



flight



Digits

Chris Oryschak

PM, Digits | @chrisoryschak

4,000+ Apps



4,000+ Apps





4,000+ Apps





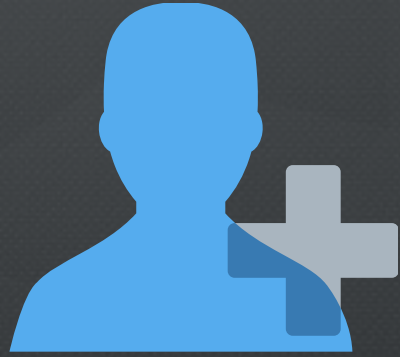
4,000+ Apps





DIGITS





USER ACQUISITION



ENGAGEMENT



STRONGER SECURITY



VERIFIED EMAIL

 6 Billion

 2 Billion

 1.4 Billion





Digits global conversion rate

Conversion Performance



Source | “3 Ways to Boost Your Facebook Login Conversion Rate Above 70%” Facebook, Oct 2013

US 90%

FR 91%

JP 86%

IN 85%

BR 86%

ZA 87%

PERISCOPE

10 Million
Accounts

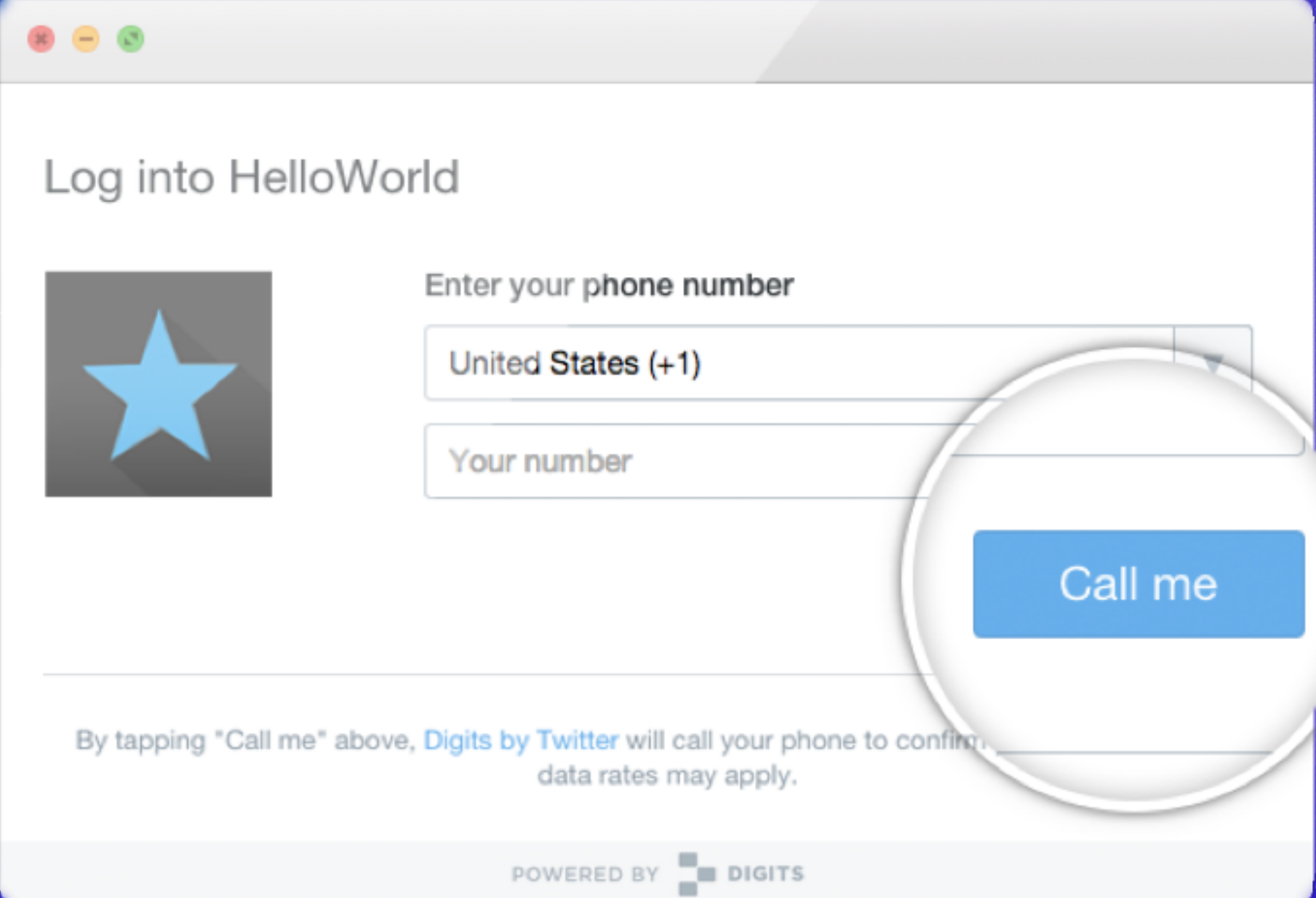


Source | Digits Blog, Oct 2015




DIGITS SDK

Worldwide Voice Support



Log into HelloWorld




Enter your phone number

United States (+1)

Your number

Call me

By tapping "Call me" above, [Digits by Twitter](#) will call your phone to confirm. Data rates may apply.

POWERED BY  DIGITS

Cost @ \$.11 Per Verification

\$2,750,000

\$1,440,000

\$600,000

\$11,000

100k

1m

5m

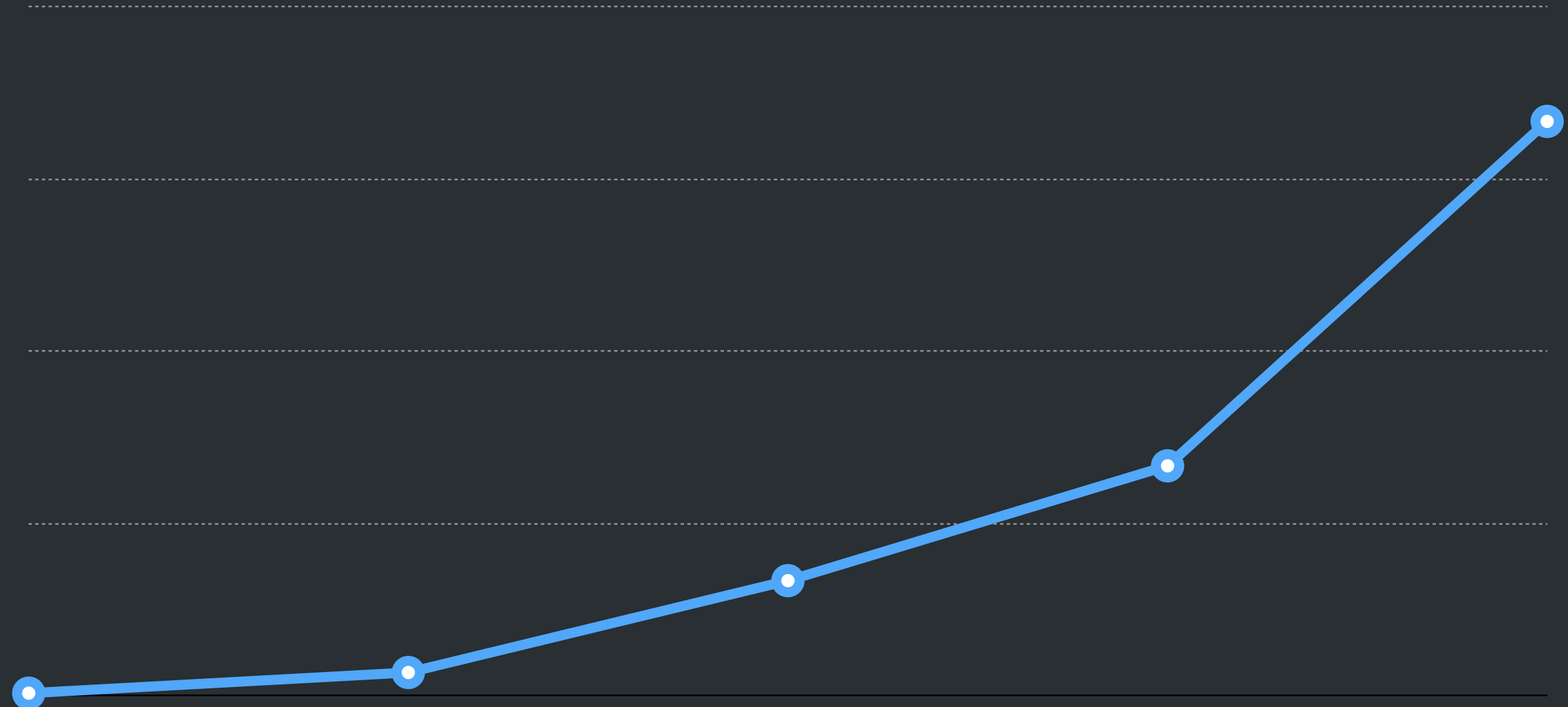
10m

25m

USERS

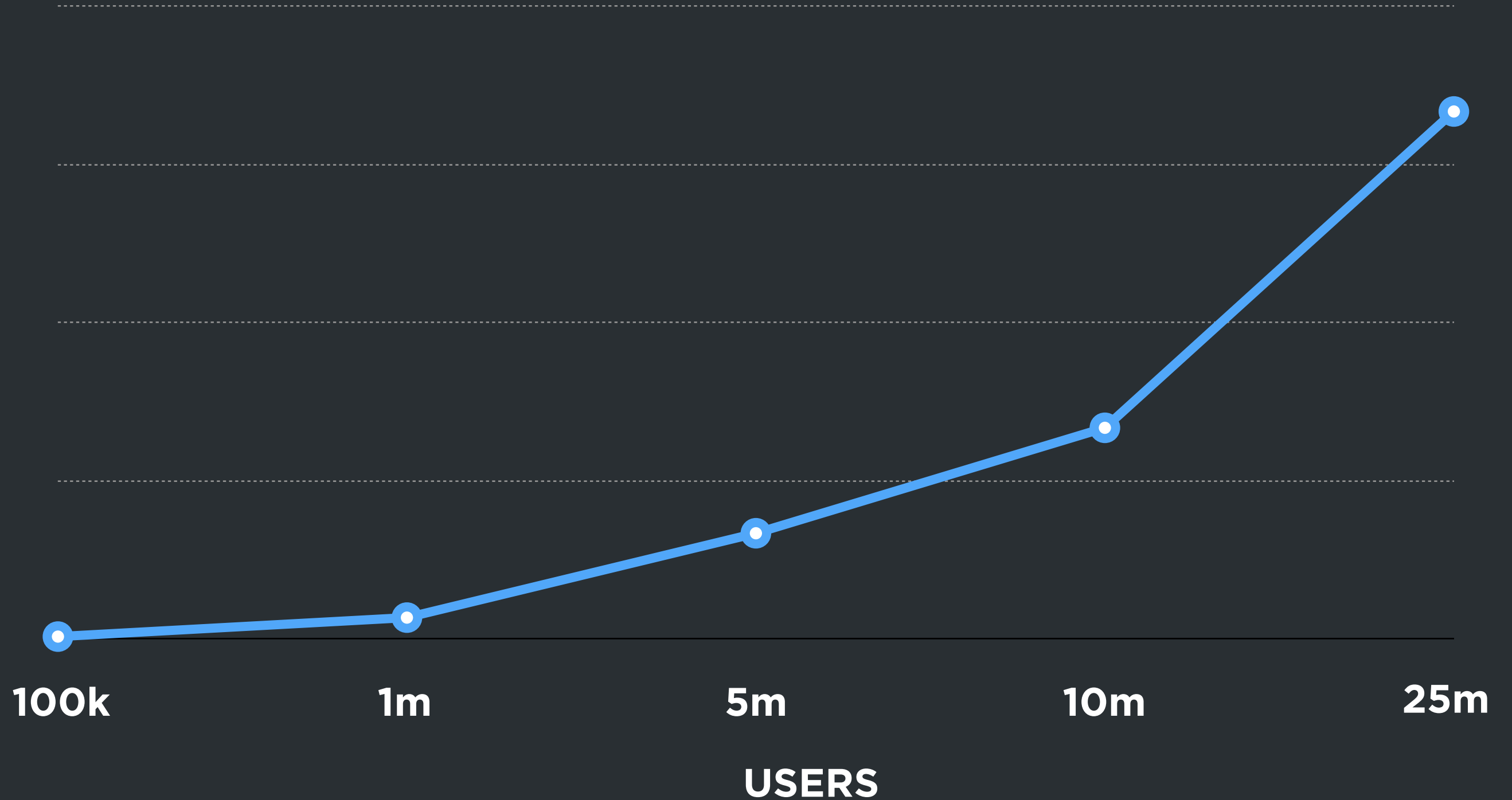


Source | Nexmo Verify, Oct 2015



Digits Verification Cost

\$0



DIGITS SDK

Demo



Local.

Find and rate farmers markets near you

Add Login!



```
let authButton = DGTAuthenticateButton(authenticationCompletion: { (session:
DGTSession?, error: NSError?) in

}

authButton.center = self.view.center
self.view.addSubview(authButton)
```

```
let authButton = DGTAuthenticateButton(authenticationCompletion: { (session:
DGTSession?, error: NSError?) in

    print(session.userID)
    // 33968302940

    print(session.phoneNumber)
    // +14145553939

    print(session.authToken)
    // 14410002-F5Bi8hMpQbXamM8MBBw8zw2LYIBL4FEBvxLZfaSw

    print(session.authTokenSecret)
    // K8QNvDcC2f9qtGU8tfa75exwLZ2Sc1jeHrThnk6Co
}

authButton.center = self.view.center
self.view.addSubview(authButton)
```

```
let authButton = DGTAuthenticateButton(authenticationCompletion: { (session:
DGTSession?, error: NSError?) in

    print(session.userID)
    // 33968302940

    print(session.phoneNumber)
    // +14145553939

    print(session.authToken)
    // 14410002-F5Bi8hMpQbXamM8MBBw8zw2LYIBL4FEBvxLZfaSw

    print(session.authTokenSecret)
    // K8QNvDcC2f9qtGU8tfa75exwLZ2Sc1jeHrThnk6Co
}

authButton.center = self.view.center
self.view.addSubview(authButton)
```

DIGITS SDK

Demo



Local.

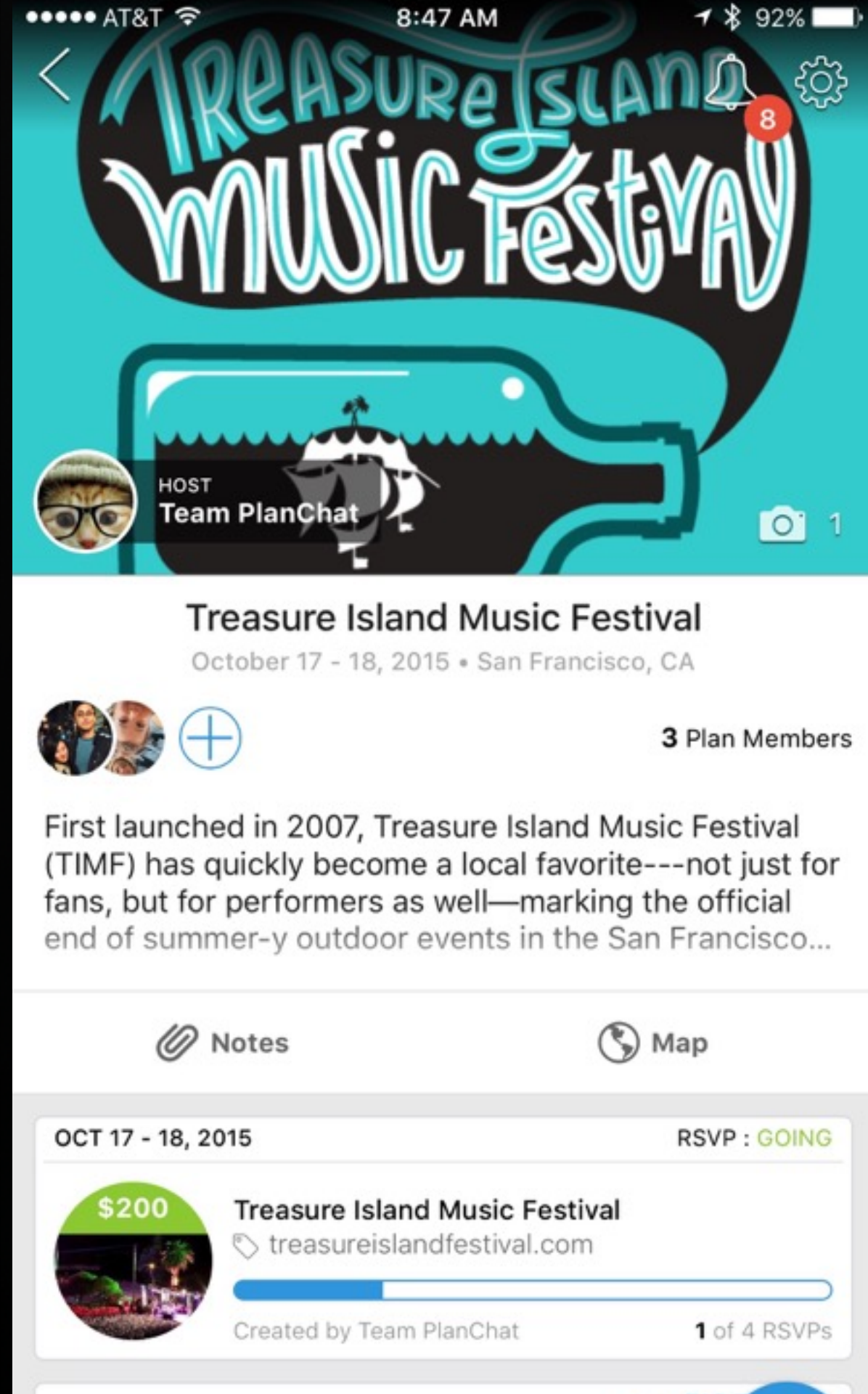
Find and rate farmers markets near you

Use my phone number





USER ACQUISITION



UPLIKE

2.3m MAU
100 Countries

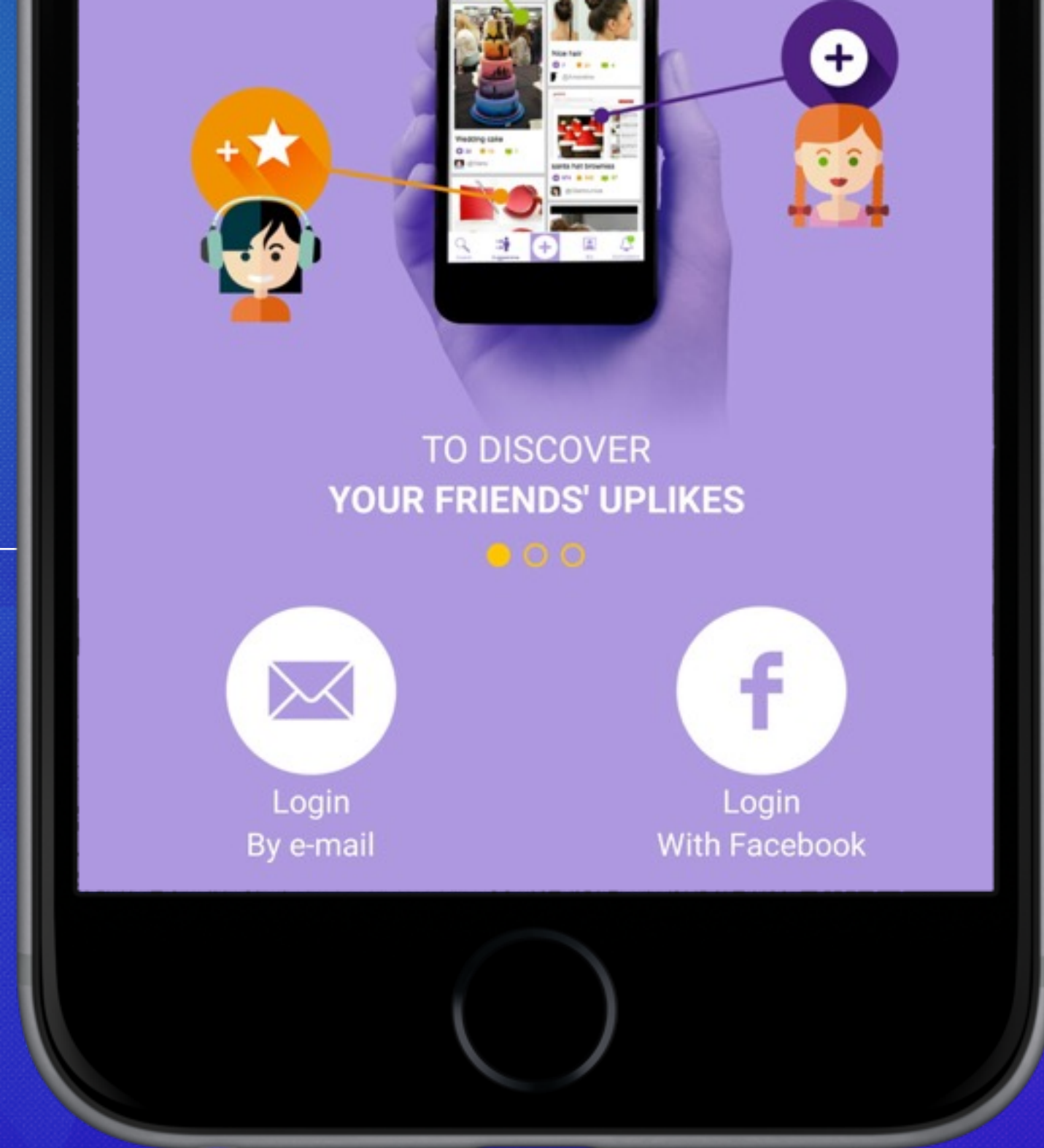


TO DISCOVER
YOUR FRIENDS' UPLIKES



UPLIKE

Declining social login
Duplicate accounts
Slow email signup (49s)



Average Session Time (Social Apps)

2.5 Minutes



TO DISCOVER
YOUR FRIENDS' UPLIKES



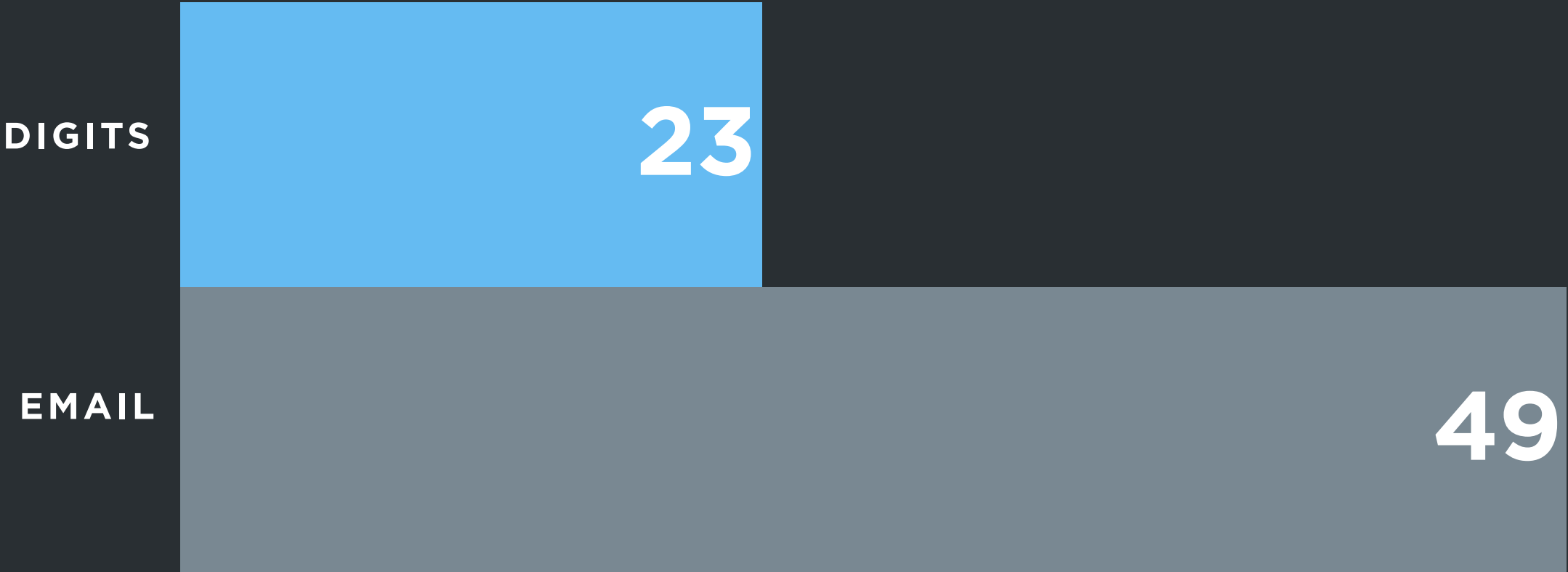
Connect with your Phone



Connect with Facebook

[Already a member connected by e-mail?](#)

Login Speed (Seconds)





Fewer support tickets

Theming Digits

Local.

Find and rate farmers markets near you

Use my phone number




```
let customTheme = DGTAppearance()

//Background
customTheme.backgroundColor = .greenColor()
customTheme.accentColor = .whiteColor()

//Fonts
customTheme.headerFont = UIFont(name: "Avenir Next", size: 20)
customTheme.labelFont = UIFont(name: "Avenir Next", size: 18)
customTheme.bodyFont = UIFont(name: "Avenir Next", size:18)

//Logo
customTheme.logoImage = UIImage(named: "Avacado")
```

```
let customTheme = DGTAppearance()

//Background
customTheme.backgroundColor = .greenColor()
customTheme.accentColor = .whiteColor()

//Fonts
customTheme.headerFont = UIFont(name: "Avenir Next", size: 20)
customTheme.labelFont = UIFont(name: "Avenir Next", size: 18)
customTheme.bodyFont = UIFont(name: "Avenir Next", size:18)

//Logo
customTheme.logoImage = UIImage(named: "Avacado")

let digits = Digits.sharedInstance()
digits.authenticateWithDigitsAppearance(customTheme, viewController: nil, title:
nil) { (session, error) in

    }
```



Local.

Find and rate farmers markets near you

GET STARTED



Local.

Find and rate farmers markets near you

GET STARTED



Alternative Navigation Flow

```
let navigationController = self.navigationController  
let loggedInViewController = vc
```

Alternative Navigation Flow

```
let navigationController = self.navigationController
let loggedInViewController = vc

let digits = Digits.sharedInstance()
digits.authenticateWithNavigationViewController(navigationController,
phoneNumber: nil,
digitsAppearance: customTheme,
title: "Log in",
completionViewController: loggedInViewController)
```

Local.

Find and rate farmers markets near you

GET STARTED





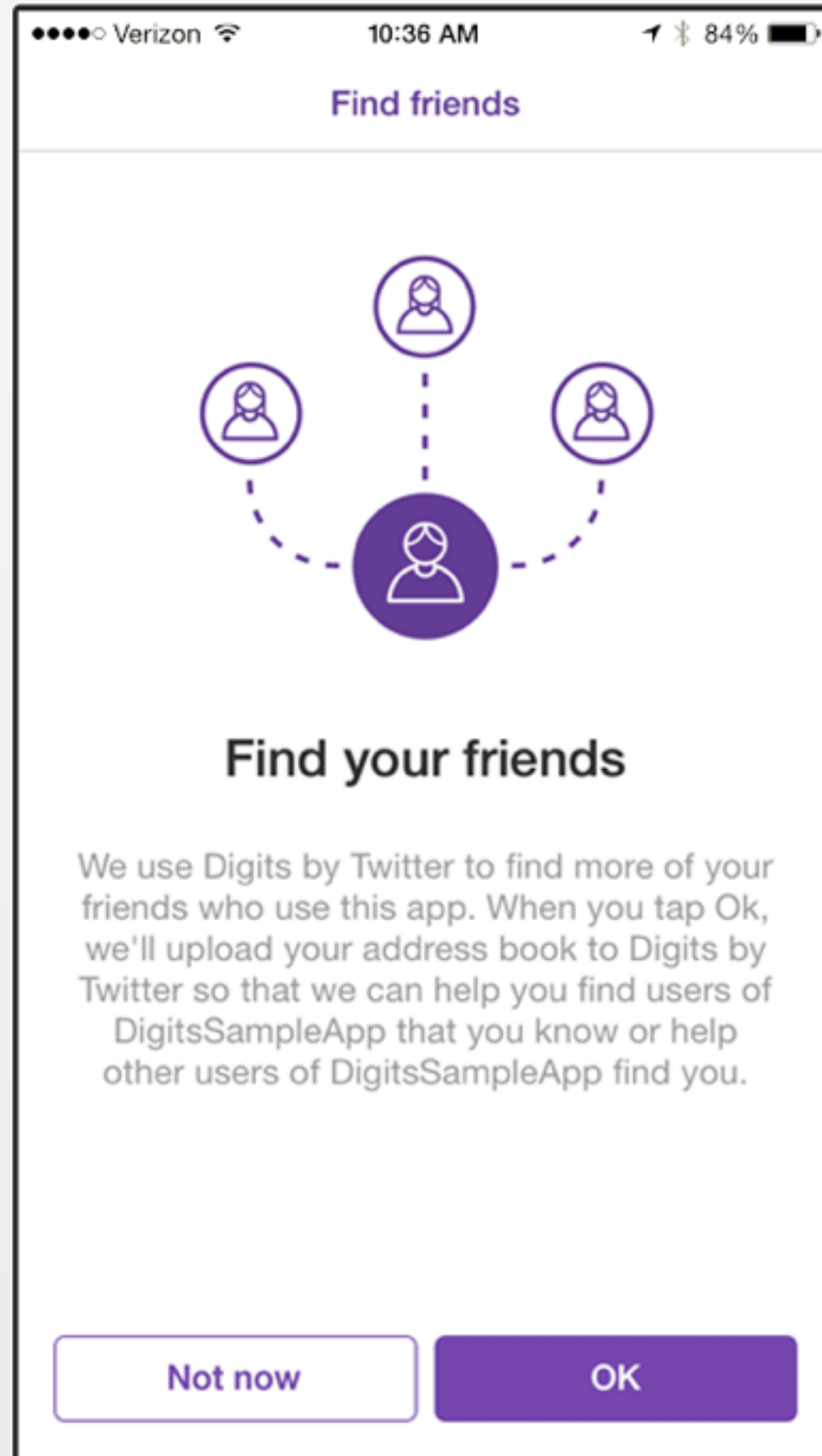
ENGAGEMENT



Use an app more than twice

DIGITS

Friend Finder



CALVIN

Easy social planning






calvin



Available on the
App Store







Charles Phan Nick Sonnenberg

CALVIN FRIENDS

-  Charles Phan
-  Claire Hobson
(310) 555-1235 IPHONE
-  Nick Sonnenberg
(310) 555-1235 CELL

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0

A

-  Aaron Bald
aaron.bald@gmail.com
-  Aaron Metzner
(310) 555-1235 IPHONE
-  Alex Dolton
(310) 555-1235 CELL
-  Alex Dolton
(310) 555-1235 HOME
-  Arthur Stein
(310) 555-1235 CELL
-  Andrea Stern



Suggest up to 3 times

DONE

	6pm	7pm	8pm	9pm
MON OCT 12				
TUE OCT 13	Dinner with Sabrina M. at Rich Table			
WED OCT 14	Bouldering at Dogpatch with...			
THU OCT 15			[Profile icons]	
FRI OCT 16		[Profile icon]		
SAT OCT 17				
SUN OCT 18				

Tap the calendar to propose a time

	6pm	7pm	8pm	9pm
MON OCT 12				
TUE OCT 13	Dinner with Sabrina M. at Rich Table		Drinks with Nick and Charles	
WED OCT 14	Bouldering at Dogpatch with...			
THU OCT 15			[Profile Pictures]	
FRI OCT 16	[Profile Picture]			
SAT OCT 17				

✕
TUESDAY
OPTION 2
OPTION 3

OCT 13

7:30pm - 8:45pm

```
let userSession = Digits.sharedInstance().session()  
let contacts = DGTContacts(userSession: userSession)  
  
contacts.startContactsUploadWithCompletion { result, error in  
  
}
```

```
contacts.lookupContactMatchesWithCursor(nil) { matches,  
nextCursor, error in  
  
}
```

```
contacts.lookupContactMatchesWithCursor(nil) { matches,  
nextCursor, error in
```

```
print(matches)
```

```
// [3043948290, 3984934938, 3923829382]
```

```
}
```

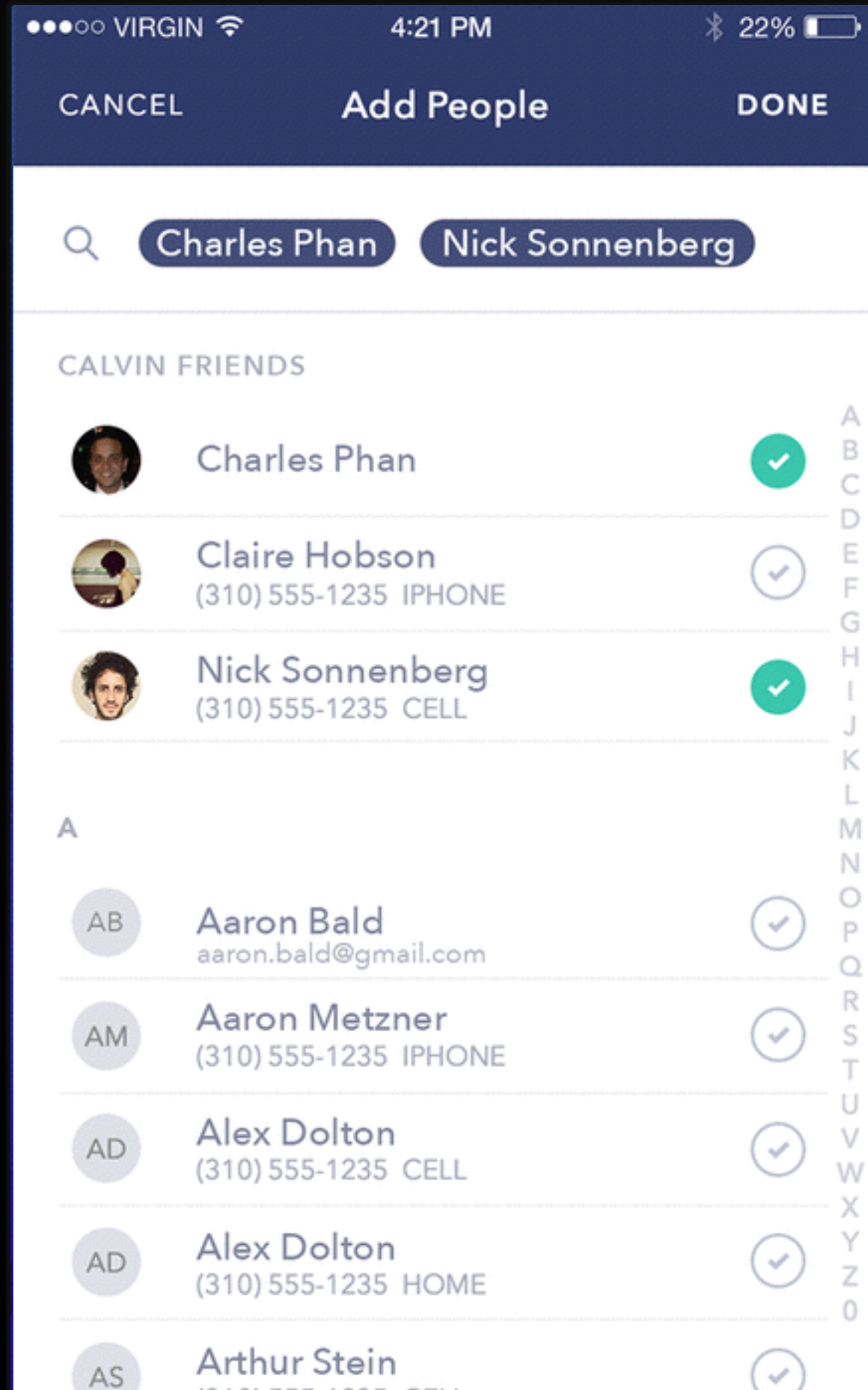

Digits User ID: 3043948290



Digits User ID: 3984934938



Digits User ID: 3923829382



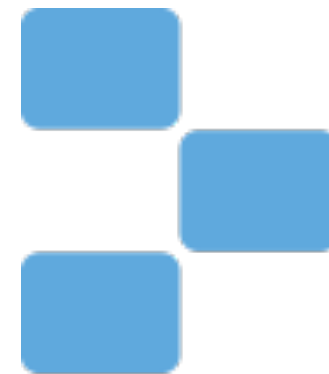


STRONGER SECURITY

Digits 2 Factor



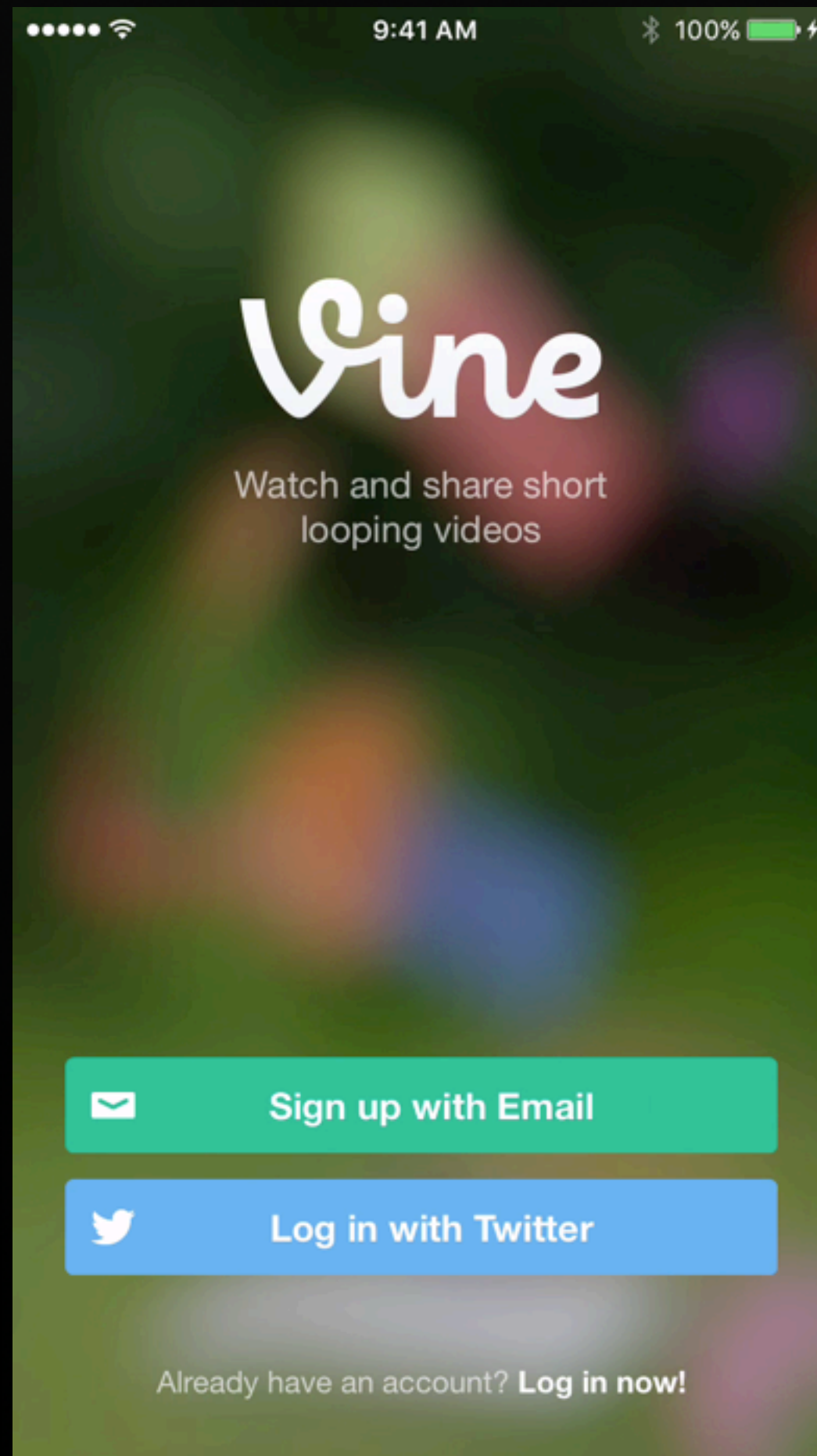
+



DIGITS

VINE

1.5 billion loops
per day



```
let phoneNumber = phoneNumberField.text
```

```
let phoneNumber = phoneNumberField.text

let digits = Digits.sharedInstance()
digits.authenticateWithPhoneNumber(phoneNumber,
digitsAppearance: customTheme,
viewController: nil,
title: nil) { (session, error) -> Void in

}
```

```
let phoneNumber = phoneNumberField.text

let digits = Digits.sharedInstance()
digits.authenticateWithPhoneNumber(phoneNumber,
digitsAppearance: customTheme,
viewController: nil,
title: nil) { (session, error) -> Void in

print(session.userID)
// 33968302940

}
```



VERIFIED EMAIL


```
let configuration = DGTAuthenticationConfiguration(accountFields: .Email)

Digits.sharedInstance().authenticateWithViewController(nil, configuration:
configuration) { session, error in

}
```

Cancel



What's your phone number?

United States +1 |

Send confirmation code

By tapping 'Send confirmation code', [Digits by Twitter](#) will send an SMS message to confirm your phone number. Message & data rates may apply.

1

2
ABC

3
DEF

4
GHI

5
JKL

6
MNO

7

8

9

[Cancel](#)

We sent you a code.

Continue

By tapping 'Continue', you agree to the [Terms of Service](#), [Privacy Policy](#), and [Cookies Policy](#) of Digits by Twitter, and that other users of Periscope can discover you by phone number and/or email.

1

2

ABC

3

DEF

4

GHI

5

JKL

6

MNO

7

8

9

Cancel

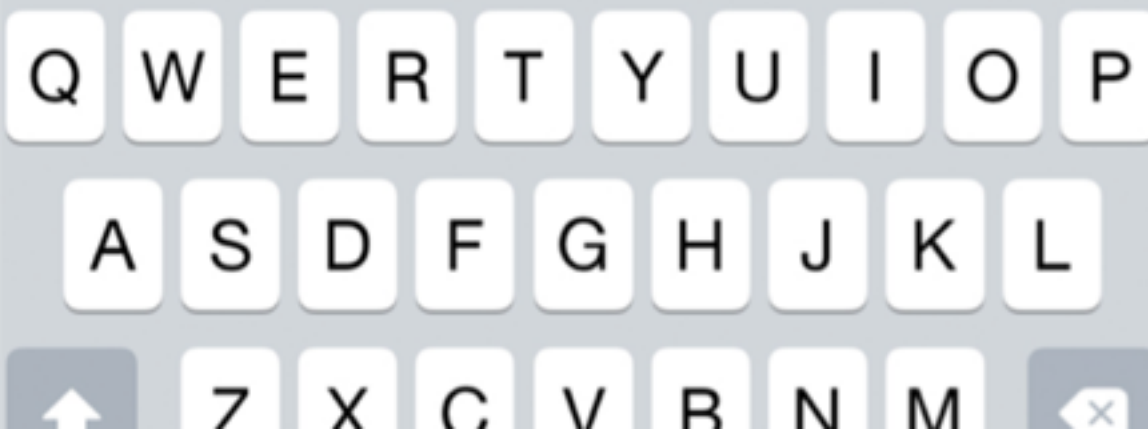


Enter your email.

|

Continue

By tapping 'Continue', you are adding your email to your [Digits Account](#).





```
let configuration = DGTAAuthenticationConfiguration(accountFields: .Email)

Digits.sharedInstance().authenticateWithViewController(nil, configuration:
configuration) { session, error in

print(session.email)
// coryschak@twitter.com

print(session.emailVerified)
// false

}
```

 Periscope (via Digits) <digits@digits.com>
to me 

11/11/14   



Verify your email address.

pgates@twitter.com was just used to sign up for an account with your app . Verify your email address below.

Verify email

Once verified, your email will be associated with your [Digits Account](#).

POWERED BY  DIGITS

[Terms of Service](#) • [Privacy Policy](#) • [Cookies Policy](#)

 Click here to [Reply](#) or [Forward](#)



Search or enter website name



Verify your email address.

pgates@twitter.com was just used to sign up for an account with Periscope. Verify your email address below.

Verify email

Once verified, your email will be associated with your [Digits Account](#).

POWERED BY  DIGITS

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```
let configuration = DGTAAuthenticationConfiguration(accountFields: .Email)

Digits.sharedInstance().authenticateWithViewController(nil, configuration:
configuration) { session, error in

print(session.email)
// coryschak@twitter.com

print(session.emailVerified)
// true

}
```



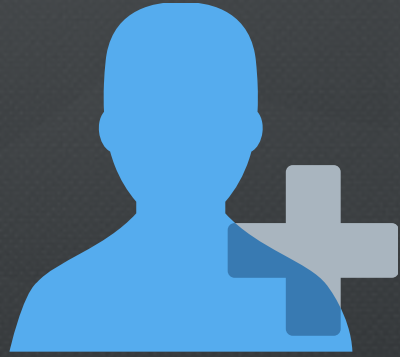
```
let configuration = DGTAuthenticationConfiguration(accountFields: .Email)

Digits.sharedInstance().authenticateWithViewController(nil, configuration:
configuration) { session, error in

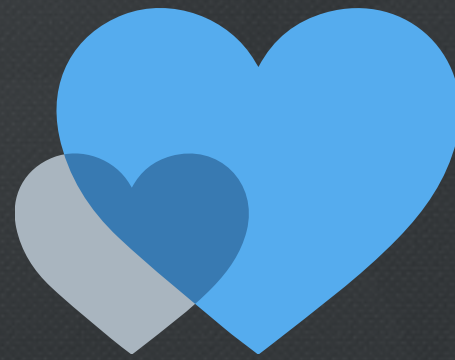
print(session.email)
// coryschak@twitter.com

print(session.emailVerified)
// true

}
```



USER ACQUISITION



SIMPLE ENGAGEMENT



STRONGER SECURITY



VERIFIED EMAIL



DIGITS



www.digits.com



Thank You

@chrisoryschak