






Eloelo Achieves 95% Login Conversion and 20x Lower International Auth Costs with OTPLESS

 Website:

eloelo.in

 Category:

Entertainment

 Location:

India

About Eoelo

India’s leading interactive live entertainment platform, Eloelo blends games, creators, and live streaming into a unique social experience. With 85M+ users and growing, the brand is pioneering new formats of community engagement — most recently with the launch of its mini content platform, StoryTV.

85M

Total Users

99.7%

Success Rate

6M+

Monthly Logins



Sagar Gaonkar

CTO



OTPLESS made login effortless for our users and simpler for our team. With WhatsApp zero-tap and smart fallback, we boosted conversions and cut international auth costs by 20x. Integration was quick, and their support has been spot on. It’s a solution that truly scales with us.

Problem Statement

As a business scaling aggressively through performance marketing, Eloelo’s growth team was tackling multiple challenges across user authentication:

- High CAC due to **drop-offs during OTP-based logins**, reducing overall ROAS
- Need for **seamless, scalable global authentication** without major infra changes
- Requirement to **boost top-of-funnel conversion** while reducing SMS OTP failures
- Desire to reduce **tech overheads** with a fully managed authentication solution

These inefficiencies were affecting the overall conversion funnel and user experience.

OTPless Solution

Eloelo implemented OTPLESS’ Smart Auth stack across platforms — integrating zero-touch login experiences via WhatsApp auto-read and fallback routing through SMS — all powered by OTPLESS’ intelligent SDKs.

- **Delivery success improved to 99.7%+** with WhatsApp + SMS fallback router
- **Zero-touch logins** led to a seamless experience for new and returning users
- **Smart vendor routing** led to 30% improvement in SMS latency and 100% uptime
- Global authentication enabled instantly with OTPLESS’ **ready-to-deploy SDK**, and **local partnerships** in place — leading to **20X cost reduction** in international auth
- **Real-time analytics dashboard** and SDKs across Android, iOS, and web enabled easier infra and funnel management

Integration & Rollout

- Platform:** iOS & Android app
- Time to Integrate:** Swift implementation with close collaboration between OTPless and Eloelo’s internal tech teams
- Support:** Dedicated onboarding, live support, and ongoing monitoring
- Team Involved:** Core product managers, backend and mobile developers from Eloelo, and OTPless integration experts

Results

Following the implementation of OTPLESS Smart Auth, Eloelo saw a major uplift in the performance and reliability of its user authentication flow. Delivery success rates climbed to over 99.7%, driven by a powerful combination of WhatsApp auto-read and SMS fallback routing. This translated directly into a smoother login experience for users, new and returning — and helped raise overall login conversion from 89% to ~95%, significantly improving activation across the funnel.

The improved reliability also enabled Eloelo to reduce international authentication costs by 20x, thanks to OTPLESS’s global-ready SDK and local telecom partnerships. Additionally, the smart vendor routing led to a 30% improvement in SMS latency, ensuring consistent uptime and speed at scale. With OTPLESS managing the authentication stack end-to-end, Eloelo was able to cut down tech overheads and deploy a single, unified solution across Android and iOS.

The impact:

- **99.7%+ delivery success**
- **+6% login conversion uplift**
- **30% reduction in SMS latency**
- **20x cost savings on international auth**
- **One SDK simplified infra across all platforms**