***TLADS Step 4a: Identify and Assess Use Cases***

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| **Business Initiative:**  Improve user retention and personalised engagement strategies for Centralised Crypto Exchanges (CEXs - user retention, churn prediction and behavioural segmentation) to increase fee revenue. | | | |
| **Use Case** | **Desired Outcomes** | **Key Decisions** | **KPIs and Metrics** |
| Reducing churn via wallet behaviour signals | Retain high-value users before they exit, reduce user outflows to competing ecosystems. | Which wallets should receive re-engagement offers? Should high-risk wallets be deprioritised in promotions? | Bridge exodus score, withdrawal-to-deposit ratio (for given period), time since last CEX deposit, user churn rate (%), bridge-out to churn correlation (%), % of users in high risk segment, average time between last DeFi action and CEX withdrawal (days), CEX retention by archetype. |
| User segmentation based on wallet behavioural archetypes | More personalised product journeys, smarter fee tiers, incentive schemes and support allocation (reducing user churn) | Which segments should receive early product access or fee structure personalisation? How can loyalty programs be tailored by user type? Which parts of UX can be optimised based on behavioural clusters? What personalised incentives to offer different user types? How to retarget high-LTV or dormant wallets effectively? Which wallet segments pose higher AML/KYC or regulatory risks? Which user segments suggest demand for partnerships? How to change more general marketing systems to suit segmentation? | DeFi engagement score, On-chain activity diversity, NFT exposure index, % of users in high-risk segment, protocol loyalty index, bridge usage frequency per user (per period), CEX retention by archetype.  NOT ALL METRICS HELP PRODUCE SEGEMENTATION, SOME AS A RESULT OF SEGMENTATION. |
| Reactivation Funnel Optimisation | Improve ROI of reactivation marketing, identify which product features or events correlate with successful returns. | Which channels and campaigns yield sticky reactivations? Which user segments are more likely to return and engage?  DIFFICULTY HERE IN THAT DON’T HAVE ACCESS TO MARKETING CAMPAIGN DATA – STRUCTURE ANALYTICS WITH THIS IN MIND. – could use time stamps with external events maybe?? | Reactivation attribution rate (uses time stamps with external events), Time-to-reactivation, post-reactivation depth score, CEX reactivation rate (%), |
| Anomaly detection for fraud and bot activity (\*not biggest use case here in line with the targeted business initiative\*) | Minimise manipulation of trading mechanics, reduce abuse of promotions and withdrawal incentives. | Which wallets should be flagged for enhanced review, should bot-like behaviour impact fee tiers. | Wallet entropy score, smart contract loop density, gas spike alerts. |
| Liquidity migration and retention monitoring | Better time promotional yield campaigns, match DeFi incentives to keep liquidity on-platform. | Should we offer CEX-native staking/lending to match DeFi APYs? When should we launch fee-free trading or token incentives? | Liquidity retention ratio, top protocol exit paths, chain migration index, % of users in high-risk segment, average time between last DeFi action and CEX withdrawal (days), Protocol loyalty index, Behavioural cluster correlation rate (%), bridge usage frequency per user (per period), CEX retention by archetype. |