

Cost per Reactivated Trader KPI Worksheet

Worksheet for brokerages: define the KPI, collect call and follow-up costs, count reactivated traders, run the formula and set a stop line.

WHO IT IS FOR

Retention, ops and finance leads at forex and CFD brokerages who report on reactivation campaign spend

TIME TO COMPLETE

30 minutes

This worksheet takes a brokerage from raw campaign numbers to one figure: what it cost to bring each dormant trader back. You define what counts as reactivated, list every cost line, pull the outcomes from your deposit report, run the formula and compare the result to what a reactivated trader is worth. Filled in, it's the page finance, ops and compliance can all read without a follow-up meeting.

1 Define what counts

Most arguments about this KPI are really arguments about definitions. Settle them here, once, before anyone pulls a number.

☐ **What counts as a reactivated trader**

Pick one event and keep it for the whole campaign: a deposit above a minimum amount, a closed trade, or both. Counting logins inflates the figure and makes the cost look better than it is.

Event: _____ **Min deposit: \$** _____

☐ **Attribution window after the call**

How many days after the last call attempt a deposit or trade still counts. Whatever you pick, keep it fixed so week 1 and week 4 are comparable.

_____ **days**

☐ **Campaign period this worksheet covers**

One campaign, one period. Mixing a March pilot with an always-on May campaign in a single number hides which one worked.

From _____ **to** _____

☐ **Which costs are in scope**

Tick what you'll include: AI calling minutes, human follow-up time, list preparation, offer or incentive cost, platform fees. Write the list here so finance and ops report the same number.

In scope: _____

☐ Data source for reactivations

Name the report you'll pull from: the MT4/MT5 manager, the CRM deposit object or the payment provider export. The calling platform's own success flag isn't the source; deposits and trades are.

Source: _____ Pulled by: _____

2 Cost inputs

Collect every cost for the period in section 1. Keep the call-only line separate from the loaded total; you'll report both.

☐ AI calling minutes

Total billed minutes across every attempt, including short unanswered ones if your platform bills them. Topcalls bills \$0.35 per minute all-inclusive, so this line is minutes times 0.35 with no telephony, transcription or seat add-ons to add back.

_____ min x \$0.35 = \$ _____

☐ Human follow-up time

Hours account managers and onboarding staff spent on callbacks, KYC help and deposit assistance the campaign generated, times a loaded hourly rate. Estimate from CRM task time if you don't track it directly.

_____ hours x \$ _____ /hr = \$ _____

☐ List preparation and data work

Time spent exporting the dormant book, running suppression and formatting the upload, plus any number-validation or data-cleaning fees.

\$ _____

☐ Offer or incentive cost, if any

Only where an offer applies and is permitted for the trader's jurisdiction; several regulators restrict trading incentives for retail clients, so confirm with your compliance officer before budgeting one. Count only offers actually redeemed.

_____ redeemed x \$ _____ = \$ _____

☐ Platform and other costs allocated to this campaign

CRM automation seats, SMS for deposit links, a QA reviewer's time. Allocate the share this campaign used, not the whole invoice.

\$ _____

☐ Total campaign cost

Sum of the five lines above. Write the call-only figure next to it; you'll use it in section 4.

Total \$ _____ (call-only \$ _____)

3 Outcome inputs

Pull these from the calling platform report and from the deposit source named in section 1, for the same period.

☐ **Accounts dialed after suppression**

Unique accounts, not attempts. The pre-suppression count is what makes forecasts look better than they turn out.

_____ **accounts**

☐ **Connected calls**

Answered by a person. Voicemail pickups don't count.

_____ **calls**

☐ **Conversations**

Connected calls that ran past your minimum length, typically 30 seconds, or reached the agent's first question.

_____ **calls**

☐ **Reactivated traders**

Counted against the definition and window in section 1, from the deposit or trade source. Not from the call outcome code.

_____ **traders**

☐ **Total redeposits from reactivated traders**

Sum of deposits inside the attribution window. Net of withdrawals in the same window if finance reports it that way; note which you used.

\$ _____ **(gross / net)**

4 The formula

Cost per reactivated trader is total campaign cost divided by reactivated traders. The other rows show where the money went on the way there.

☐ **Which version goes in the board report**

Report the loaded number. Keep the call-only number for comparing calling vendors and channels, where human time doesn't change.

Reported: loaded / call-only _____

☐ **Currency and rounding**

Convert everything to one currency at the period's average rate and round to whole units. Write the rate down so next month's figure is comparable.

Currency: _____ **Rate used:** _____

☐ **Order check**

Cost per reactivated trader should be higher than cost per conversation, which should be higher than cost per connect. If the order is wrong, an input is wrong.

Checked by: _____

METRIC	FORMULA	YOUR NUMBER
Cost per reactivated trader (loaded)	Total campaign cost / reactivated traders	\$____
Cost per reactivated trader (call-only)	AI calling cost / reactivated traders	\$____
Cost per connect	Total campaign cost / connected calls	\$____
Cost per conversation	Total campaign cost / conversations	\$____
Reactivation rate	Reactivated traders / accounts dialed x 100	____ %
Redeposit per reactivated trader	Total redeposits / reactivated traders	\$____
Redeposit per dollar spent	Total redeposits / total campaign cost	____ x

5 Worked example

Illustrative inputs only, chosen to show the arithmetic. Replace every number with your own from sections 2 and 3.

☐ Minutes per reactivated trader

Calling minutes / reactivated traders. In the example, 4,000 / 60 is about 67 minutes. This is the number to watch when you tune retries and call length.

_____ min

☐ Human time as a share of total cost

Human follow-up / total cost. In the example, \$750 / \$2,400 is about 31%. If it climbs past half, the handoff process is the cost driver, not the calls.

_____ %

☐ Largest cost line in your campaign

Name it. That's where the next change goes, whether it's fewer retries, a shorter script or a faster callback process.

Line: _____ \$ _____

LINE	INPUT	RESULT
AI calling minutes	4,000 min x \$0.35	\$1,400
Human follow-up	30 hours x \$25	\$750
List preparation	4 hours x \$30	\$120
Offer cost	None used	\$0
Platform and other	SMS deposit links and QA time	\$130
Total campaign cost	Sum of the five lines	\$2,400
Reactivated traders	From the deposit report, 30-day window	60

LINE	INPUT	RESULT
Cost per reactivated trader (loaded)	\$2,400 / 60	\$40
Cost per reactivated trader (call-only)	\$1,400 / 60	\$23.33
Total redeposits	From the deposit report	\$18,000
Redeposit per reactivated trader	\$18,000 / 60	\$300
Redeposit per dollar spent	\$18,000 / \$2,400	7.5x

6 Set the ceiling

A cost per reactivated trader means nothing on its own. Work out what a reactivated trader is worth to the brokerage, then the most you're willing to pay for one.

☐ Net revenue per reactivated trader over the value window

Spread and commission revenue the brokerage keeps from a reactivated account over the window finance uses, minus payment and platform costs per account. Take it from finance, not from a guess.

\$ _____ over _____ days

☐ Share of reactivated traders still active at the end of the window

Some traders redeposit once and go quiet again. Apply the share that keeps trading to the revenue line above.

_____ %

☐ Expected value per reactivated trader

Net revenue per trader x share still active.

\$ _____

☐ Maximum acceptable cost per reactivated trader

Expected value divided by the value-to-cost ratio you require. At a 3:1 target, the ceiling is a third of expected value.

\$ _____ (target ratio _____ : 1)

☐ Your result against the ceiling

Loaded cost per reactivated trader from section 4, divided by the ceiling. Under 1 means the campaign clears your target ratio.

_____ (under / over)

7 Break it down by segment

One blended number hides the segment that's losing money. Fill one row per segment you called, using the segment column from your list upload.

☐ **Segment with the lowest cost per reactivated trader**

This is the segment to scale first in the next run.

Segment: _____ **\$** _____

☐ **Segments over the ceiling in section 6**

Pause it, change the opening line or offer, or drop it from the next run. Write the decision as well as the number.

Segment: _____ **Decision:** _____

☐ **Cost by language or country, if the list spans several**

Same table, cut by the language column in your list. Connect rates and call lengths differ enough between markets to move the KPI.

Highest: _____ **Lowest:** _____

SEGMENT	MINUTES	COST	REACTIVATED	COST PER TRADER
Recently quiet, funded	____	\$____	____	\$____
Recently quiet, zero balance	____	\$____	____	\$____
Dormant 90 to 365 days	____	\$____	____	\$____
Long dormant, 1 year plus	____	\$____	____	\$____
Registered, never funded	____	\$____	____	\$____

8 Decision rules and sign-off

Agree the thresholds before launch. A stop line written after the results are in is a negotiation, not a rule.

☐ **Continue threshold**

The loaded cost per reactivated trader below which the campaign keeps running unchanged.

Continue below \$ _____

☐ **Adjust band**

Between continue and stop: change retries, call windows, the opening line or the segment mix, then re-measure after a fixed number of calls.

Adjust between \$ _____ **and \$** _____

☐ **Stop line**

Above this, the campaign pauses without a meeting. Name the person who can pause it.

Stop above \$ _____ **Can pause:** _____

☐ **Reporting cadence and owner**

Before the first cohort's attribution window closes, report connects and conversations only, since reactivations lag the calls. After that, weekly is enough.

Cadence: _____ **Owner:** _____

☐ Finance and compliance sign-off

Finance confirms the cost lines and the value figure in section 6. Compliance confirms any offer cost line is permitted for the segments and countries called; confirm with counsel where you're unsure.

Finance: _____ Compliance: _____

How to use this worksheet

1. Fill section 1 with finance and ops in the room, and don't pull a single number until the definition and attribution window are agreed.
2. Collect the cost lines in section 2 from the calling platform invoice, CRM task time and any vendor bills for the period.
3. Pull the outcomes in section 3 from the calling platform report and the deposit source you named, then run the section 4 table.
4. Read the worked example in section 5, then fill your own minutes per trader and human time share to see which line is driving the cost.
5. Get the value figure for section 6 from finance, set the ceiling, and cut the result by segment in section 7 before agreeing the thresholds in section 8.

Book a 30-minute call with a Topcalls co-founder

We'll size your dormant book, estimate your calling minutes at \$0.35 per minute, and map how deposits flow back from MT4/MT5 or your CRM so the KPI is measurable from the first call.

topcalls.ai/book