 days

App Version	Metric	Value
3.2533.1	A. Uniques of Biometric Activated	132.0K
3.2540.0		13.72K
3.2533.0		12.98K
3.2531.2		3.216
3.2533.3		3.417
3.2531.1		3.086
3.2531.0		345

**Unhappy Path Analysis**

Identify pain points, error states, and user drop-offs to reduce friction and enhance overall success across the user journey.

**Error Messages**  
Linear, Unique, last 3 months

**Error Messages by detail**  
Last 7 days

error.message_detail	Top 10	A. Uniques of Error Dialog Viewed
code_already_used	35,881	35,881
Welcome back!	15,868	15,868
To keep your account secure, periodically we require you to log back into your account.	14,868	14,868
After signing in with your password you will be able to re-activate biometrics from your pro...	12,538	12,538
We're sorry, but we can't seem to find the account you're looking for.	8,468	8,468
Overall	78,630	78,630

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**Pampers 1:1 PROD / Install to Sign In (WIP)**

mixpanel.com/project/2978244/view/3497488/app/boards#id=10366795&filters=-%28-%28resourceType=%27event~propertyName=%27segment\_source\_name~propertyObjectKey=null~%29

**DRIVERS for pre and post okta funnels**

**Pre Okta Funnel - OS**  
2-step Funnel - last 7 days compared to previous 7 days

Operating System	Value
iOS	94.77%
Android	86.51%

**Post Okta Funnel - OS Version**  
2-step Funnel - last 7 days compared to previous 7 days

Operating System	Value
iOS	86.61%
Android	84.11%

**Pre Okta Funnel - App Version**  
2-step Funnel - last 7 days compared to previous 30 days

App Version	Value
3.2431.2	14.29%
3.2541.9	0%
3.2431.1	0%
3.2502.1	0%

**Post Okta Funnel - App Version**  
2-step Funnel - last 7 days compared to previous 30 days

App Version	Value
3.2541.9	0%
3.2523.0	0%
3.2541.0	0%
3.2533.1	91.87%

**Pre Okta: Includes all screens from the splash screen till the animation screens**

**Post Okta: ALL screens after users lands back on native app from okta (biometrics to home)**

**Pre Okta Funnel - All Markets L7D**  
2-step Funnel - last 7 days compared to previous 7 days

Segment	Value
us	92.53%

**Post Okta Funnel - All Markets L7D**  
2-step Funnel - last 7 days compared to previous 7 days

Segment	Value
us	90.83%

**Pre Okta Funnel - Detailed**  
4-step Funnel - last 7 days compared to previous 7 days

Step	Value	Overall
1 Application Installed	100%	53.92%
2 Splash Screen	100%	53.92%
3 Onboarding_Preselect	99.89%	53.92%
4 Animation Screens	99.23%	53.92%
	97.33%	53.92%
	97.43%	53.92%
	98.11%	53.92%
	98.35%	53.92%

**Post Okta Funnel - Detailed**  
3-step Funnel - last 30 days compared to previous 7 days

Step	Value	Overall
1 biometrics	100%	81.03%
2 add baby	83.21%	81.03%
3 registering RAF	83.43%	81.03%
	87.24%	81.03%
	97.34%	81.03%
	97.34%	81.03%

**DRIVERS for pre and post okta funnels**

**Pre Okta Funnel - OS**

**Post Okta Funnel - OS Version**

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16:51 03-11-2025

**2FA Activation Funnel: Tracking User Progress around Two-Factor Authentication Setup (Pre and Post)**

This funnel E2E flow for both login and registration. (NOTE: registration journey includes extra steps which is not present in the funnel on the right hand side).

Definition of Account Verified/Created = Users who have triggered the following events:

1. Okta Success Sign In/Success Login
2. Add Baby
3. 2FA exposed/Completed
4. Biometrics
5. RAF

**Stuck on splash indicates users who are not able to move past the splash screen (first screen of the install) to Sign In journey**

The chart on the right shows users landing on splash screen and then moves to any other screen except the splash screen and the 'stuck on splash' screen

**2FA Activation Funnel: Overall Performance**

Step	Overall %	Value
1 Application Installed	100%	11.8M
2 Splash Screen	99.81%	14.9M
3 Preselector	97.24%	14.5M
4 Account Verified/Created	82.71%	12.6M
5 Home Screen	94.27%	11.3M

**User Journey Analysis by Operating System**

**App Install - OS**

Linear, Unique, last 7 days compared to previous 7 days

**Signin - OS**

Linear, Unique, last 30 days

**App Install - OS Version (Android)**

Linear, Unique, last 7 days

**Signin - OS Version (Android)**

Linear, Unique, last 30 days

**App Install - OS Version (iOS)**

Linear, Unique, last 7 days

**Signin - OS Version (iOS)**

Linear, Unique, last 7 days

**Install to Sign In (WIP) - Pampers Rewards**

mixpanel.com/project/2978244/view/3497488/app/boards#id=10366795&filters=-%28-%28resourceType=%27event~propertyName=%27segment\_source\_name~propertyObjectKey=null~%29%29

Pampers 1:1 PROD / Install to Sign In (WIP)

Custom | Today | Yesterday | 7D | 30D | 3M | 6M | 12M | XTD | Default | segment\_source\_name is us\_android\_production,us\_app\_server\_production,or 4 more | +

### DRIVERS for new app users: Top and Bottom Funnel - App Version wise

If we witness a momentum in the overall Install to Sign In, check the drivers to identify the source of the impact

**App Install - iOS App Version**  
Linear, Unique, last 3 months

**App Install - Android App Version**  
Linear, Unique, last 3 months

**Registration Completed - iOS App Version**  
Linear, Unique, last 3 months

**Registration Completed - Android App Version**  
Linear, Unique, last 3 months

**User Journey Analysis by Operating System**

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**Install to Sign In (WIP) - Pampers Rewards**

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### User Journey Overview: From First Touch to Conversion

High level metrics from Top of the funnel acquisition through to bottom-of-funnel conversion

**Overview: Install to Sign In**  
2-step Funnel - last 7 days compared to previous 7 days

**Conversion Rate of Application Installed through Screen Viewed - All ...**  
**75.31%** converted (+1.45%)

**Install to SI - L6M**  
2-step Funnel - last 6 months

**Install to SI - Markets**  
2-step Funnel - last 7 days compared to previous 7 days

**Install to SI - OS wise**  
2-step Funnel - last 6 months

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This screenshot displays two side-by-side browser windows showing the analysis of a mobile application's onboarding process, specifically focusing on the "Install to Sign In" feature.

The top window shows a Mixpanel dashboard titled "Install to Sign In (WIP)". It includes a summary of the objective, screenshots of the pre-OKTA onboarding flow, and a post-OKTA flow, along with a link to the release calendar and major changes in September. The dashboard also features a funnel visualization for user journey conversion rates.

The bottom window shows a continuation of the Mixpanel analysis, specifically looking at biometric activation metrics (A. Uniques of Biometric Activated) across iOS and Android platforms. It also includes a chart showing the number of linear unique users over a 30-day period, with a note about reactivating biometrics after signing in.