

# Don't Punish the User

## Authentication Friction in Crypto Mobile Apps

Incognia reviewed the authentication process for login, password reset and device change on twenty one leading cryptocurrency mobile apps

Wallet

Blockchain.com coinbase crypto.com ENJIN EXODUS Trust Wallet

Exchange

BitMart BINANCE Cash App coinbase crypto.com FTX KRACEN  
KUCOIN MoneyLion PayPal robinhood SoFi venmo VOYAGER Webull

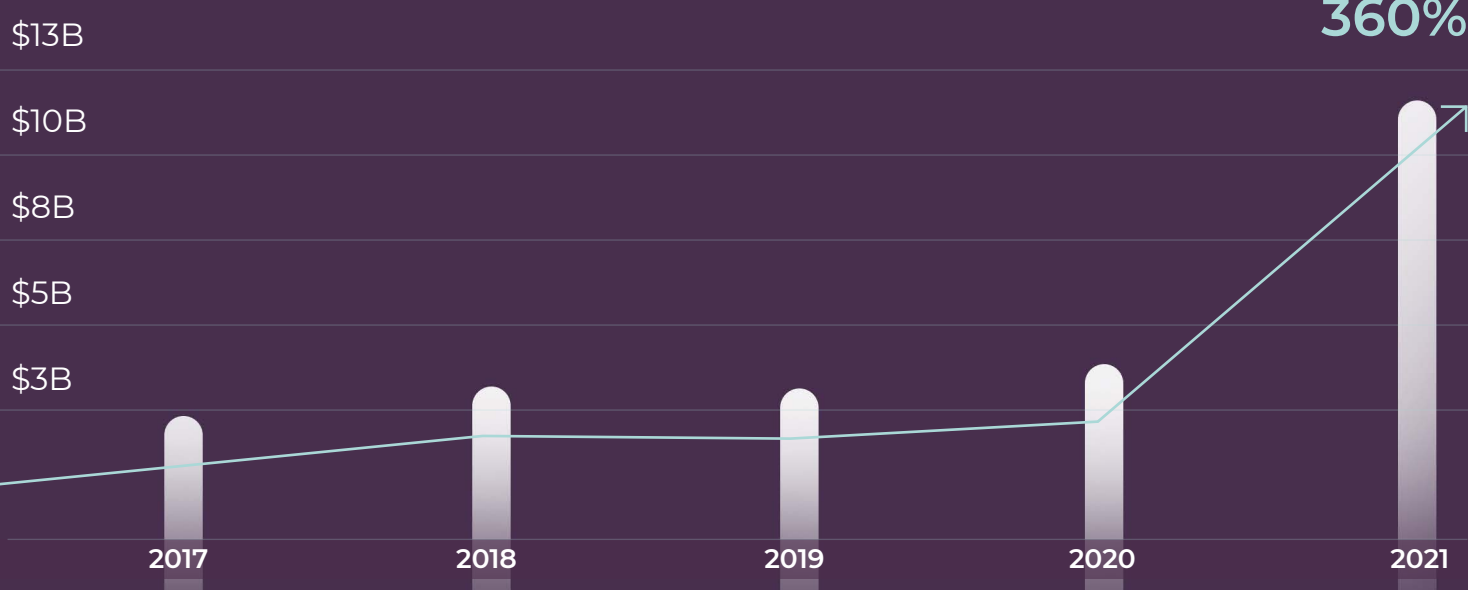
### Fraud is increasing in crypto

#### \$14 billion<sup>1</sup> in cryptocurrency stolen in 2021

\$11 billion<sup>2</sup> stored in illicit addresses in 2021 an increase of 360%

<sup>1</sup> CNBC - Crypto scammers took a record \$14 billion in 2021 - January 2022

<sup>2</sup> Chainalysis - The Chainalysis 2022 Crypto Crime Report - 2022



### The challenge of balancing security with friction

With Account takeover (ATO) in crypto apps rising, apps need to add more security - yet high friction authentication methods can drive away trusted users

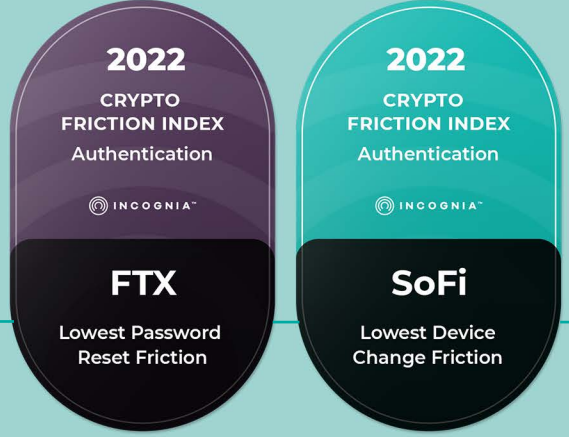
The average American checks their phone **96 times a day or every 10 minutes<sup>3</sup>**

With a highly volatile market, crypto users can be checking their apps every few minutes.

<sup>3</sup> Asurion Research - Americans Check Their Phones 96 Times a Day - November 2019

### Which apps do best at balancing security and friction?

The Winners? **Lowest Authentication Friction**



### The most common Authentication methods used in crypto apps



#### Login



#### MFA support in 85% apps



#### Password Reset



#### Device Change



### The high friction of password reset and device change

Average time to reset a password on a crypto mobile app

**1 minute 8 seconds**

Average number of screens for user to view

**6**



Average number of fields for user to complete

**3**

Average time to change a device on a crypto mobile app

**55 seconds**

Average number of screens for user to view

**7**

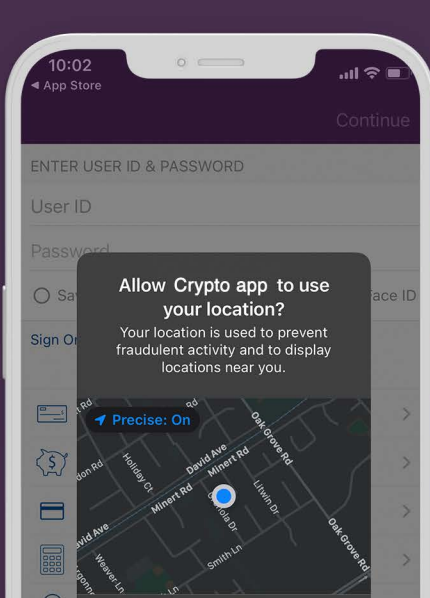
Average number of fields for user to complete

**7**

### Removing the friction from authentication

#### Location permissions

**90%** of login on fintech apps occur from trusted locations



Mobile apps with location permissions activated can leverage it for mobile authentication

**67%** Android

**43%** iOS

To review the complete rankings and study results please download the

### Incognia Authentication Mobile App Friction Report Crypto Edition

Download now



### About Incognia

Incognia is a privacy-first location identity company that provides frictionless mobile authentication to banks, fintech, and eCommerce companies, for increased mobile revenue and lower fraud losses. Incognia's award-winning technology uses location signals and motion sensors to silently recognize trusted users based on their unique behavior patterns and is a key enabler for Zero-Factor Authentication.

Deployed in more than 150 million devices, Incognia delivers a highly precise risk signal with extremely low false-positive rates.

