

Attempted Spends Analysis

March 2021
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March 2021 At a Glance

- **Total Users:** 5,731
- **Total Attempted Transactions:** 152,445
- **Total Attempted Spend:** \$3,965,696.42
- **Top Segmentation:** Mid-Market
- **Top Department:** Marketing
- **Top Send Type:** e-Gift
- **Total Complete Transactions / Actual Spend:** 132,033 / \$3,388,597.34



Integrations Transactions & Dollars

- Top Integration Sources:
 - **Sendoso:** 104,845 Attempted Transactions | \$2.9M Attempted Spend
 - 87K Completed (84%)
 - \$2.4M Actual Spend
 - **Salesforce:** 10,277 Attempted Transactions | \$317,872.62 Attempted Spend
 - 9.3K Completed (91%)
 - \$292K Actual Spend
 - **Marketo:** 11,761 Attempted Transactions | \$196,689.17 Attempted Spend
 - 11.4K Completed (97%)
 - \$188K Actual Spend
 - **Chrome:** 5,647 Attempted | \$154,932.61
 - 5.5K Completed (97%)
 - \$151K Actual Spend
- Top Reason for failed Attempted Transactions: *Cancellations*



Segmentation & Departments Actuals

- **Segmentation**

- **Mid-Market:** 63K Transactions (92% Completion Rate) | \$1.8M Actual Spend
- **Enterprise:** 30K Transactions (89% Completion Rate) | \$773K Actual Spend
- **Commercial:** 22K Transactions (87% Completion Rate) | \$562K Actual Spend
- **SMB:** 17K Transactions (68% Completion Rate) | \$270K Actual Spend

- **Departments**

- **Marketing:** 73K Transactions (88% Completion Rate) | \$1.9M Actual Spend
- **Sales:** 48K Completed Transactions (84% Completion Rate) | \$1.1M Actual Spend
- **Customer Success:** 3.5K Transactions (94% Completion Rate) | \$180K Actual Spend
- **Human Resources:** 2.4K Transactions (95% Completion Rate) | \$90K Actual Spend
- **Other:** 4.5K Transactions (78% Completion Rate) | \$109K Actual Spend

Key Insights

- eGifts are the most profitable(~\$2M) Send Type with nearly 100% completion rate
- Mondays lowest completion rate (74%); Sundays have the highest (95%)
- Night time (6:00pm -12:00am), had the highest rate of transactions, transaction success & users per day.
- Tuesdays have the highest number of transactions but Wednesday has the most users
- Recommend ending certain integrations that have less than 800 transactions, low completion rates (e.g. 6Sense, Amazon)
- Recommend reducing focus on SMBs and channel that focus on Mid-Market companies and/or Marketing Departments for more revenue potential
- Low number of refunds (1,003) suggest great satisfaction with Sendoso's products

Thank You!

