Improving User Retention with Anonymous Authentication

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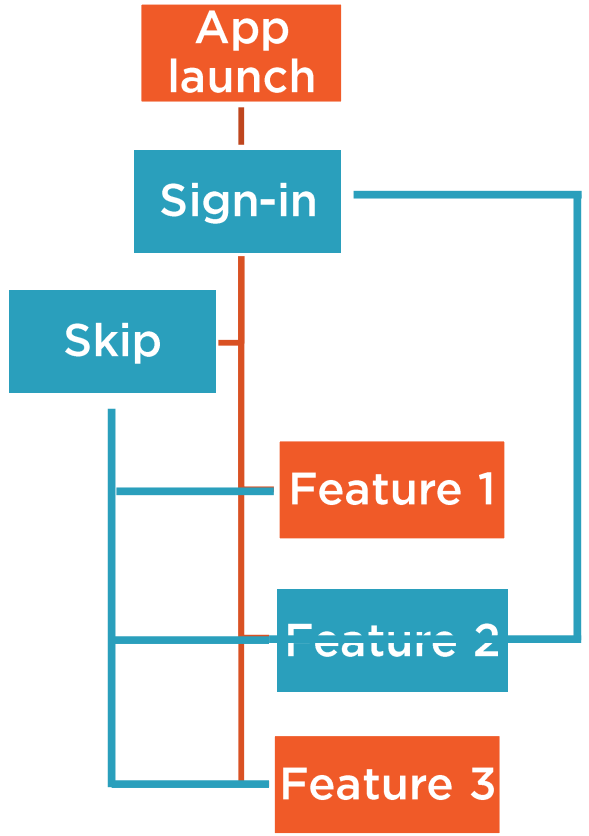
What Is Anonymous Authentication?

Traditional authentication

Anonymous authentication



Why Provide Anonymous Sign-in?

Users don't know your app

Concerns over sharing personal data

Highlighting your value proposition

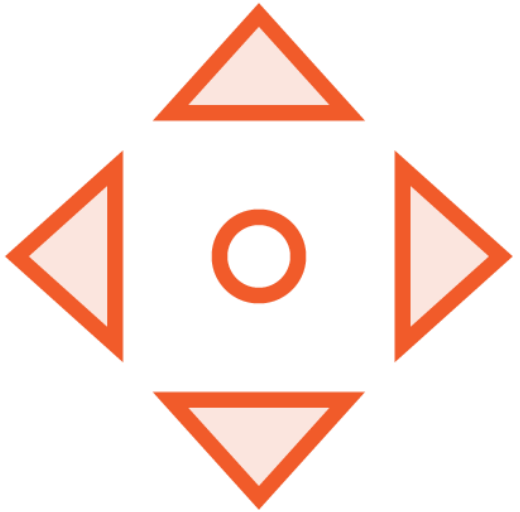
Improving user retention

Does This Feature Need Authentication?

Database Writes

Interactions With Other Users

Transactions



Personalization

Handling Account Merging

Anonymous Account

Full Account

Final Account

Demo

Firebase Console

- Enable anonymous sign-in method

Android Studio

- Add skip functionality to sign-in
- Require sign-in for new note feature

Demo

Android Studio

- Handle account merges

Firebase Console

- Validate account merges

Summary

What is anonymous authentication?

- Defer signing-in
- Require sign-in for certain features

Why provide anonymous authentication?

- Give users a chance to experience your app
- Increase retention rate

Validating authentication needs

- Building a safe and secure app