

The digital drop-off audit checklist

Is your login flow helping you grow or driving customers away?

Getting users to your site is hard enough. Losing them at sign-up or checkout because of clunky forms, forgotten passwords, or unnecessary login steps is frustrating and expensive.

Most digital teams know they have drop-off in their funnel, but it isn't always obvious how much of that leak comes from identity choices made years ago.

Use this checklist to walk through your current setup. It will help you identify where unnecessary friction is getting in the way of sales and where simple, modern security can keep things moving quickly for real shoppers.

Instructions: Check each box that matches your current setup. If you aren't sure or know you rely on a manual workaround, leave it unchecked and treat it as an open gap.

1. Registration & onboarding

- ☐ Can first-time users sign up with a single click using social options (Google, Apple) or Passkeys?
- ☐ Is your initial registration form kept to three fields or fewer (e.g., just an email address or phone number)?
- ☐ Can customers make a purchase or start using your app before being forced to verify an email or fill out a long profile?
- ☐ Do you collect extra customer details gradually over time across multiple visits, rather than demanding everything up front?

2. Returning user experience

- ☐ Can returning customers log in using face or fingerprint scan (Touch ID, Face ID, Passkeys) on supported devices?
- ☐ Do you offer magic links sent to email or phone as an easy alternative to typing out passwords?
- ☐ Can customers reset their account access directly inside your app or site without waiting on slow email reset loops?
- ☐ Is your sign-in built directly into your website so users stay on your brand's domain without being redirected away?

3. Cross-channel sessions

- ☐ Does a customer have a single, unified account across your website, mobile app, and physical store interactions?
- ☐ Are user sessions kept in sync so a customer logged in on web is recognized smoothly on mobile?
- ☐ Can a visitor start browsing as a guest and keep their saved cart items when they log in to check out?
- ☐ Does your system flag sudden, unusual changes during an active session (like a sudden swap to an unexpected device or location)?

4. Developer experience & integration

- ☐ Can your team turn on new sign-in methods (like social options or Passkeys) without writing extensive custom code from scratch?
- ☐ Does your identity system connect easily to your existing apps using standard tools and protocols?
- ☐ Can developers quickly add custom business rules or custom validation steps into the sign-in flow when needed?
- ☐ Does your login setup sync user data smoothly with your downstream CRM, marketing tools, and analytics engines?

5. Customer data & loyalty

- ☐ Can shoppers join your loyalty program with a single click during checkout instead of filling out a second form?
- ☐ Are customer privacy choices, communication options, and marketing consent stored centrally and kept up to date?
- ☐ Do you ask for customer preferences at natural moments (like after a completed order) rather than during sign-up?
- ☐ Can customers easily view and update their profile details, saved preferences, and logged-in devices on their own?

6. Preparing for automated & AI shopping

- ☐ Is your backend setup ready to safely let third-party AI shopping assistants browse or buy on behalf of a user?
- ☐ Can your system give external tools short-lived, limited access without sharing actual account passwords?
- ☐ Do you have clear rules in place that define exactly what an automated process is allowed to buy or change?
- ☐ Can users easily review and turn off permissions they gave to external shopping assistants or tools?

Calculate your score

Add up your checked boxes to see where your customer setup stands:

21–24 Boxes Checked

Optimized

Your setup makes it extremely easy for customers to sign up and buy, while keeping authentication seamless in the background.

14–20 Boxes Checked

Solid, but Leaking Revenue

Your core steps work, but hidden friction in your forms or returning login flows is likely costing you sales.

Below 14 Boxes Checked

High Drop-Off Risk

Outdated login steps and manual hurdles are slowing down your checkout and driving shoppers to competitors.

Ready to fix the leaks in your sign-up flow?

Identifying drop-off points is the first step. Fixing them shouldn't require rebuilding your entire technical stack from scratch. Learn more in our ebook, [The digital drop-off playbook: How to reduce login friction](#).

[Book a quick technical scoping session](#) with an Auth0 architect. We'll walk through your audit results together, look at your current user journey, and show you how to remove checkout friction so more visitors turn into paying buyers.