

# 2025-07 - CA - Native vs OKTA implementation for 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"><li>• CA market email Opt-In functionality moved from OKTA to Native form in July 2025.</li><li>• OKTA event flow for Opt-In was not configured accurately, limiting historic tracking.</li><li>• Pre-Native data is used as the baseline for comparison.</li><li>• Objective: Assess if migration impacted Opt-In performance</li></ul>	<ul style="list-style-type: none"><li>• Has the migration from OKTA to Native impacted the email opt-in rate for CA users?</li><li>• Are there any differences by platform (iOS vs Android)?</li></ul>

### 2. Approach (To Be Signed Off Before Analysis)

<b>What metrics will be analyzed?</b>	<ul style="list-style-type: none"><li>• % of Opt Ins → formula: <math>\frac{\text{Opt-Ins}}{\text{Opt-Ins} + \text{Did Not Opt-In}}</math></li><li>• Absolute Count of Opt Ins / Did Not Opt In</li><li>• Split by OS</li></ul>
<b>Time Periods</b>	<ul style="list-style-type: none"><li>• <b>Pre period:</b> July 1st 2024 – 30th Nov 2024 (5 months data)</li></ul>

• **Post period:** July 4 2025 – Aug 1 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

### 4. Summary of Insights and Recommendation

#### Insight

- **iOS:** Opt-in rate is very similar post-migration (57.50%) vs pre-migration (57.81%) — no material change.
- **Android:** Opt-in rate is slightly lower post-migration (48.55%) 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 CA health checks to confirm ongoing stability.

### 5. Detail of Analysis

[✕ Request Access - Mixpanel](#) → Pre OKTA

[✕ Request Access - Mixpanel](#) → Post OKTA