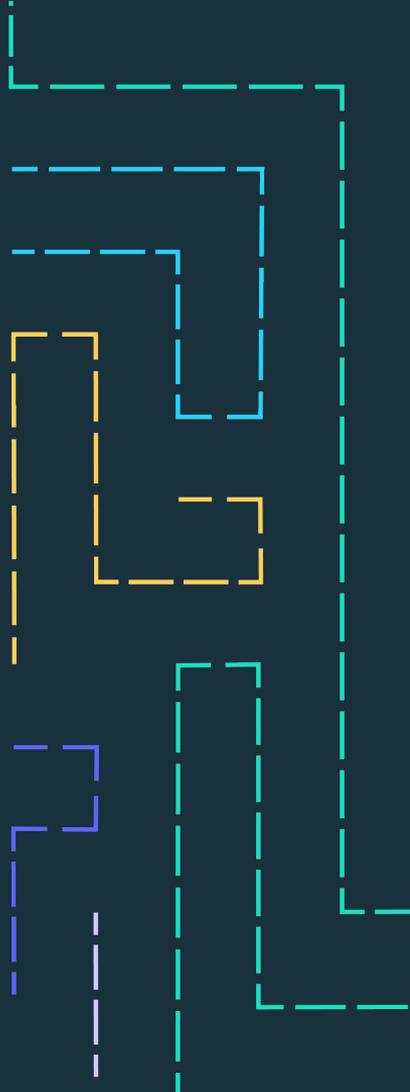


STYTCH

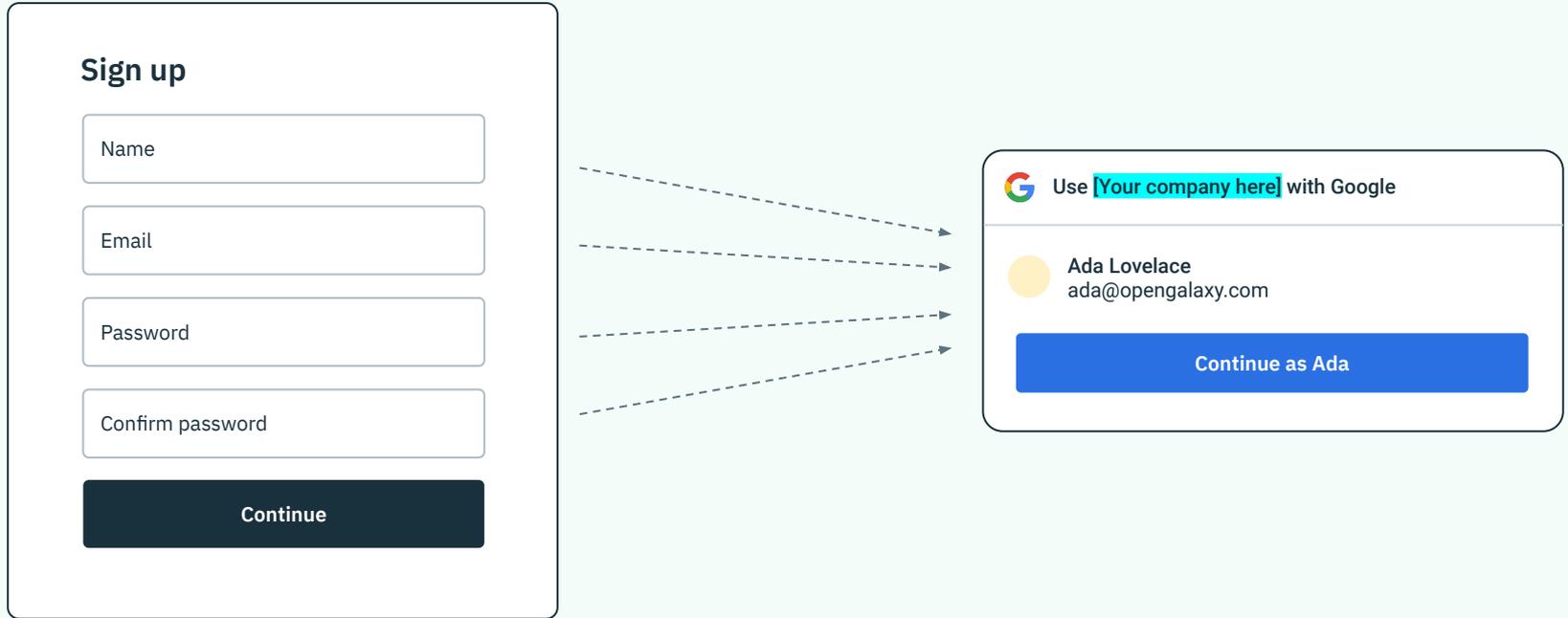
Lessons on optimizing sign-up and login flows

September 15, 2022



Optimizing the top-of-funnel (Reducing CAC)

Reduce bounce rates with Google One Tap



Survey Amp

Sign up or log in

Continue with email

OR

 Continue with Google

 Continue with Microsoft

 Continue with GitHub

Powered by **STYTCH**

 Use surveyamp.com with Google ✕

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Modern authentication drives results



Pinterest

saw a 47% conversion increase in signups on desktop and a 126% conversion increase in signups on Android.¹



Reddit

was able to double their new user signup and returning user conversion rates.²



Zapier

Zapier was able to increase conversion by ~20% of B2B prospects.³

Sources:

1. Google Identity, Pinterest sign in with Google case study, Jun 2022;
2. Google Identity, Reddit sign in with Google case study, Dec 2021;
3. Zapier, Google One-tap Experiments: An Improved UX with IFrames and Cookies, Nov 2018.

Reduced bounce rates = large \$ opportunity

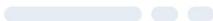
POTENTIAL VALUE CAPTURE FROM REDUCING MONTHLY BOUNCE RATE VIA IMPROVED SIGN-UP FLOWS					
	Average user LTV				
% of bounced new users recovered	\$5	\$10	\$50	\$100	\$250
10%	\$62,500	\$125,000	\$625,000	\$1,250,000	\$3,125,000
25%	\$156,250	\$312,500	\$1,562,500	\$3,125,000	\$7,812,500
50%	\$312,500	\$625,000	\$3,125,000	\$6,250,000	\$15,625,000
75%	\$468,750	\$937,500	\$4,687,500	\$9,375,000	\$23,437,500
90%	\$562,500	\$1,125,000	\$5,625,000	\$11,250,000	\$28,125,000

To calculate opportunity cost, the above table assumes an application experiencing 125,000 bounced users per month

Optimizing Login (Increasing user LTV)



Reset your Money App password



Money App

Need a new password?



Reset password

Log in without password

Powered by **STYTCH**

Simplify password reset

When a user initiates a “forget password?” flow, Stytc offers them the option to skip the reset and simply log in via Email Magic Link OR to reset password and log in.

When these flows are triggered, users often just want to access their account, not actually change their password.

Instagram

Log In

OR

 Log in with Facebook

[Forgot password?](#)



Trouble Logging In?

Enter your email, phone, or username and we'll send you a link to get back into your account.

Send Login Link

[Can't reset your password?](#)

OR

[Create New Account](#)

[Back To Login](#)

Embeddable Magic Links

Weave magic links into your marketing comms. By embedding tokens into the CTAs in your email, SMS, or other marketing campaigns, you can allow users to jump into your app without having to re-authenticate themselves and drive up to a 300% improvement in conversion.



Drive conversion & retention

Remove user friction when re-engaging by having them magically sign in with one click.



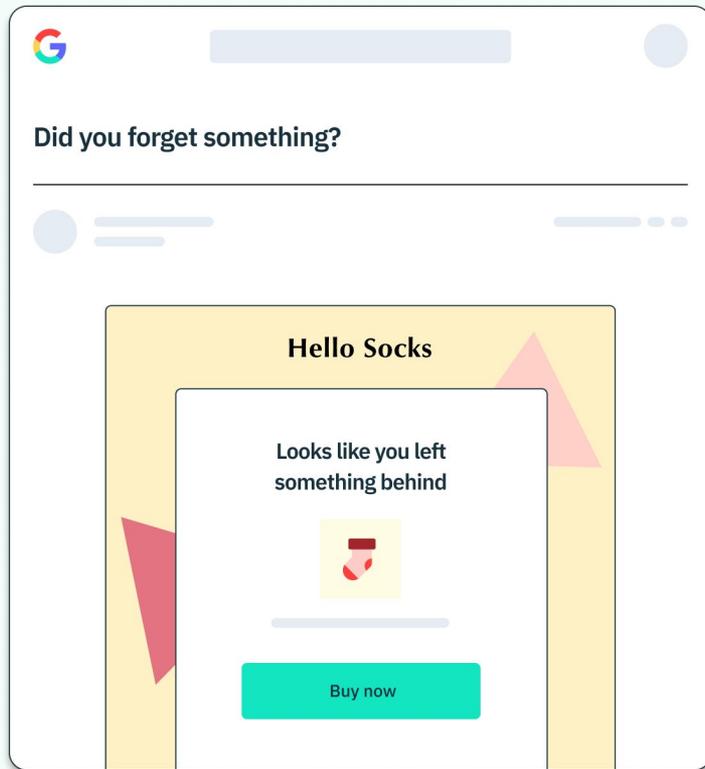
Adapt your auth logic

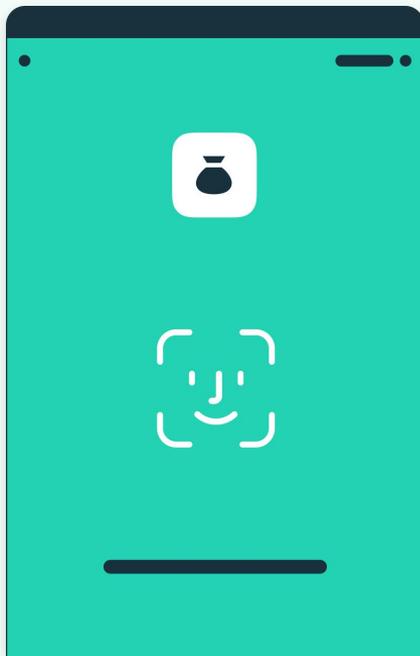
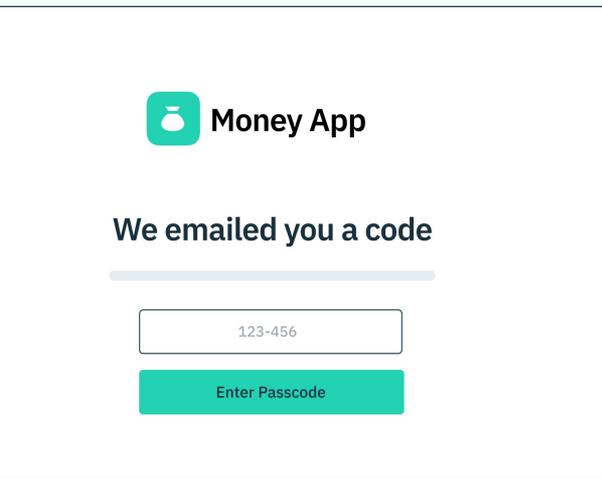
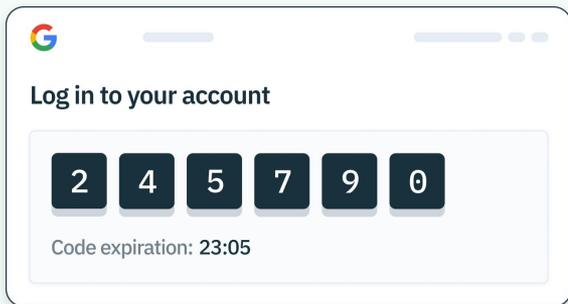
Weave together any of Stytech's other passwordless products to protect even the most sensitive user actions.



Embed into any use case

Integrate magic links into any use case you can imagine — cart abandonment emails, promotional texts, links to bank statements, and more.





Right-sizing auth friction for better 2FA

High-friction flows are tedious for users and can negatively impact their experience and your conversion rates.

Just-in-time authentication allows you to introduce friction when it's needed, using incremental security for higher-risk actions within an app.



2-Step Verification

For your security, DoorDash wants to make sure it's really you.

Enter Code

with a 6-digit verification code was just sent to +1 *****8628

Verify

[Re-send code](#) • [Get help](#)

Key takeaways

- Your sign-up and login flows are critical to your growth, impacting both customer acquisition cost (CAC) and user lifetime value (LTV)
- Audit your sign-up and login flows
 - Reach out to Stytch to walk through a review with an expert
- Contact us for more learnings and best practices:
 - Stytch.com (sign up or talk to an auth expert)
 - Stytch Slack community