






## Reducing Drop-Offs and Boosting Trust: How Shiprocket Scaled Smart Authentication Across Shopify and In-App Checkouts

 Website:

[app.shiprocket.in](https://app.shiprocket.in)

 Category:

E-commerce Enablement

 Location:

India

### About Shiprocket

Shiprocket is India’s leading eCommerce logistics and fulfillment platform, enabling seamless shipping experiences for over 250,000 sellers. Shiprocket helps D2C brands, SMEs, and marketplaces deliver faster and more reliably across 29,000+ pin codes. From warehousing to last-mile delivery, Shiprocket powers end-to-end logistics for some of the fastest-growing online businesses in the country.

250k


Merchants

99.5%

Success Rate

5M+

Monthly Logins



Mudit Yadav

Product Manager

★★★★★

“

Working with OTPLESS was super smooth. Their SDK plugged right into our flow, even in tricky spots like in-app browsers. We saw login delivery jump to 99.5%.

”

### Problem Statement

- Checkout drop-offs were hurting Shiprocket’s topline. Shiprocket identified critical friction at the mobile number verification step during checkout:
- **SMS Deliverability Issues:** Delivery success rate was capped at ~94%, often accompanied by high latency.
  - **Vendor Inconsistencies:** Fluctuating performance during the day resulted in unpredictable user experience.
  - **Tech Limitations:** Integration across diverse storefronts (e.g., Shopify) and utility browsers (e.g., Instagram, Facebook) made standard SDKs insufficient.
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- **Personalization Needs:** Each store required unique branding within the auth flow.
  - **Fraud Management:** A growing number of spam and bot-based verification attempts required robust mitigation.

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

### OTPlless Solution

OTPLESS stepped in as a full-stack authentication partner, working alongside Shiprocket’s product team to build a custom solution tailored for e-commerce checkout.

1. Headless SDK for Universal Compatibility

  - Built for seamless performance across all platforms including in-app utility browsers.
  - Lightweight and easily embedded into existing Shopify-based merchant stores.
2. Vendor & Brand Personalization

  - Customizable parameters enabled store-specific branding within the OTP templates (both SMS & WhatsApp).
3. Smart Auth with WA + SMS Fallback Router

  - OTPLESS’ dynamic router delivered OTP via the most optimal channel (WA or SMS), depending on deliverability and latency.
  - Boosted OTP delivery rates to 99.5%+.
4. Robust Fraud Prevention

  - Multi-layered rate-limiting (IP, device, identity, app-level) to block spam and bot-based login attempts.

### Results

With OTPLESS Smart Auth, Shiprocket streamlined login across its merchant network. Our headless SDK ensured seamless performance across platforms, including in-app browsers and Shopify stores. Using dynamic routing between WhatsApp and SMS, OTP delivery success jumped to 99.5%+. Branded templates added a layer of trust at checkout, while advanced rate-limiting blocked spam and fraud.

#### The impact:

- **3.5% uplift** in overall checkout conversion rate
- **99.5%+** OTP delivery success
- **30% improvement** in SMS latency through real-time routing
- **Zero incidents** of spam or fraud post implementation

### What’s Next

Shiprocket is working closely with OTPLESS to activate Network-based authentication (SNA) and Passkeys to enable zero-touch , secure authentication Together, OTPLESS and Shiprocket are setting new standards for seamless, secure, and high-conversion checkouts in Indian e-commerce.