

Prevent account sharing to stop financial losses

Stop account sharing

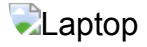
We tackled declining revenue by combating widespread account sharing with ***Multi-factor Authentication (MFA) and login session limits***. Through data analysis and monitoring, severe account sharers were targeted, leading to a ***30% increase*** in daily signups and a ***400% reduction in average*** login sessions per user. Revenue stabilized, ***preventing 5% monthly losses***. The login session limit of three sessions per account enhanced security and accountability.



Puzzle

Problem

The revenue was ***slowly descending***. It was clear that this happened because the users ***shared their accounts*** because of the many logins they used to make daily.



Laptop



Solution

We collected the necessary data to determine who shares their accounts and how severely. Then, we defined indicators showing the situation dynamics and started measuring and monitoring them. We used Metabase to monitor and analyze the data. The users who shared their accounts severely and for sure **got Multi-factor Authentication (MFA) enabled**, which we also implemented. That increased daily signups by **roughly 30%**. The average login session per user decreased **from 6 to 1.5, or by 400%**. Revenue has stopped declining. Later, we implemented a **login session limit** so that one account could have a maximum of 3 simultaneous login sessions. That was possible only after we built the infrastructure around the measurement system.



Revenue losses

-5%



Exploit The Issue

-400%



Monthly signups

+27%

Daily signups increased by **30%**, login sessions per user ***decreased by 400%***, and revenue stopped declining. Our solution ***prevented 5%*** monthly revenue losses.

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Optimise your app and get underlying issues fixed. You deserve an app customers will love to use.
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