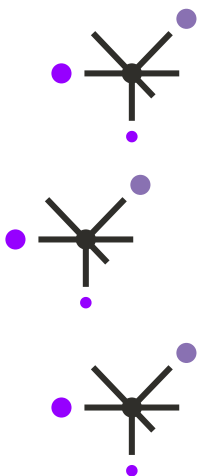


FUNNEL INVESTIGATION

Registration loses 75%. Which step should we redesign?

A four-day investigation into a registration funnel, before the team rebuilt the step it suspected.

Company	Loftly, a secondhand furniture marketplace (fictional)
Question	Where does registration really lose people, and what should change?
Data	Analytics events, backend accounts, login and email logs. All synthetic.
Prepared by	Alex Severianov



This is a sample. The company, people and numbers are invented. The problems, the checks and the reasoning come from real funnel investigations I have done.

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Executive summary

Background

Loftly's registration dashboard showed 20,000 welcome views and 5,050 completed registrations in four weeks: 75% lost. The biggest drop was at email verification (37%), and the team had a new verification flow designed and ready to build.

Objective

Find where registration really loses people, check whether the verification step is the problem, and recommend what to change first.

What was done

I rebuilt the funnel from raw events as unique people, matched them to backend accounts and login logs, split visitors by how they arrived, widened the funnel window to 48 hours, and checked email verification by provider.

Key findings

- **The real loss is about 25%, not 75%.** Of genuinely new visitors, 75% finished registration within 48 hours.
- **One in five visitors already had an account.** 3,900 people tapped sign-up, hit "email already registered", and 400 never made it to login.
- **Shared links lose the most people.** 84% of visitors from a shared listing left at the welcome screen without tapping anything.
- **Verification mostly works.** 92% of new users verify within 48 hours. The dashboard's 30-minute window counted late verifiers as lost.
- **The dashboard counted events, not people.** An Android duplicate inflated welcome views by 9%.

Conclusion

Verification is not the step to redesign. Registration loses people before it starts: shared-link visitors who meet a sign-up wall, and existing users with no clear way back to login.

Recommendations

Park the verification redesign. Show shared listings before asking people to sign up. Offer one-tap login when an email is already registered. Fix the duplicate event, use a 48-hour window, and split the funnel by how people arrive. Check email deliverability for Outlook addresses.

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What the dashboard said. What the data shows.

Dashboard	What I found	Verdict
75% of people are lost	25% of genuinely new visitors are lost. The rest are duplicates, existing users and shared-link visitors.	Overstated
Verification is the worst step (37%)	Within 48 hours, 8% of new users don't verify. 73% of the dashboard drop verified later.	Works
Sign-up method to account: 35% drop	81% of that drop are existing users hitting "email already registered".	Login problem
Welcome screen: 35% drop	Mostly shared-link visitors who wanted to see one listing, plus duplicate Android events.	Main loss
Profile step works (4% drop)	Same in the rebuilt funnel: 4%.	Correct

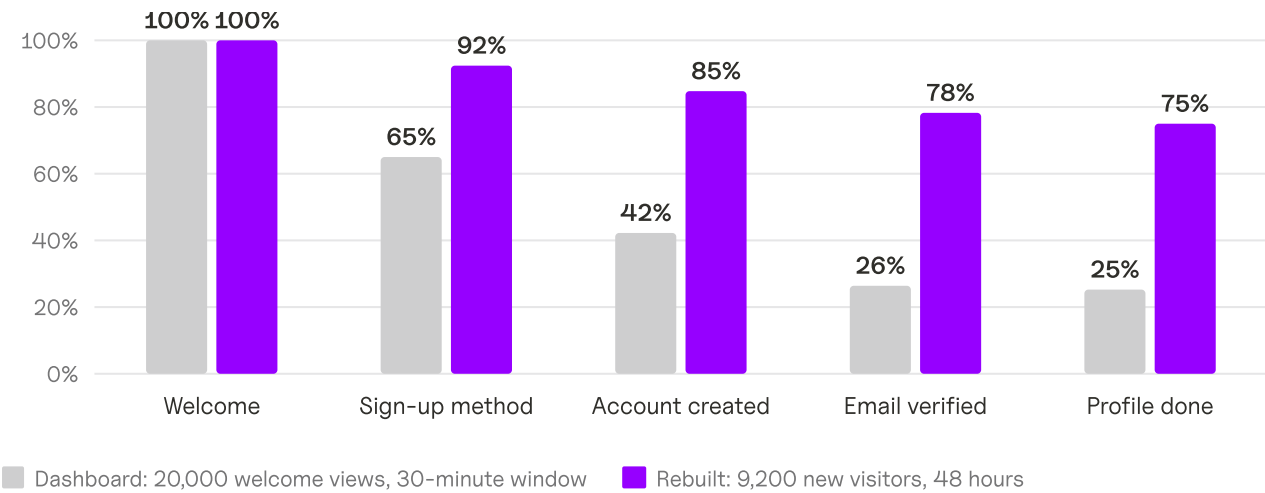
RECOMMENDATION

Don't build the new verification flow. Fix the two entrances instead: show shared listings before the sign-up wall, and send existing users to login in one tap.

02_

The dashboard mixed new users with everyone else.

The dashboard funnel starts from every *welcome_viewed* event and gives each person 30 minutes to finish. I rebuilt it from raw events as unique people, gave them 48 hours, and kept only visitors who were genuinely new and arrived normally.



Who reached the welcome screen	Count	Share	Finished registration
Genuinely new, normal app open	9,200	46%	6,900 75%
Arrived from a shared listing link	5,100	26%	520 10%
Already had an account	3,900	20%	not new users
Duplicate Android event	1,800	9%	not people

75% looked lost. About 25% really were. The other groups need different fixes, and a redesign of any registration step can't help them.

On Android, the welcome screen fires its view event a second time when the app restores after the splash screen. iOS doesn't. Existing users were identified by email match at the "already registered" error and by device history.

03_

One in five visitors already had an account.

People reinstall the app, switch phones, or get logged out. They see a welcome screen with a large “Create account” button and a small “Log in” link. Most tap the big button.



400 never got back in within 48 hours

Existing users	Count	
Reached the welcome screen	3,900	21% of unique visitors
Tapped “Create account”	3,700	95%
Saw “This email is already registered”	3,700	no login button on that screen
Reached login within 48 hours	3,500	90%

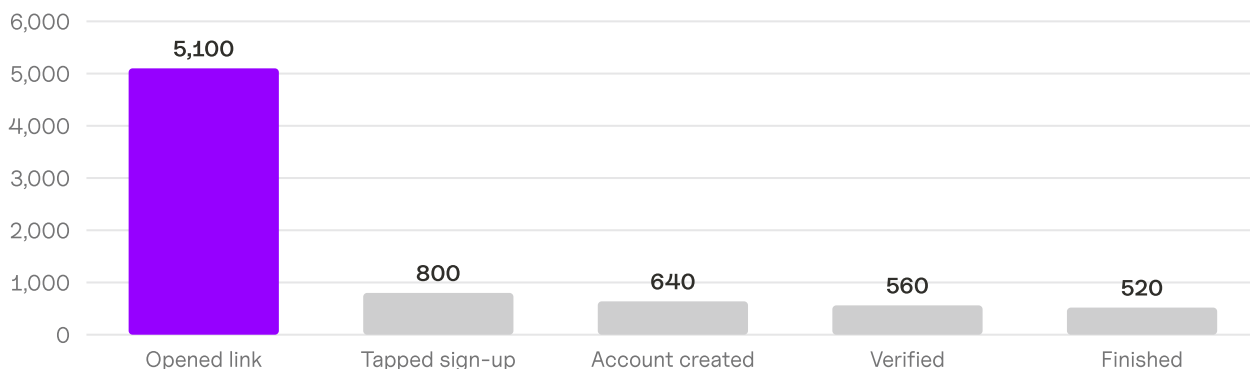
This is why the dashboard showed a 35% drop between sign-up method and account: 81% of it was existing users bouncing off the error. For genuinely new users the same step loses 8%.

400 people who already use Loftly didn’t get back in. In a marketplace, some of them are sellers with active listings. Losing them costs more than losing a new visitor.

04.

The biggest loss happens before registration starts.

When someone shares a listing, the link opens the app on the welcome screen, not the listing. The visitor wanted to see one sofa. They are asked to create an account first.



Visitors from shared listing links, four weeks, 48-hour window

5,100 people arrived this way, 28% of all unique visitors. 4,300 of them, 84%, left without tapping anything. Those who did tap sign-up behaved like everyone else.

The wall is the problem, not the form behind it. Shared links are the warmest traffic a marketplace gets: someone they know sent them a specific item.

ILLUSTRATION, NOT A FORECAST

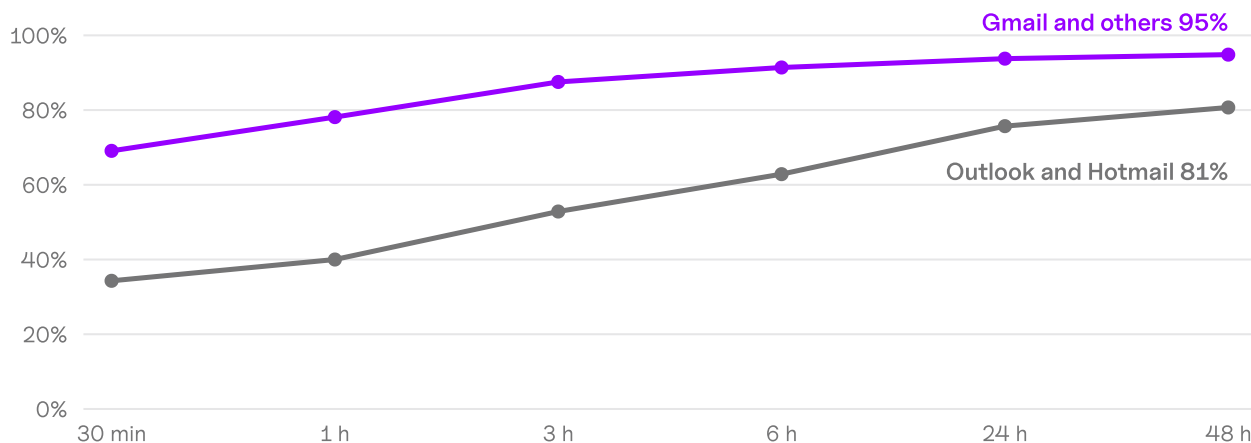
If the listing came first and only 20% of the people who now leave registered later, that would be about 860 more registrations in four weeks, +12% on today's 7,420.

Shared-link visitors were identified from deep-link open events and matched against link-click logs. The illustration is a planning number for sizing the test, not an expected result.

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The step they wanted to redesign works.

The dashboard gives each person 30 minutes. Many people don't open a verification email that fast. Within 48 hours, 92% of new users verified, and 2,300 of the people the dashboard counted as lost here came back and finished.



Share of new accounts with a verified email, by time since the account was created

There is one real problem inside this step. Outlook and Hotmail addresses are 18% of new accounts but 45% of everyone who never verified. After 3 h, only 53% of them had verified. Everyone else reached 69% within 30 minutes. That pattern usually means the email lands in spam or a promotions folder.

The new verification flow would solve a problem most people don't have. A deliverability check for Outlook addresses costs a day and targets the people who are actually stuck.

Verification times come from email-service delivery logs joined to the verification event. A magic-link flow may still be worth testing later, but not as the fix for the main funnel loss.

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What checked out.

Before changing the funnel, I checked that the rebuilt numbers can be trusted.

- ✓ **People are stitched correctly.** I followed 200 journeys by hand from anonymous ID to account. All matched.
- ✓ **Completions match the backend.** Finished registrations in analytics are within 1% of new accounts in the database.
- ✓ **iOS events are clean.** The duplicate welcome event exists only on Android.
- ✓ **The profile step works.** 4% drop, the same in the dashboard and the rebuilt funnel.
- ! **Existing users are partly inferred.** They are identified by email match or device history. People who never typed an email may be missing, so the real number is probably higher.

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What I would do next.

Now	Park the verification redesign. Check sender authentication and reputation for Outlook and Hotmail delivery.
Shared links	Open shared links on the listing. Ask for an account when people save, make an offer or message the seller. Test it against the current wall.
Existing users	On “email already registered”, offer “Log in instead” with a one-tap email link. Give “Log in” equal weight on the welcome screen.
Tracking	Fix the duplicate Android event. Use a 48-hour funnel window.
Dashboard	Split the funnel by how people arrive: normal open, shared link, returning device. Report registrations per new visitor, not per welcome view.

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How this investigation was done.

Data used

Product analytics events for every registration step, backend account records, login events, deep-link open and link-click logs, and email-service delivery logs.

Definitions

Visitor: a unique person, not an event. **New visitor:** no existing account and no shared link. **Finished:** profile completed within 48 hours of the first welcome screen.

Method

Events were stitched from anonymous ID to account, deduplicated, and grouped by entry type before the funnel was calculated. Each step is measured against the step before it.

Limits

Existing users are partly inferred, so their count is a minimum. The shared-link upside is an illustration for sizing a test. Why Outlook emails arrive late is a likely explanation that needs a deliverability check to confirm.

Time

Four days: rebuilding and verifying the funnel from raw events, splitting it by visitor type, tracing each loss to its cause, and writing this up.

What you get

An executive summary with the answer, a report like this one with every number traceable, and a call to go through it with the team.



Not sure which step is really losing people?

Send me your funnel. I'll tell you what I would check first.

x91tech.com · Alex Severianov