


SMS Cost - 2FA - OKTA + TWILIO

Background	<ul style="list-style-type: none"> • CONTRACT: Contract will be owned by Corporate team and we will be cross charged, upon enabling the capability we have to provide some estimates of consumption we expect to have this FY
	<ul style="list-style-type: none"> • PROVIDER: Provider will be Twilio
	<ul style="list-style-type: none"> • Twilio can provide the OTP code via SMS, Voice, Whatsapp (also Email, Push, or Silent Network Authentication)

 We know that SMS has up to 8% higher success rate of users completing 2FA via SMS compared to Email (Braze) from PL market.

2FA SMS Completion rate for PL = 96%

2FA Email Completion for other markets = 91%

Link to Mixpanel dashboard here: [✕ Request Access - Mixpanel](#)

Market	Language	Avg monthly unique users on 2FA (login/registration, maybe unsuccessful)	Avg Connection per Users on their Lifetime (from registration to the end of the usage of the application)	Cost / SMS* (USD)	Cost Email	Market Cost based on monthly (Avg monthly 2FA * SMS Cost)	SMS User Cost (Avg. lifetime connection * SMS Cost)	Remarks
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Markets released over 2 years ago, to be able to measure the Avg. Connection per Users on their Lifetime

ES	Spanish	22.6K	4.79	\$0.07	\$0	\$1,582	\$0.34	
UK	English	31.2K	3.36	\$0.04	\$0	\$1,248	\$0.13	
US	English	63.0K	2.48	\$0.02	\$0	\$1,260	\$0.05	
CA	English	12.9K	2.37	\$0.02	\$0	\$258	\$0.05	
DE	German	24.3K	4.27	\$0.08	\$0	\$1,944	\$0.34	
FR	French	26.4K	4.18	\$0.06	\$0	\$1,584	\$0.25	
JP	Japanese	33.4K	4.54	\$0.12	\$0	\$4,008	\$0.54	SMS more used than email / Not in the SOW

New Markets released less than 2 years ago, hence Avg. connection per user on their lifetime may not be full lifetime view. Recommend to look at similar markets within same region for this metric.

PT	Portuguese	5.2K	2.0	\$0.04	\$0	\$207	\$0.08	
PL	Polish	9.6K	1.1	\$0.04	\$0	\$1.12	\$0.04	
RO	Romanian	4.6K	1.8	\$0.06	\$0	\$275	\$0.11	
AT	German	2.8K	2.8	\$0.08	\$0	\$222	\$0.22	
IN	English	13.7K	2.0	\$0.08	\$0	\$1,096	\$0.16	SMS more used than

								email / Not in the SOW
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Data Resources

- ✓ Link to Mixpanel for avg monthly 2FA exposure to users

Link: [x Request Access - Mixpanel](#)

The table at the bottom will give the average during the last 3 months. Note that when OKTA is released, users are forced to re-login which may skew monthly results hence we used P3M only.

- ✓ BDU Query to get Avg Connection per Users

Approach:

1. Look at users who joined 2 years ago (e.g. Jan-23 to Jun-23)
2. Check for users in point 1, the number of times 2FA has been exposed to them
3. point 2 / point 1 = avg number of 2FA interactions per user's lifetime

PL Query:

```
1 SELECT COUNT(DISTINCT user_id) as usercount, COUNT(*) as eventcount, event FROM `dbce-c360-119lake-prod-36f0.f_pampers_hub.v_okta_logstream_events_fct`
2 WHERE event LIKE 'MFA enrol%'
3 and country_code = 'pl'
4 GROUP BY 3;
```

Existing Markets Query:

```
1 SELECT COUNT(DISTINCT a.global_user_id), COUNT(b.event) as event_count, a.country_code, b.event FROM `dbce-c360-119lake-prod-36f0.f_pampers_hub.registration_report_persona` a
2 INNER JOIN `dbce-c360-119lake-prod-36f0.f_pampers_hub.v_rew_mobile_track_fct` b ON b.user_id = a.global_user_id AND b.country_code = a.country_code
3 TIMESTAMP_TRUNC(first_sign_in_ts_inttable, MONTH) BETWEEN TIMESTAMP("2023-01-01") AND TIMESTAMP("2023-06-30")
4 AND b.event in ('2FA Exposed', 'Apple 2FA Complete')
5 GROUP BY 3,4;
```

New Markets Query:

```
1 SELECT COUNT(DISTINCT a.global_user_id), COUNT(b.event) as event_count, a.country_code
2 FROM `dbce-c360-119lake-prod-36f0.f_pampers_hub.registration_report_persona` a
3 INNER JOIN `dbce-c360-119lake-prod-36f0.f_pampers_hub.v_rew_mobile_track_fct` b ON b.user_id = a.global_user_id AND b.country_code = a.country_code
4 WHERE first_sign_in_ts_inttable is not null
5 AND b.event in ('2FA Exposed', 'Apple 2FA Complete')
6 and a.country_code in ('pt', 'in', 'ro', 'at')
7 GROUP BY 3;
```

