**[PRD] FOS Revisits vs. Onboarding model**

Analytics: [Shivi Garg](mailto:shivigarg@google.com) [Ashwin Samuel](mailto:aasamuel@google.com)

As of : May 20, 2022

Status: (DRAFT|IN REVIEW|FINAL)

This PRD outlines the analytical framework for assessing the balance between distributing FOS efforts between Onboarding new merchants or Revisits of already onboarded merchants to maximize MTMs.

# **1// Context**

* SMB operations team scaled revisits program since July ‘21 and >2M merchants have been revisited by FOS agents so far. The resurrection rate after revisiting an inactive merchant is ~50% and Revisits to active merchants lead to an avg. of 13% incremental MTMs (Retention uplift)
* SMB operations team has also onboarded ~12M merchants since 2019 with a 2W activation rate of ~80%
* This project aims for a further deep dive to establish optimum distribution of FOS resources between Revisits and Onboarding considering metrics such as
  1. 2WActivation/Resurrection rate, M1 & M5 Retention rate
  2. Cost of activating/resurrecting a merchant ( based on Effort involved (Time) in onboarding/resurrecting a merchant)

on overall, category and geo level

Dimensions

**2// Objective and actionable outcomes**

Analyze cost-benefit of Onboarding vs. revisits strategy for optimum distribution FOS resources and maximize MTMs.Based on the insights, xfn teams can

* **[P0]** Fine tune revisits vs. onboarding strategy to focus on identified merchant segments

# **3// Key questions and timelines:**

1. **[P0]** What is the long-term retention of activated merchants vs. resurrected merchants vs. active revisits
2. **[P0]** What is the long-term merchant engagement (txn intensity/ATV/#unique payers) of activated merchants vs. resurrected merchants vs. active revisits
3. **[P0]** What is the cost of revisiting vs. onboarding
4. **[P0]** What is the cost-benefit ratio of a revisit vs. onboarding in Short term and long-term
5. **[P0]** Does the cost-benefit of revisit vs. onboarding vary
   1. Overall
   2. By Verticals
   3. By Geo (States, Metro)

# 

# **4// Analytics Framework and Methodology**

Analyze **resurrected merchants (%, engagement, decay, cost) vs. activated merchants** on overall level and by Category, Geo cohorts.

* Optimize for Cost per MTM: Can be divided into M1-M5 Cost/MTM, See an inflection point

**Trends**: Over M1 and M5: How the cost /MTM changes over M1 and M5 in case of activation vs. onboarding

## 4.a // Analyzing LT impact of revisits vs. onboarding

**What we will analyze :**

* **Transaction and LT Retention after revisit vs. onboarding:**
  + [Overall] Profile of recent activations vs. resurrections (Category, txn intensity segment, tpv segment)
  + [Overall] Immediate activation vs. resurrected rate, retention %, txn intensity, Post period decay of retained merchants and cost of FOS action
  + [Overall] Can we establish a scoring model for effectiveness of each program (Cost-benefit model)
  + [Cohorts] Can we extrapolate the cost-benefit model by Cohorts (Segment, Geo)

**Expected Recommendations**

* **Increase/decrease revisits to xyz merchant segments/geos to optimize for LT MTMs**
* **Focus/De-prioritize on onboarding merchants in xx segment/geos**
* **Xx segments/geos react well to both revisits and onboarding**

## 4.d // How will we surface these insights?

* **Phase 1 :** Deep Dive analysis - Summary
* **Phase 2 :** Addition of activated merchants analysis into existing FOS dashboard for granular tracking of impact metrics