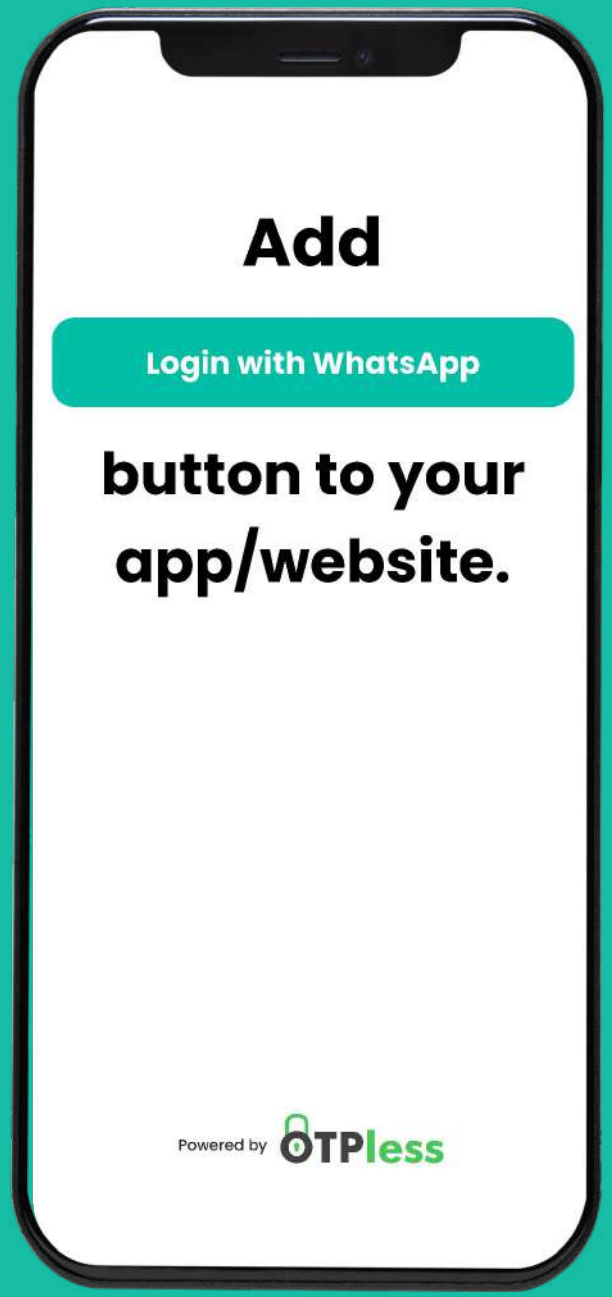
OTPless

WhatsApp Login

Identify, Authenticate, Engage customers using WhatsApp, Without sending OTPs



January, 2023

Agenda

1. Why OTPless
2. How it works
3. Getting started

Why OTPless

1

Why businesses depend on WhatsApp

Reach

2B

people use WhatsApp every month

Engagement

64%

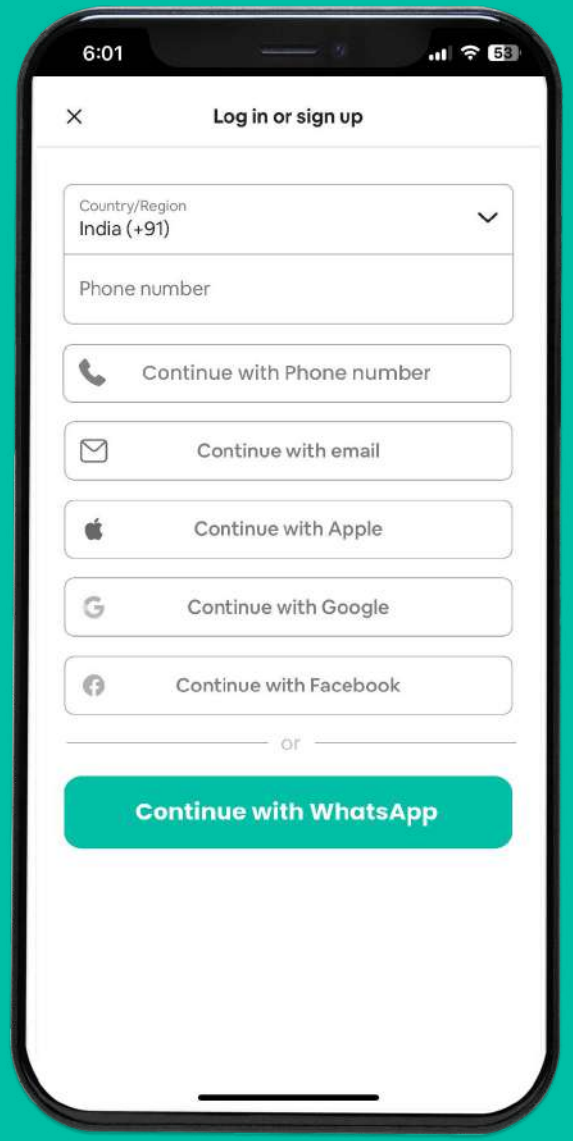
of WhatsApp users agreed that WhatsApp fostered a personal connection to businesses

Preference

68%

of WhatsApp users agreed that WhatsApp is the easiest way to connect with a business

Source: “Motivations and Mindsets in Messaging” by Sentient Decision Science (Facebook-commissioned study of 8,157 people who use Messenger, WhatsApp and/or Instagram Direct on a daily basis), ages 18+ in the US, UK, BR and IN, June 2018.



Offer WhatsApp Login to customers

WhatsApp Login helps small businesses verify users, generate leads, and convert leads into customers.

WhatsApp Login helps Medium and large businesses securely identify and authenticate customers at scale.

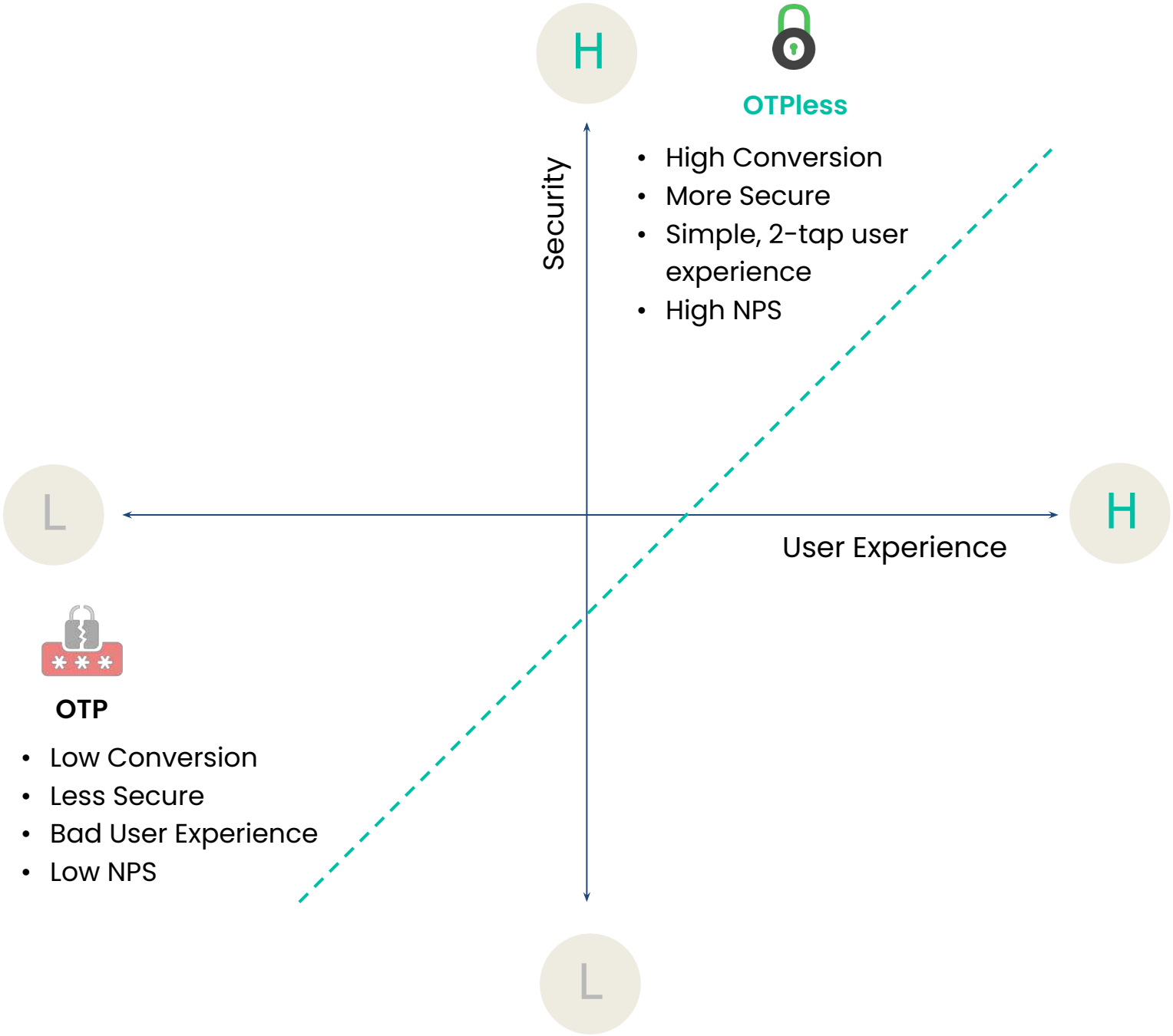
Benefits WhatsApp Login

Increase Conversion: Streamline user verification and turn more leads into customers.

Protect your users: Do away with OTPs, prevent account takeovers with WhatsApp

Improve User Experience: Seamless phone verification process for a delightful experience

OTP vs OTPless



WhatsApp Login Results you can achieve

15% Increase in customer satisfaction or net promoter score

25% increase in conversion compared to OTPs

100% security compared to OTP related account takeovers

How it works

Two ways to use WhatsApp Login

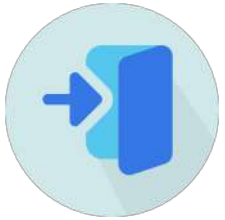
Sign-up

When customers are creating a new account or interacting for the first time

Sign-in

When customers are coming back to access their existing account

Operational flow



ENTRY POINTS

Add “Login with WhatsApp” button on your app or website

Sign up

Sign in

WhatsApp Authentication

Instead of manually typing a phone number and receiving OTP,

User sends a WA message and receives a verification link in reply. Verification link redirects user back to app in an encrypted and device bound session.

Exit Point

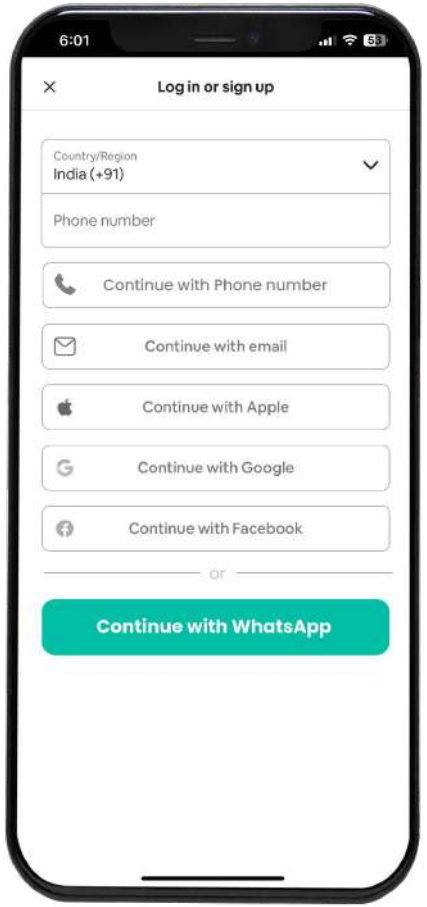
User then gets redirected to signup journey (in case of a new user) or signin journey (incase of an existing user)

Success

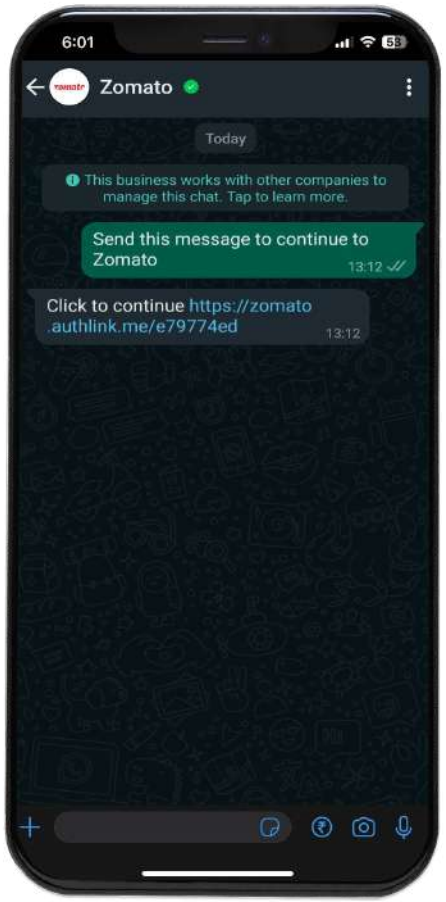
Error

Operational Flow

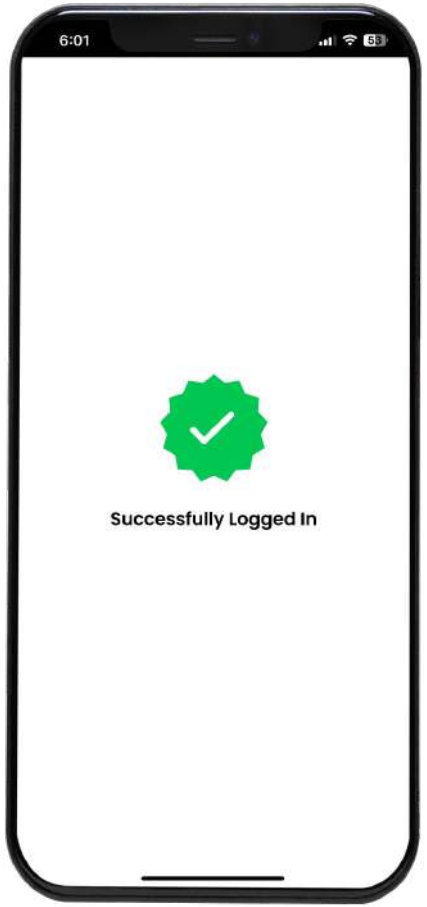
Entry Point



WhatsApp Authentication



Exit Point



The WhatsApp Login can be integrated on multiple platforms

Currently Supported

- Website
- Android App
- iOS App

Coming Soon...

- Wordpress Sites
- Shopify Store
- Social Media Channels
- Subscription Pages

BharatPe

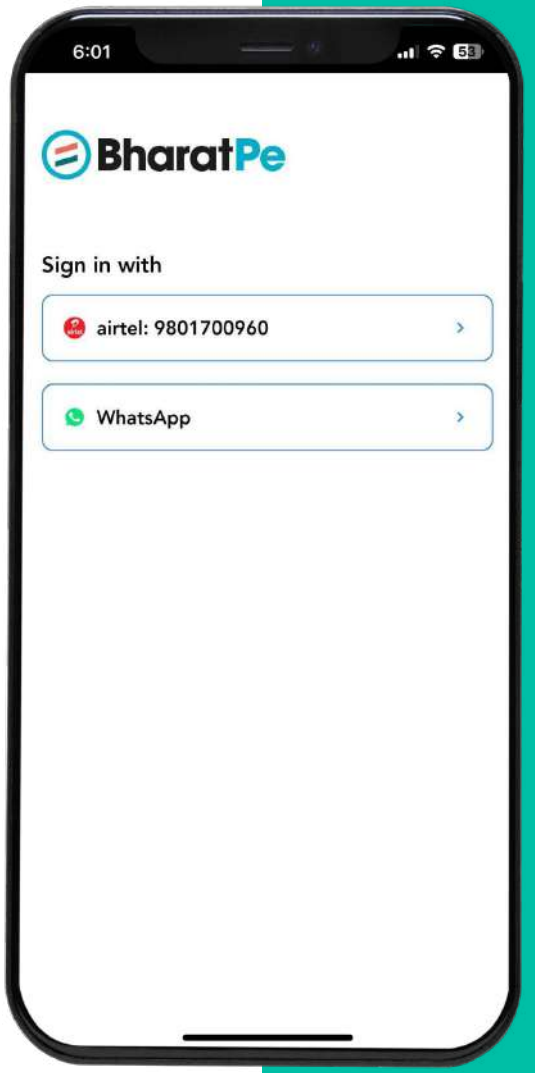
Increasing conversion by 25% with a seamless login solution

25%

Increase in Login Conversion

$1.05Mn

Realized savings in acquisition costs.



"We were looking for a more secure and user friendly 'Login with Phone Number' solution when we found OTPless' 'Login with WhatsApp' button. This, not only gave us the peace of mind with the user initiated 2FA login solution but also gave us a 25% increased conversion rate."

—Ankur Jain, Chief Product Officer, BharatPe

Source: Client-approved measurements, OTPless success story, November,2022

probo.

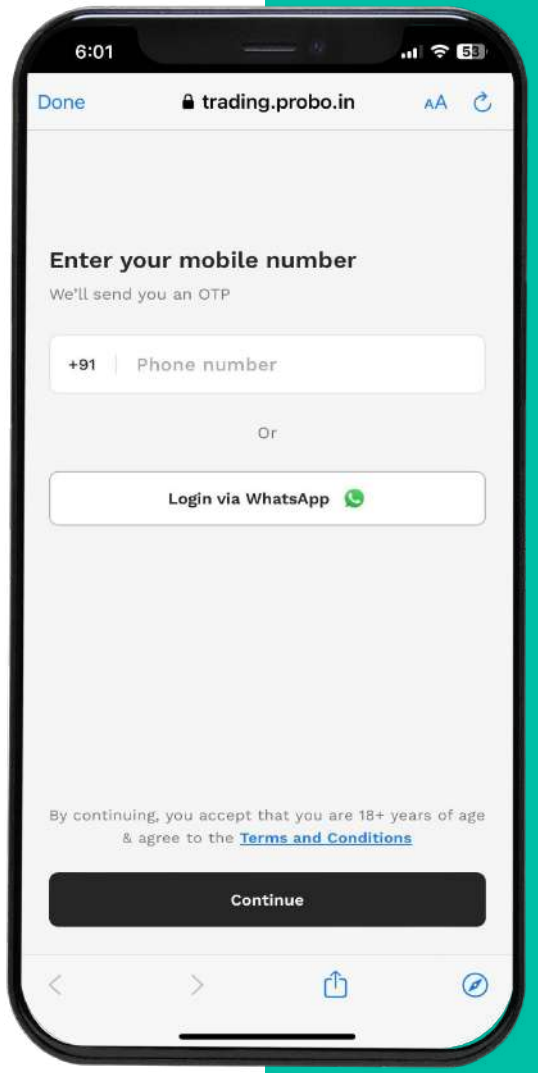
Decreasing account-related frauds by 95% without spending any additional dollar

23%

Increase in Login conversion

95%

Decrease in account fraud



"Integrating with OTPless was seamless. Our tech team could do it with minimal efforts. And, ever since it has gone live, our login drop offs and duplicate accounts have seen a sharp drop. I would recommend OTPless to anyone looking to improve their users' login experience."

—Sachin Gupta, Co-Founder, Probo

Source: Client-approved measurements, OTPless success story, January ,2023

Getting started

Go live in minutes

1

Copy / Paste SDK
on Signup/Signin Page

2

Copy / Paste WhatsApp
Login button code

3

1-API Integration
for User Details

Identify, Authenticate, Engage users on WhatsApp using OTPless

IDENTIFY

less intrusive, easy, simple

AUTHENTICATE

secured, end to end encrypted

ENGAGE

User initiated, consensual, personalized and meaningful

OTPless

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Thank you