2025-08 - US - 2FA Vision

✅ Quick Analysis Sharing Checklist

This is a checklist to check before sharing any analysis

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

1. Business Context & Question

Business Context	Business Question
• Review of 2FA process due to concerns on email deliverability vs completion. • Current setup: 2FA emails share IP/subdomain with marketing → risk of reputation issues. • US campaign (Aug 1–11): 98% sent, 97% delivered, 95% started session vs 92% reported. • Question raised: If deliverability is already strong, is provider/IP change needed?	• What is the average time from 2FA email sent to 2FA complete (US, P3M)? • What is the distribution of completion times (by time bucket)? • Who are the 50 slowest users to complete?

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2. Approach (To Be Signed Off Before Analysis)

- Link 2FA Complete events with most recent prior Email Sent.
- Measure time difference and bucket into ranges.
- Report averages, distributions, and slowest users.

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3. Data Challenges (if applicable)

Flag known or suspected issues that may affect analysis.

Challenge	Impact	Resolution / Status
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4. Summary of Insights and Recommendation

Insight
In general, across all industry and all apps the average user entry time for code is between 'instant to less than a minute'. This is a positive that 90% of Pampers Club US users are part of this industry norm. 67% users receive code from email and choose to complete 2FA in the desired time frame i.e within 30 seconds 5minutes+ cohort has the least users which is valid and also tells us that emails are sent and received timely for 2FA completion. The various time to completion buckets are also a confirmation that the relative numbers for the Email sent and 2FA Complete are accurate.
Recommendation
• 95%+ of the users must enter the code and complete 2FA within 2 minutes. • Anything over 5 minutes is abnormal and usually caused by email latency (e.g., Yahoo, Hotmail) or confusion on the user side.

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5. Detail of Analysis

1. **Distribution table** of time between Email Sent → 2FA Completed:

Time to Completion	% of Events	Count of Events	Distinct Users
0–30 sec	67.08%	143870	138728

30 sec–1 min	22.69%	48664	47784
1–2 min	7.62%	16352	16193
2–5 min	2.57%	5510	5486
5 min+	0.04%	77	74

2. 50 worst users who took 5 min+ to complete 2FA after Email Sent:

User ID list:

user_id
okta_172ca5ab-b926-4de5-852c-5ee2dbfae498
okta_741da71a-916b-4573-b1fe-2c16d95b8823
JR3k1NREMLH2
okta_643cc04a-148a-4460-bb5b-7954ef7c5a6a
okta_57325cd0-8493-4d8f-95d4-7c4ab189965b
JR3k5LEXYRCB
JR3k1JJV0RTD
JR3k5D5QXAHG
JR3k3Y5KT5CK
JR3k1FMM0OZW
JR3k2Z62UZAV
okta_8551bd65-b5df-4757-ab8a-6df1912a7d0e
okta_597b3707-3b15-4c95-98c2-a7b971832b8e
JR3k1YSW23N
JR3k6KU1A7KU
JR3k13KMRRT2
JR3k1N2EVIAH
okta_08e3f1a4-6421-48a6-925e-325f2725e530

JR3kWFRX79T
okta_83a51264-0e5a-4b9c-b022-41342fac2a6b
okta_0088e13f-2b2d-439f-b58f-37b00998a92d
okta_75988475-ef25-4e7a-bb69-10986fd9290f
okta_abcacbe7-83ac-436c-a6d8-fb681eb2a9ae
JR3k26B761NR
JR3k6RR59ZY6
JR3kJ5MIWIZ
JR3k4ZDSZVCZ
okta_64c0489b-bdb1-4e83-b4c1-1b77a821c914
075ffd16-ee89-4df8-9683-413ffe084a24
JR3k18BCPO7Q
06d74c65-5373-45e1-8ed0-22a9ba69b462
6d5af2d8-f470-4961-bbfe-7b4931ddcb8a
okta_e18f8b42-0963-4e6f-a88c-85c73a7991e7
okta_7b88e524-8601-4433-b99d-0424bfe9175c
okta_ba7ba61a-6949-436e-8633-72e6b6582865
JR3k4U2KKKPU
JR3k48SGZS6E
JR3k6J266GYS
a7d7b22e-b529-4af4-84ef-3aa60cfffd0a
okta_6281f8a4-d6a4-421e-9be9-af6c76bc0adc
b9040273-9c08-4757-a8fc-5408afc929b4
okta_2185893c-6160-40bf-a22a-7f148d38ae08
okta_32e43937-c090-47bb-b7f8-7428d24841d7

dd8b0afd-1821-4779-93dd-5d71c1e17c5c
JR3kHX1Y18N
PC3053614
okta_1e829945-e8ec-4480-89b6-08123bc6f85c
okta_9fb058c0-0b7e-4053-b8ef-9e27be4e2df6
JR3k5YBDBVK4
08169781-892a-49be-b736-75077a6afaeb

QUERY USED FOR ANALYSIS:

```
WITH completes AS (
  SELECT
    a.user_id,
    a.country_code,
    a.timestamp AS complete_ts
  FROM `dbce-c360-119lake-prod-36f0.f_pampers_hub.v_rew_mobile_track_fct` a
  WHERE a.country_code = 'us'
    AND a.event = '2FA Complete'
    AND DATE(a.timestamp) >= '2025-05-01'
    AND DATE(a.timestamp) <= '2025-07-30'
),
emails AS (
  SELECT
    b.user_id,
    b.country_code,
    b.braze_timestamp AS email_ts
  FROM `dbce-c360-119lake-prod-36f0.f_pampers_hub.v_campaign_response_braze_clt_fct` b
  WHERE b.country_code = 'us'
    AND b.braze_event_name = 'Email Sent'
    AND b.campaign_name LIKE '%glo_oth_appedu_2FALogin_og%'
    -- Optional: widen this date range if an email might be sent earlier than May 1
    AND DATE(b.braze_timestamp) >= '2025-04-15'
    AND DATE(b.braze_timestamp) <= '2025-07-30'
),
paired AS (
  -- For each COMPLETE, pick the most recent prior EMAIL for that user
  SELECT
    c.user_id,
    c.complete_ts,
    e.email_ts
  FROM completes c
  LEFT JOIN emails e
    ON e.user_id = c.user_id
   AND e.country_code = c.country_code
   AND e.email_ts <= c.complete_ts
  QUALIFY ROW_NUMBER() OVER (
```

```
    PARTITION BY c.user_id, c.complete_ts
    ORDER BY e.email_ts DESC
  ) = 1
),
durations AS (
  -- Keep only completes that have a prior email
  SELECT
    user_id,
    TIMESTAMP_DIFF(complete_ts, email_ts, SECOND) AS diff_sec
  FROM paired
  WHERE email_ts IS NOT NULL
),
binned AS (
  SELECT
    CASE
      WHEN diff_sec <=  30 THEN '0-30 sec'
      WHEN diff_sec <=  60 THEN '30 sec-1 min'
      WHEN diff_sec <= 120 THEN '1-2 min'
      WHEN diff_sec <= 300 THEN '2-5 min'
      ELSE '5 min+'
    END AS diff_bucket,
    COUNT(*) AS event_count,                    -- number of 2FA completions
    COUNT(DISTINCT user_id) AS user_count       -- distinct users who completed
  FROM durations
  GROUP BY 1
),
tot AS (SELECT SUM(event_count) AS total_events FROM binned)
SELECT
  diff_bucket AS `Time to Completion`,
  ROUND(100.0 * event_count / t.total_events, 2) AS `% of Events`,
  event_count AS `Count of Events`,
  user_count  AS `Distinct Users`
FROM binned, tot t
ORDER BY
  CASE diff_bucket
    WHEN '0-30 sec'     THEN 1
    WHEN '30 sec-1 min' THEN 2
    WHEN '1-2 min'      THEN 3
    WHEN '2-5 min'      THEN 4
    ELSE 5
  END;
```