



CASE STUDY

How CodeContent produced 25+ auth articles spanning protocols, competitor comparisons, and migration guides for SuperTokens

25+ Articles

Blog posts, comparisons, migration guides, and tutorials delivered.

3+ Year Partnership

Continuous content engagement since January 2023.

6+ Comparisons

Head-to-head competitor evaluations: Auth0, Clerk, Stych, FusionAuth, WorkOS, Frontegg.

◆ About SuperTokens

SuperTokens is a YC S20 open-source authentication platform that competes with Auth0, Clerk, and FusionAuth for developer adoption. It offers self-hosted and managed auth with email/password, social login, passwordless, SSO, MFA, and multi-tenancy. Learn more at supertokens.com

◆ The Challenge

In a crowded auth category where every competitor publishes comparison guides and protocol explainers, content credibility directly drives which product developers evaluate first. SuperTokens needed technically accurate content spanning auth protocols (OAuth, SAML, OIDC), competitive comparisons, migration guides, and product tutorials.

The bottleneck: finding writers who understood authentication deeply enough to write about RBAC, multi-tenancy, session management, and B2B IAM without the engineering team rewriting drafts.

◆ Why CodeContent

SuperTokens' CEO evaluated CodeContent's engineering background and existing technical content portfolio. The ability to write accurately about auth protocols, explain trade-offs between architectures, and demonstrate product features with working code made CodeContent the right fit for a sustained partnership.

SuperTokens needed content that was:

- Technically accurate on auth protocols (OAuth, SAML, OIDC)
- Fair in competitor comparisons (developers detect bias)
- Actionable migration guides for Auth0 and Clerk switchers
- Consistent: 5 articles/month on a Trello board

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Mostafa has worked with SuperTokens for the past ~2 years. He's an outstanding technical writer who's written blogs, deep technical tutorials, and product comparisons posts. Mostafa, being an engineer, is able to understand the underlying concepts and that's clear in the content he writes.

A Advait Ruia
CEO & Founder, SuperTokens (YC S20)

◆ The Work

The engagement required deep authentication domain expertise: OAuth grant types, SAML vs OIDC, SSO, MFA, passkeys, biometric WebAuthn, and B2B IAM architectures.

- OAuth / OIDC
- SAML
- SSO
- MFA / TOTP
- Passkeys
- WebAuthn
- RBAC
- Multi-tenancy

◆ Technical Depth

The [Auth0 Open Source \(2026\)](#) article maps Auth0's actual open-source footprint against Keycloak, Ory, and SuperTokens, covering licensing, self-hosting requirements, and feature gaps.

The [Migrate from Auth0](#) guide covers lazy migration, bulk import, trickle migration, session handling, and security considerations specific to Auth0's data export format. This is bottom-of-funnel content that directly influences switching decisions.

The [What Is Better Auth](#) article evaluates a newer entrant in the auth space, covering authentication features, suitability for different project types, and implementation considerations.

◆ Competitive Content

The competitive comparison work was the highest-stakes content in the portfolio. Articles like [Stytch vs Auth0](#), [Auth0 vs FusionAuth](#), [Frontegg vs Auth0 vs FusionAuth](#), and [WorkOS Alternatives](#) required evaluating each competitor's pricing, features, hosting models, and developer experience accurately enough that developers would trust the comparison even on SuperTokens' blog.

Migration guides for [Auth0](#) and [Clerk](#) covered lazy migration, bulk import, trickle migration, session handling, and security considerations specific to each platform's data export format. These are bottom-of-funnel articles that directly influence switching decisions.

◆ Before & After

DIMENSION	BEFORE	AFTER
Content velocity	Sporadic publishing	5 articles/month, Trello-managed
Writer expertise	Generalist writers	Auth protocol specialists
Technical depth	Surface-level overviews	Protocol-specific: OAuth, SAML, OIDC, B2B IAM
Topic coverage	Core product guides	5 categories: comparisons, migrations, protocols, tutorials, thought leadership
Competitive content	Limited positioning	6+ detailed competitor comparisons

◆ Content Categories

CATEGORY	EXAMPLES
Competitor comparisons	Stytch vs Auth0, Auth0 vs FusionAuth, WorkOS Alternatives
Migration guides	Migrate from Auth0, Migrate from Clerk
Protocol explainers	What is B2B IAM, OAuth Grant Types, OIDC vs SAML
Product tutorials	Add MFA to Next.js, Deploy on Vercel, Ban Users
Thought leadership	Auth for AI Agents, Build vs Buy Identity 2026

◆ The Lesson

For authentication companies, competitive content is the highest-stakes category. Developers search "[product A] vs [product B]" before they search "[product] tutorial." If your comparison content is vague or obviously biased, developers dismiss it. If it is specific, honest about trade-offs, and technically accurate, it becomes the reference page for that evaluation.



Auth Expertise

OAuth, SAML, OIDC, SSO, MFA, passkeys, B2B IAM.



Fair Comparisons

6+ honest competitor evaluations developers trust.



Migration Content

Bottom-of-funnel guides for platform switchers.



Current & Forward

Auth for AI agents, 2026 decision frameworks.