[DATA][Membership] PCN-37465 Backend to Braze event

What This Document Covers

This document is a **central data-focused brief** for the monitoring of the feature, covering everything needed for a successful monitoring post launch. It ensures all stakeholders are aligned on:

1. **How We Measure Success**
2. **Monitoring Requirements** (Tools, logic, importance)
3. **Data Requirements** (Traits & Events)
4. **Dashboard & Reporting Plan** (Tools, tables, schema needs)
5. **Challenges and Decisions** (e.g. when something can't be measured or monitored)

🔗 Feature Overview

Problem Statement:

Currently, the 2FA completion rate stands at 92%. A code is sent from the backend to Braze for users across all markets, enabling them to complete the 2FA process and registration. To improve resolution of code delivery issues, we need a clear and focused reporting mechanism

that helps determine whether the problem lies in Braze receiving the backend code or in Braze not sending the code to the user.

Solution:

Setup an event every time a code is requested from the backend and sent to Braze. Based on the status of the code being sent, the event should be fired with the relevant properties which can be tracked in BDU or mixpanel.

Important Links:

Item	Link / Details
JIRA EPIC Ticket	⚡ PCN-36505: Quick Wins on Reg/Login/Onboarding experience + data fixes IN PROGRESS
JIRA Data Requirement Ticket	🗒 PCN-37465: DATA EVENTS - Add Events for 2FA Email + Reset Pwd Email DONE
Figma Design	NA
Feature Name	Add events for 2FA code sent from backend
Release Date	JAS 25.3

📝 Open Questions, Challenges & Decisions

	Date	Question / Challenge	Owner	Status	Answer
1	19 Aug 2025	How much effort would it be for developers to deploy this event in the current/next sprint?	@Kartikey Rai	DONE	2 hours - A single event needs to be added
2	19 Aug 2025	In which table will this event be added?	@Kartikey Rai	DONE	**"(US) Rewards – App - Server - Prod"** is the segment data stream to

				which the backend sends data. **server_track_fct** is the destination in BDU
3	19 Aug 2025	Ask Abdul whether DeviceID and 2FACode is PII?	@Kartikey Rai DONE	Yes, its PII

✅ How Will We Measure Success?

> ℹ️ What are we measuring and how will this impact our core KPIs to move the needle

Metric Type	Description
Feature Objective	Efficient tracking and debugging of our back end's code transmission system to braze
Primary Success Metric	2FA Complete
Supporting Metrics	Email sent, Email Delivered from Braze
Evaluation Timeframe	30 days
Benchmarks or Baselines	
Key Segments/Filters	All Markets

Business Questions

What are the Business Questions?

Objective	What we want to measure?	How do we measure this?	KPI Impact
Provide more clarity on code delivery and create an end to end tracking system	Identify gaps in the code send & receive process - success rates of code sent to braze at the	• Creating a funnel to see the steps from 2FA Exposed to 2FA Completed. Includes Backend 2FA Code Sent step in the middle.	% users completing 2FA

	requested timestamp.	
	How many codes received by braze were not sent successfully to the users?	• braze_event_name = 'Email sent'

📡 Operational Monitoring Requirements

	Failure Point	Tool (Mixpanel / Power BI)	Data Logic	Comments	Importance for Release (H/M/L)
1					

🧮 Data Requirements

📌 Traits

Trait Name	Description	Values	Source

📌 Events

> ℹ️ Depending on the markets, the event can flow from Rudderstack or Segment

Event Name	Description	Property Name	Property Description / Values	Source	Image

| Backend 2FA Code Sent **NEW EVENT** | when user requests code for 2FA completion and the code gets generated at the backend and flows to Braze | action | Whether the user is performing the 'login' or 'register' or 'changeEmail' action

Expected Values:

login
register
changeEmail | BE | |
| | | status | whether the code send action from the backend to Braze was successful or failed

Expected Values:

Success

Failed | | |

📊 Dashboard & Reporting Plan

Item	Description / Details
Tool for Reporting	BDU
Views / Dashboards Needed	No
Ready for Launch?	Yes
New Table Needed in BDU?	No
Table Name	NA
Table Schema	NA
Data to be shown	NA

Example Schema Table (if applicable):

Field Name	Data Type	Description

NA		

Sign Off

Stakeholder	Sign Off Status	Comments
PM	☐	
Data Lead	☐	
Data Ops	☐	