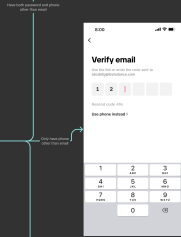
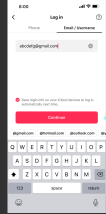


Strategy 1: Split users and target to specific users to improve effectiveness



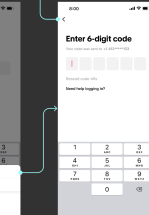
Treatment 1



Edge case

If users exceed the maximum email otp frequency

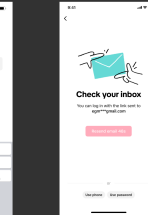
Treatment 2



Edge case

If users exceed the maximum email otp frequency

Treatment 3



Edge case

If users exceed the maximum email otp frequency



Edge case

If the system detects that users are using the system