

Overview

PRODUCTS

BNPL

Credit Card

Energy

Customer Country

- ☒ CA
- ☒ NZ
- ☒ UK

Communications Performance Monitoring

Customer Profiling

Distinct Cust..	Clicked	Converted
9,751	9,374	3,142

Gender	% Cust.	CTR	Conv. R..
F	60%	6%	32%
M	40%	7%	32%

Age Range			
18-28	31%	9%	48%
29-42	25%	7%	34%
43-52	23%	5%	22%
53+	21%	4%	18%

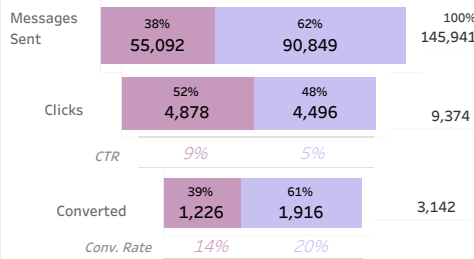
Cust. Country			
CA	30%	11%	48%
NZ	25%	6%	18%
UK	45%	5%	30%

Product Type			
BNPL	54%	9%	46%
CreditCard	24%	4%	15%
Energy	22%	4%	18%

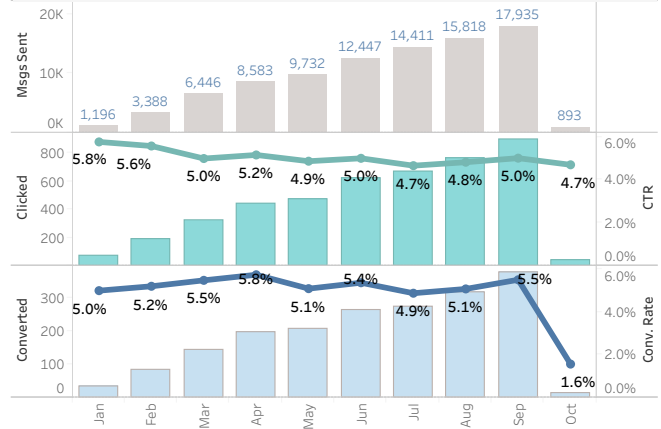
Ave. Message Sent Before Conversion 10.4

Communications Funnel

Channel : SMS



Monthly Communications Performance



Ideal Time to Communicate

Sent At ..	Mon	Tue	Wed	Thu	Fri	Grand Tot..
8	4%	5%	4%	5%	4%	4%
9	8%	9%	9%	10%	9%	9%
10	8%	9%	9%	9%	9%	9%
11	11%	13%	12%	11%	11%	12%
12	9%	12%	8%	9%	8%	9%
13	8%	9%	7%	9%	8%	8%
14	8%	10%	9%	6%	6%	8%
15	6%	9%	9%	10%	9%	9%
16	6%	8%	7%	8%	6%	7%
17	10%	9%	10%	8%	6%	9%
18	9%	12%	11%	11%	10%	11%
19	11%	10%	13%	9%	13%	11%
Grand T..	8%	9%	9%	9%	9%	9%

Communications Performance Monitoring

Stats per Client	KiwiPay	Moose Money	SwanPay
Count of Message Id	20,876	12,396	36,110
Clicked	1,538	1,892	2,721
CTR	7.4%	15.3%	7.5%
Distinct Customers	1,359	1,298	2,648
Converted	373	861	1,181
Conv. Rate	27.4%	66.3%	44.6%

Ave. Message Sent Before Conversion

	KiwiPay	Moose Money	SwanPay
	11.8	8.2	10.4

Customer Profiling

	KiwiPay	Moose Money	SwanPay
F	71%	57%	68%
M	29%	43%	32%
18-28	52%	64%	54%
29-42	33%	30%	32%
43-52	15%	6%	14%
53+	0%	0%	0%
CA	4%	93%	9%
NZ	86%	4%	14%
UK	11%	3%	77%

Preferred Channel : By Client

	KiwiPay		Moose Money		SwanPay	
	Email	SMS	Email	SMS	Email	SMS
CTR	5.3%	10.6%	12.6%	19.6%	6.0%	10.0%
Conv. Rate	16.9%	11.9%	43.8%	29.0%	28.1%	19.1%

Ideal Hours for Blasting : By Client

	8	9	10	11	12	13	14	15	16	17	18	19
KiwiPay	5%	8%	8%	8%	8%	7%	6%	5%	5%	3%	15%	11%
Moose Money	9%	16%	17%	16%	16%	14%	12%	9%	10%	16%	13%	15%
SwanPay	5%	7%	7%	9%	8%	7%	8%	10%	10%	11%	12%	12%
Grand Total	5%	9%	9%	11%	9%	8%	8%	8%	8%	8%	12%	12%

Cust. Country

- ☒
- CA
-
- ☒
- NZ
-
- ☒
- UK

Communications Performance Monitoring

Stats per Client	Badgerbank	Beaver Bank
Count of Message Id	29,007	12,408
Clicked	833	836
CTR	2.9%	6.7%
Distinct Customers	1,586	757
Converted	169	175
Conv. Rate	10.7%	23.1%

Ave. Message Sent Before Conversion

	Badgerbank	Beaver Bank
	13.8	11.8

Customer Profiling

	Badgerbank	Beaver Bank
F	60%	42%
M	40%	58%
	Badgerbank	Beaver Bank
18-28	0%	15%
29-42	19%	43%
43-52	47%	42%
53+	33%	
	Badgerbank	Beaver Bank
CA	9%	93%
NZ	14%	3%
UK	76%	4%

Preferred Channel : By Client

	Badgerbank		Beaver Bank	
	Email	SMS	Email	SMS
CTR	2.1%	4.1%	5.1%	9.4%
Conv. Rate	6.6%	4.4%	15.3%	8.8%

Ideal Hours for Blasting : By Client

	8	9	10	11	12	13	14	15	16	17	18	19
Badgerbank	2%	2%	3%	4%	3%	2%	3%	4%	3%	4%	5%	4%
Beaver Bank	2%	7%	7%	8%	8%	5%	6%	4%	4%	3%	7%	4%
Grand Total	2%	4%	4%	6%	5%	3%	4%	4%	4%	4%	5%	4%

Cust. Country

- ☒ CA
- ☒ NZ
- ☒ UK

Communications Performance Monitoring

Stats per Client	Eagle Energy	Fox Energy	Skink Solar
Count of Message Id	8,103	17,137	9,904
Clicked	567	620	367
CTR	7.0%	3.6%	3.7%
Distinct Customers	521	1,034	548
Converted	145	179	59
Conv. Rate	27.8%	17.3%	10.8%

Ave. Message Sent Before Conversion

Eagle Energy	Fox Energy	Skink Solar
11.5	11.1	12.1

Customer Profiling

	Eagle Energy	Fox Energy	Skink Solar
F	37%	53%	54%
M	63%	47%	46%
	Eagle Energy	Fox Energy	Skink Solar
18-28	3%	2%	2%
29-42	13%	18%	20%
43-52	18%	25%	24%
53+	65%	55%	54%
	Eagle Energy	Fox Energy	Skink Solar
CA	91%	7%	5%
NZ	4%	15%	83%
UK	5%	78%	12%

Preferred Channel : By Client

	Eagle Energy		Fox Energy		Skink Solar	
	Email	SMS	Email	SMS	Email	SMS
CTR	5.4%	9.7%	2.6%	5.4%	2.6%	5.5%
Conv. Rate	16.1%	13.0%	10.0%	8.0%	7.2%	3.9%

Ideal Hours for Blasting : By Client

	8	9	10	11	12	13	14	15	16	17	18	19
Eagle Energy	4%	8%	8%	8%	5%	5%	5%	4%	3%	6%	6%	10%
Fox Energy	2%	3%	3%	5%	3%	4%	4%	3%	5%	4%	5%	6%
Skink Solar	2%	5%	4%	3%	3%	2%	3%	3%	3%	3%	2%	12%
Grand Total	2%	5%	4%	6%	3%	4%	4%	3%	4%	4%	5%	7%