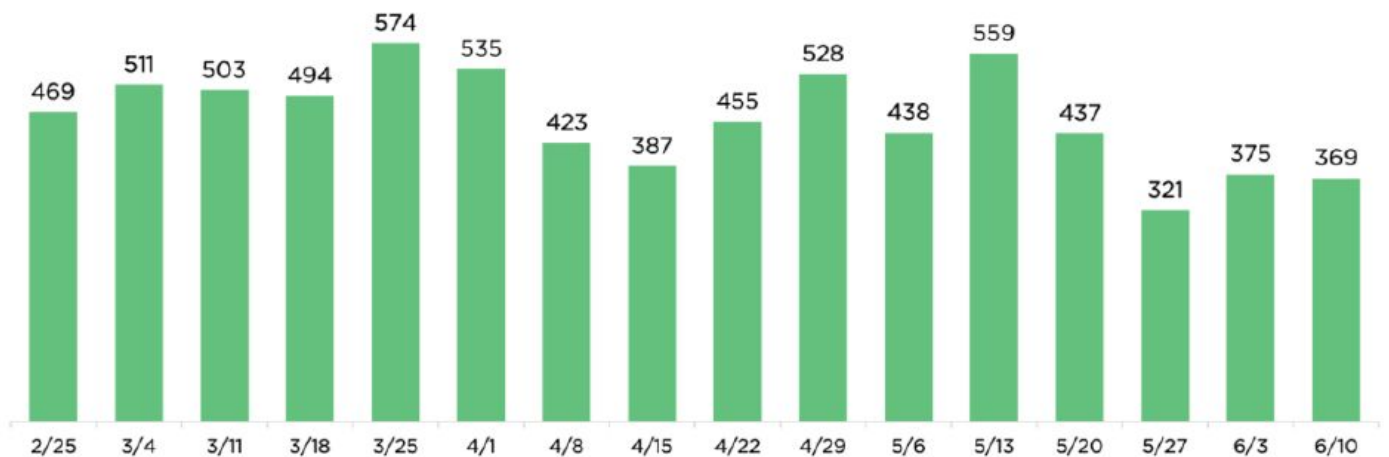# FAIRE DIRECT RETAILER ACQUISITION REPORT

Problem Statement

The base metric - "number of new retailers that placed their first confirmed order in any given week" of viral loop has gone down.
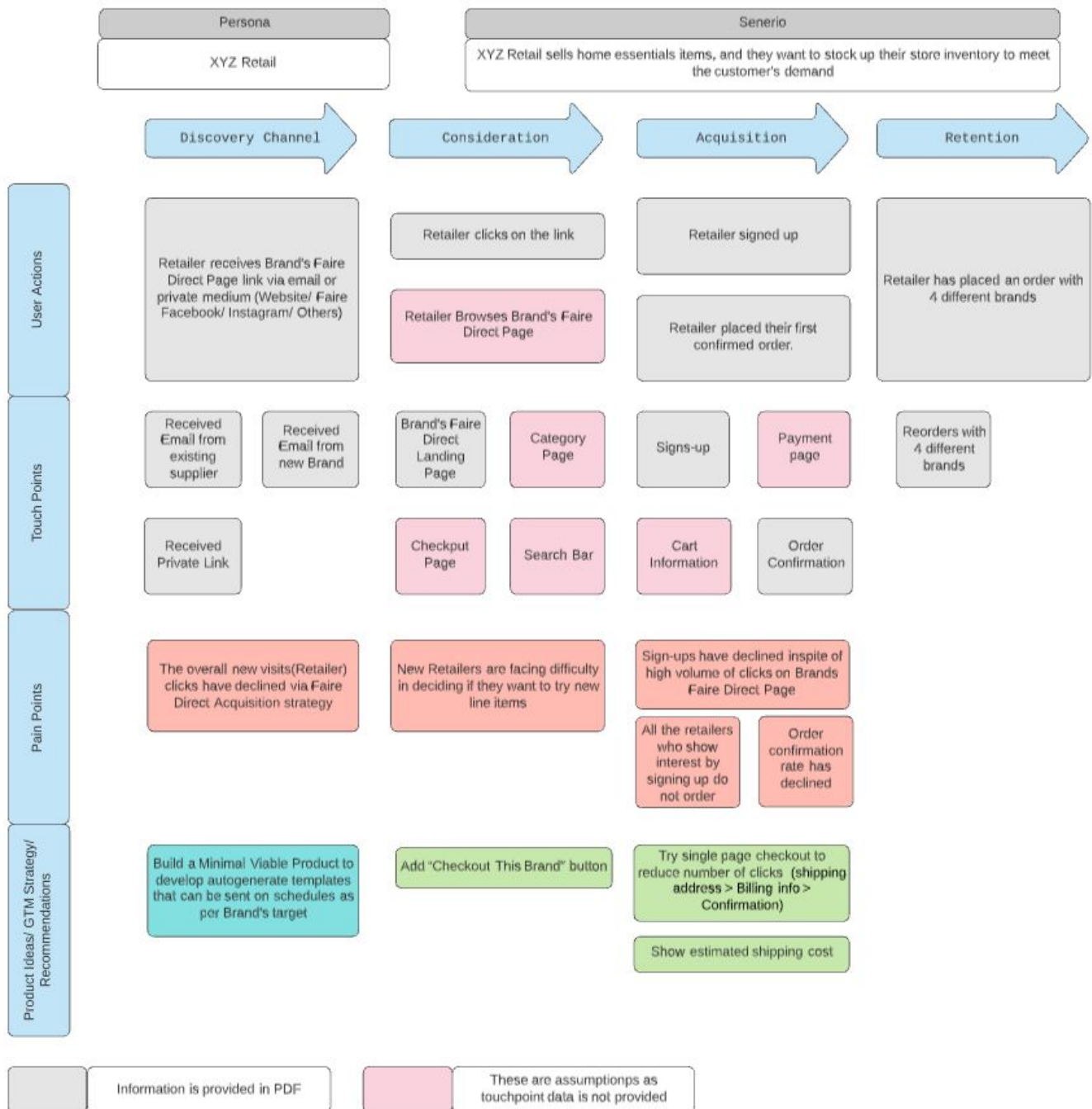
New Faire Direct Retailers Acquired

Week	Count
2/25	469
3/4	511
3/11	503
3/18	494
3/25	574
4/1	535
4/8	423
4/15	387
4/22	455
4/29	528
5/6	438
5/13	559
5/20	437
5/27	321
6/3	375
6/10	369

Objective

➢ Investigate the cause of this decline
➢ Product Ideas to improve the numbers

Retailer Journey on Faire Direct Acquisition Strategy Funnel

Persona	Senerio
XYZ Retail	XYZ Retail sells home essentials items, and they want to stock up their store inventory to meet the customer's demand

	Discovery Channel	Consideration	Acquisition	Retention
User Actions	Retailer receives Brand's Faire Direct Page link via email or private medium (Website/ Faire Facebook/ Instagram/ Others)	Retailer clicks on the link Retailer Browses Brand's Faire Direct Page	Retailer signed up Retailer placed their first confirmed order.	Retailer has placed an order with 4 different brands
Touch Points	Received Email from existing supplier / Received Email from new Brand Received Private Link	Brand's Faire Direct Landing Page / Category Page Checkput Page / Search Bar	Signs-up / Payment page Cart Information / Order Confirmation	Reorders with 4 different brands
Pain Points	The overall new visits(Retailer) clicks have declined via Faire Direct Acquisition strategy	New Retailers are facing difficulty in deciding if they want to try new line items	Sign-ups have declined inspite of high volume of clicks on Brands Faire Direct Page All the retailers who show interest by signing up do not order / Order confirmation rate has declined	
Product Ideas/ GTM Strategy/ Recommendations	Build a Minimal Viable Product to develop autogenerate templates that can be sent on schedules as per Brand's target	Add "Checkout This Brand" button	Try single page checkout to reduce number of clicks (shipping address > Billing info > Confirmation) Show estimated shipping cost	

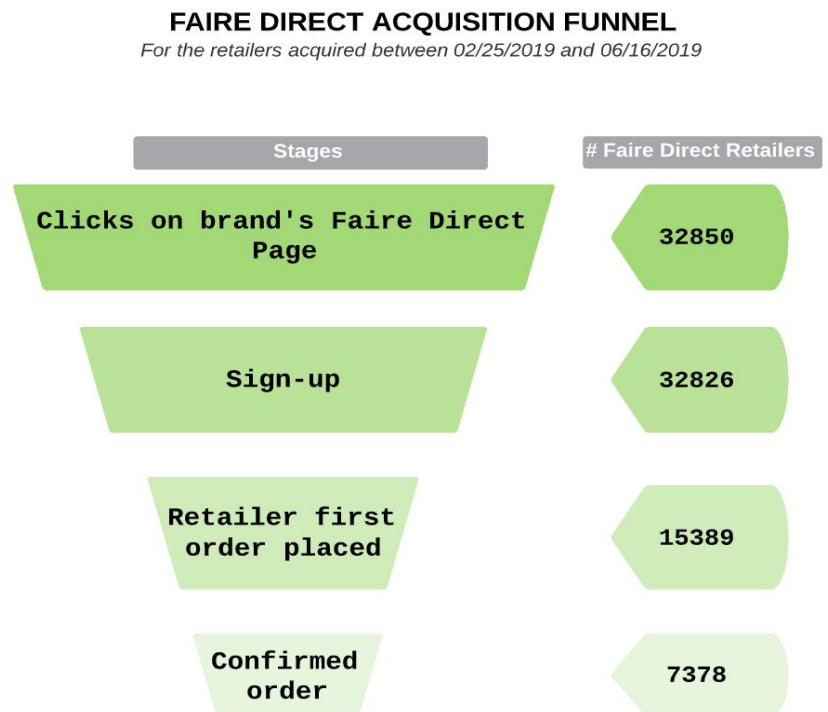|	
(grey)	Information is provided in PDF
(pink)	These are assumptionps as touchpoint data is not provided

Funnel Analysis

Overall decline is observed for the base metric, but within each month there is considerable variation in weekly trends. This analysis helps to show where the drop off is along the different stages.

Where are the most users dropping out?

- 32,850 unique retailers clicked on the brand's Faire Direct page.
- Out of these, 32826 (99%) signed up.
- 17,437 (53%) retailers exited the funnel before placing the orders.
- After placing the order, only 7378 retailers got their first order confirmed by Faire.

The large dropout rates are in the last two stages of funnel indicating a possible problem that can be solved to increase the retailer acquisition.

FAIRE DIRECT ACQUISITION FUNNEL
For the retailers acquired between 02/25/2019 and 06/16/2019

Stages	# Faire Direct Retailers
Clicks on brand's Faire Direct Page	32850
Sign-up	32826
Retailer first order placed	15389
Confirmed order	7378

Analyzing the decline of base metric

Before we start investigating the data, let's see the trend of the base metric for last year for the same period (Feb 2018 to June 2018).

We can clearly see that the last year's trend for the base metric is perhaps showing a huge spike, in weeks of June 2018, which is the reverse of the 2019 trend.

New Retailers Acquired - Feb 2018 to June 2018

Week	# Retailers acquired
4/16/2018	1
4/23/2018	8
4/30/2018	5
5/7/2018	4
5/14/2018	5
5/21/2018	4
5/28/2018	3
6/4/2018	2
6/11/2018	6
6/18/2018	11
6/25/2018	29

There is definitely something wrong going on which we will be discovering with our hypothesis & data investigations.

Hypothesis 1: For new brand relationships, if the number of referring emails sent via internal systems decline then order's confirmation rates also have an impact because retailers might not be aware of other brand line items.

Data Investigation

- The number of referring emails sent (internal) dropped after April 2019, whereas the retailers acquired through external sources kept on increasing during this period.

- This might be a possible reason for the decline of base metric in weeks of June 2020.
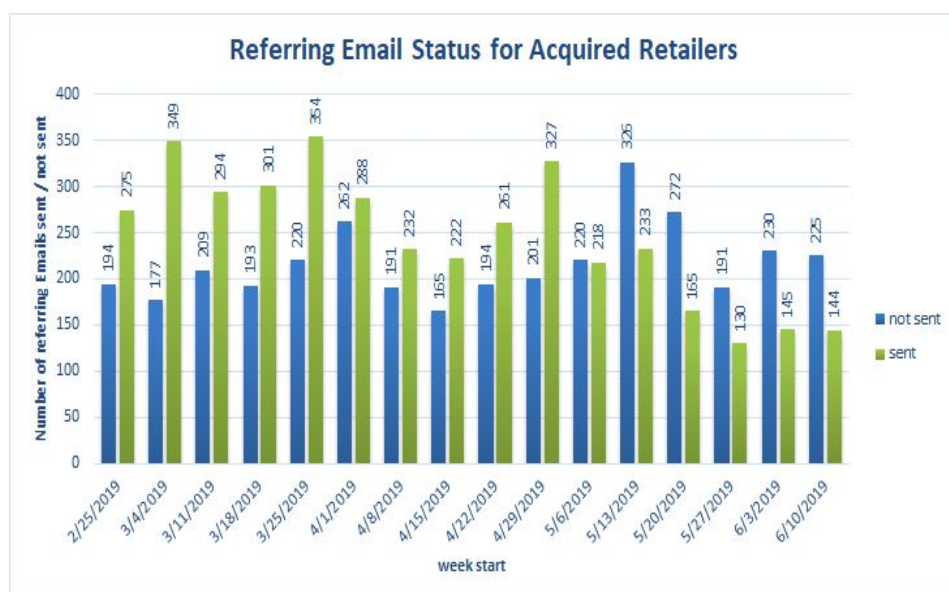
Recommendation / Product Ideas - Top of the Funnel

By building a resend to non-opener (RSNO) feature to the internal email system can improve email open rates. This can bring traffic and can create brand relationships.

Hypothesis 2: Product actions required to place an order after signup might be the cause for decline in the overall new retailer acquisition because the retailers might still be facing problems in understanding the total cost.

Data Investigation

There are a lot of retailers who signed up in 2018 but placed their order in 2019. So to understand the decline trend in 2019, we will focus only on the signups from 2019. Below are some of the insights:

- In the start of 2019, there is a 30% decline from 18 Feb and then a sudden spike in April as compared to last week of March 2019 and the first week of April 2019.
- After that the numbers fluctuated.
- May also observed dropping numbers (56% decline for middle of May to 10th of June)

Recommendations / Product Ideas - Middle of the Funnel

The current product design is amazing with a simple catalog option on the left for simple catalog navigation for each brand's page, and information on fulfillment time and minimum order value for each brand. To encourage new Faire Direct retailers to successfully place their first confirmed order below are some recommendations which we can develop as a MVP (minimum viable product) feature and can help us to improve the base metric:

Revamp Checkout Design

Product actions required to place an order currently at Faire Direct is a 3 step process:
  ➢ Shipping
  ➢ Payment Terms
  ➢ Confirmation

The number of clicks can be reduced by building a minimum viable feature that consists of a single page checkout which will enable retailers to stay engaged to complete the order placement process.

Calculate shipping cost in advance

- Price is a very important decision factor for purchase, and thus providing the entire cost to maintain transparency.
- We take the private shipping address information, so we can calculate the shipping cost and provide retailers with the information of total cost required for shipping during the checkout process.

Add "Checkout This Brand" button

- Instead of a 25 second popup thumbnail, replace it with a button to keep the user engaged for checking out after clicking on the "Added to Bag" button.

- Thus the users who sign up will be directed to checkout and we can bring the base metric number back up.
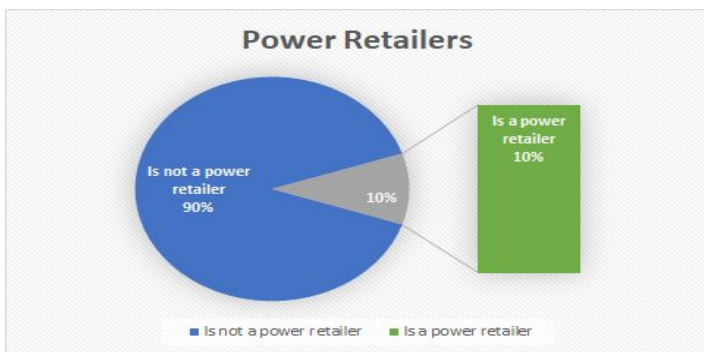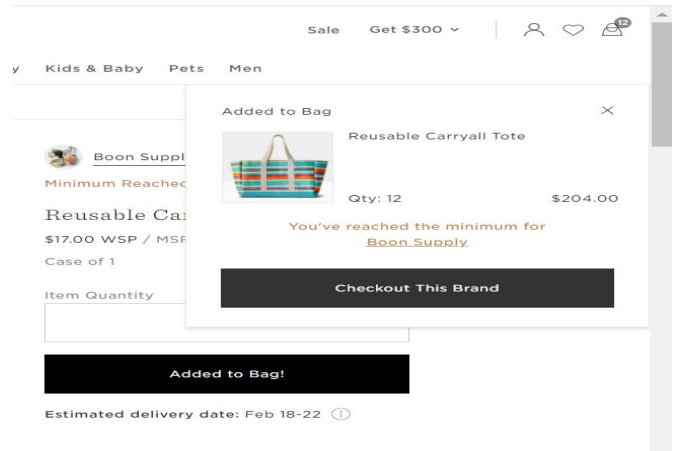
Out of all the total retailers (32873), only 10% (3363) comprise of power retailers.

Hypothesis 3: The drop in the proportion of orders getting confirmed after being placed might have declined because the transaction did not go through.

Data Investigation

- Around 52% of our retailers are dropping out in this final stage of acquisition.
- From the trend analysis for the orders placed to confirmed orders, we can see that the number of confirmed orders are declining from the middle of May 2019 (557) to the early weeks of June 2019 (361).

- Whereas, the number of orders that were not confirmed are rising by small numbers in the respective period.

Acquired Retailers by Account Owner

	2019-02-25	2019-03-04	2019-03-11	2019-03-18	2019-03-25	2019-04-01	2019-04-08	2019-04-15	2019-04-22	2019-04-29	2019-05-06	2019-05-13	2019-05-20	2019-05-27	2019-06-03	2019-06-10
Control	11	17	18	10	9	13	16	15	18	17	16	18	22	9	16	21
Enterprise Maker	13	12	21	18	11	15	10	20	23	21	34	24	28	20	19	11
Maker Success	403	435	409	413	495	447	354	315	380	438	345	458	315	252	282	271
Small maker or other	42	48	55	53	59	61	43	37	34	52	43	59	72	40	58	66

The success team manages the 'Maker Success' accounts for the majority of acquired retailers. And, we can clearly see some fall in the numbers starting from May 2019 - June 2019 as compared with the week of 13 May, which clearly justifies the declining trend.

Recommendation / Product Ideas - Bottom of the Funnel

To solve the problem with drop in orders getting confirmed, verify address and opt-in for more payment methods in real time as these are related more to system errors as retailers are willing to purchase but their orders do not get confirmed.