

Retrospectives

StubHub

WHAT'S NEXT

- Need **A/B testings** to prove how new payout design works for upstream and downstream.
 - whether reduce frictions after the sell flow and contact rate
 - whether decrease sell listing thru
- Create metrics in **FullStory** to track and monitor **seller behaviors**.
- CBT number is low is because StubHub doesn't have a seller FX as well as enhanced seller payout experience to support CBT sellers to get payout in their preferred payout method and currency. Demand is higher in the international market for CBT sellers than the NorAm sellers. Provide a full **seller FX solution** to support international growth FX solution.
- Identify **new payout method** that can enable seller acquisition and GMS growth.

