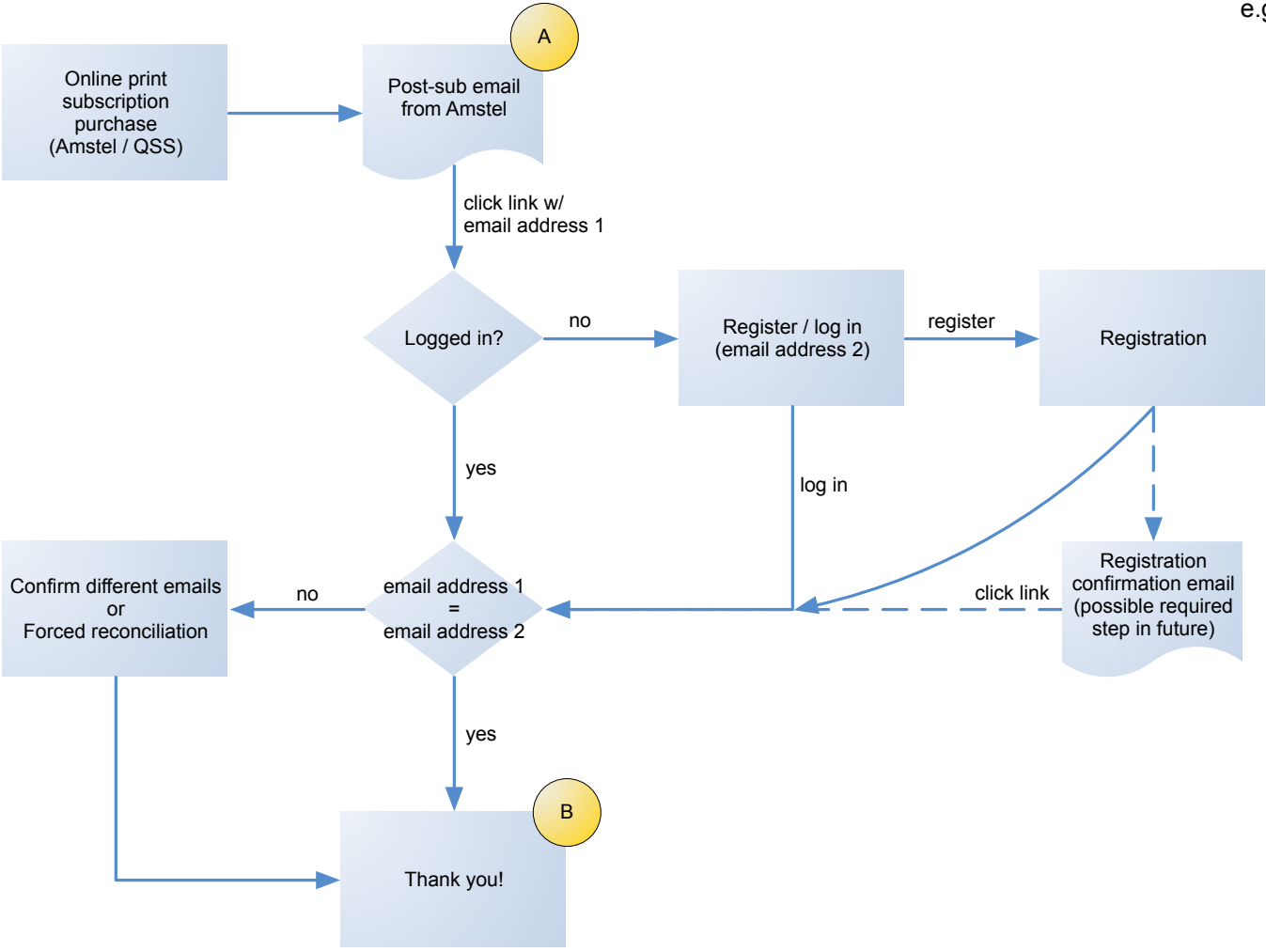


Case	Steps from A to B
Not registered	4
Registered – not logged in	3
Registered – logged in	2

With email address in Amstel email link
 (other scenarios also possible –
 e.g. eliminate registration confirmation)



- Advantages**
- In most cases, no unnecessary “click this button” page
 - Shorter activation funnel means less abandonment
 - Possible opportunities to eliminate registration confirmation

Case	Steps from A to B	Compare to...	Steps from A to B
Not registered – new reg email mismatch	4	Not registered	4
Not registered – new reg email match	3		
Registered – not logged in – email mismatch	3	Registered – not logged in	3
Registered – not logged in – email match	2		
Registered – logged in – email mismatch	2	Registered – logged in	2
Registered – logged in – email match	1		