

2025-09 - ES - Native vs OKTA implementation for Profile OptIn

Quick Analysis Sharing Checklist

This is a checklist to check before sharing any analysis

- Business question is clear and directly answers the stakeholder's ask
- Context and approach is aligned and agreed with stakeholder in Jira
- Data is accurate and clearly linked to the insight
- Visuals/charts (if used) are clearly and accurately labelled, easy to view
- Recommendation or key takeaway is included
- Challenges, blockers, or limitations are flagged (if any)
- Someone else has reviewed the analysis before sharing

1. Business Context & Question

Business Context	Business Question
<ul style="list-style-type: none">• ES market email Opt-In functionality moved from OKTA to Native form in September 2025.• OKTA event flow for Opt-In was not configured accurately, limiting historic tracking.• Pre-Native data is used as the baseline for comparison.• Objective: Assess if migration impacted Opt-In performance	<ul style="list-style-type: none">• Has the migration from OKTA to Native impacted the profile opt-in rate for ES users?• Are there any differences by platform (iOS vs Android)?

2. Approach (To Be Signed Off Before Analysis)

What metrics will be analyzed?	<ul style="list-style-type: none">• % of Opt Ins → formula: Opt-Ins / (Opt-Ins + Did Not Opt-In)• Absolute Count of Opt Ins / Did Not Opt In• Split by OS
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Time Periods

- Pre period:
- Post period: Sept 15 2025 – Sept 22 2025

3. Data Challenges (if applicable)

Flag known or suspected issues that may affect analysis.

Challenge	Impact	Resolution / Status
No direct OKTA opt-in data for CA	Cannot compare OKTA opt-in rate directly	Using pre-Native baseline data for comparison
Pre native okta data unavailable	Cannot compare current profile opt in data with previous data	Aligning Install to SI for ES for conclusion

4. Summary of Insights and Recommendation

Insight

- **iOS:** Opt-in rate is very similar post-migration (65.37%) **vs** pre-migration (57.81%) — no material change.
- **Android:** Opt-in rate is slightly lower post-migration (62.9%) **vs** pre-migration (55.41%). However, this fluctuation is consistent with pre-OKTA behavior and is likely driven by low volume, not a technical issue.

Recommendation

No action required. iOS is stable, and Android differences are within expected historical range due to smaller volumes. Continue to track as part of regular ES health checks to confirm ongoing stability.

5. Detail of Analysis

✗ Request Access - Mixpanel → Pre OKTA

✗ Request Access - Mixpanel → Post OKTA