

Dormant Trader Reactivation Campaign Template

Fill-in campaign template for brokerages: objective, dormant segments, suppression rules, opening line, call windows, retries, handoff and metrics.

WHO IT IS FOR

Retention and ops leads at forex and CFD brokerages planning their first or next dormant account reactivation campaign

TIME TO COMPLETE

45 minutes

This is the one-page campaign brief a brokerage fills in before the first reactivation call goes out. It covers the objective, which dormant segments get called, who must never be called, what the agent says in the first ten seconds, when and how often it dials, when a human takes over, and which numbers decide whether the campaign continues. Filled in, it's the document your ops lead, compliance officer and the person building the campaign all sign off on.

1 Campaign objective

One campaign, one primary action. A call that asks a dormant trader to redeposit, update KYC and try a new platform in the same breath converts on none of them.

☐ Primary action you want the trader to take

Pick one: fund the account again, log back into MT4/MT5, complete an expired KYC document, or accept a call back from an account manager. Everything below is built around this one action.

Action: _____

☐ Campaign name and internal owner

Use the same name in the CRM, the calling platform and the reporting sheet so nobody has to reconcile three labels later.

Name: _____ Owner: _____

☐ Start date and planned end date

Set an end date even for an always-on campaign. It forces the review in section 8.

From _____ / _____ to _____ / _____

☐ Total dormant accounts in scope

Count after suppression, not before. The pre-suppression number is what makes forecasts look better than they'll be.

_____ accounts

☐ Target number of reactivations

Write the number you'd be happy to report to the CEO, then the number below which you'd stop the campaign. Both go in section 8.

Target: _____ Stop below: _____

☐ Offer or reason to return (if any)

Lower spreads on a named pair, a platform change, a new asset class, or no offer at all. Confirm any offer wording with compliance before it reaches the opening line.

Offer: _____

2 Segments

Split the dormant book by how long since the last trade and what the account looked like when it went quiet. Each segment gets its own opening line and its own success bar.

☐ Which segments does this campaign call?

Tick the rows above you're including. Calling all six at once in a first campaign hides which segment is actually paying back.

Segments included: _____

☐ Segment field in your CRM or MT4/MT5 export

Name the exact column the calling platform reads so every call carries its segment into reporting.

Column: _____

SEGMENT	DEFINITION	ACCOUNTS	OPENING ANGLE	PRIORITY
Recently quiet, funded	No trade in 30 to 90 days, balance above minimum trade size	—	Check in, ask what changed, offer a call back with their account manager	1
Recently quiet, zero balance	No trade in 30 to 90 days, withdrew or traded to zero	—	Ask whether they moved brokers or stopped trading; offer a reason to fund again	2
Dormant 90 to 365 days	No login or trade in 3 to 12 months	—	Lead with what's new since they left (platform, instruments, spreads)	3
Long dormant, 1 year plus	No activity in over 12 months, account still open	—	Short courtesy call: still trading? Want the account kept open or closed?	4
Registered, never funded	Completed signup, never deposited	—	Ask what stopped them; route KYC or deposit help	5
KYC expired or incomplete	Cannot trade until documents are refreshed	—	Practical call: which document, how to upload, deadline	2

3 Suppression rules

These run before any list is uploaded. Every rule needs an owner and a source system. If you can't name the source, the rule isn't real yet.

☐ Remove anyone who opted out of marketing calls

Pull the opt-out flag from the CRM and from the calling platform's own do-not-call list, then take the union. One system missing a flag is the usual failure.

Source: _____ Owner: _____

☐ Remove numbers on national do-not-call registries where you call

Match against the registry for every country in the list (US DNC, UK TPS and equivalents). Confirm the scrub date and how old a match file is allowed to be with your compliance officer.

Registries checked: _____

☐ Remove closed, frozen, and under-review accounts

An account frozen for AML review or a chargeback dispute must never get a reactivation call, whatever the dormancy date says.

Status codes excluded: _____

☐ Remove accounts with an open complaint or active dispute

Check the support desk and the compliance log as well as the trading platform.

Source: _____

☐ Remove anyone contacted by phone in the last N days

Set the cooling-off window with your compliance officer. The same trader getting a human call on Monday and an AI call on Tuesday reads as harassment.

Cooling-off: _____ days

☐ Remove jurisdictions you're not licensed to market in

Filter on country of residence, not phone prefix. A UK resident with a Cyprus number is still a UK resident under FCA financial promotion rules.

Countries excluded: _____

☐ Remove vulnerable or flagged clients

Anyone tagged as vulnerable, self-excluded, or on a reduced-contact list stays out. Who maintains that tag?

Tag owner: _____

☐ Confirm the consent basis for each segment with compliance

Existing client, legitimate interest, or express consent differs by country and by how long the account has been dormant. Record the basis per segment and who signed it off; this is not a decision for the campaign owner alone.

Signed off by: _____ Date: _____ / _____

4 Opening line and call flow

The first ten seconds decide whether the trader stays on. Write the opening line per segment, then the two or three questions the agent asks before it offers anything.

☐ AI disclosure wording

State plainly that this is an automated call from your brokerage. Confirm the exact wording with compliance; some jurisdictions require it at the start, and it should be there anyway.

Wording: _____

☐ Opening line for the priority 1 segment

Name the brokerage, name the reason for calling, and ask one question. Example shape: "Hi, this is an automated call from [broker]. You had an active account with us until [month]. I'm calling to check whether you're still trading and if there's anything we can help with. Is now a good time?"

Line: _____

☐ Opening line for the priority 2 segment

Adjust the reason for calling to the segment. A zero-balance trader gets a different reason than an expired-KYC one.

Line: _____

☐ Two discovery questions before any offer

Examples: "Did you move to another broker or stop trading altogether?" and "What would need to change for you to trade with us again?" The answers feed the CRM field in section 6.

Q1: _____ Q2: _____

☐ Offer delivery wording (if an offer applies)

One sentence, no performance language, no promises about returns. Compliance signs off on the exact text.

Wording: _____

☐ Close: the one action the agent asks for

Match it to the objective in section 1: book a call back, send the deposit link by SMS, send the KYC upload link, or note a not-interested and end politely.

Close: _____

☐ Language per segment

Match the language the trader used in the platform, not the country of the phone number. Topcalls runs calls in up to 78 languages, so the list can carry a language column instead of splitting by country.

Languages: _____

5 Call windows and retries

Set the windows in the trader's local time and cap the attempts. The calling platform should refuse to dial outside these rules rather than rely on someone remembering.

☐ Confirm legal calling hours per country with compliance

TCPA sets hours for US calls and other countries have their own limits. Fill the table with the narrower of the legal window and the window your best human agents actually connect in.

Confirmed by: _____

☐ Retry rule for no answer

State the next attempt in hours, and whether the second attempt moves to a different time of day. Most brokers get more from a morning and an evening attempt than two mornings.

Retry after _____ hours, shift window: yes / no

☐ Retry rule for voicemail

Decide whether the agent leaves a message and, if so, the exact text. A voicemail counts as an attempt.

Leave message: yes / no _____

☐ Stop conditions

Stop dialing a number after: a clear not-interested, an opt-out request, max attempts reached, or the account moves to any excluded status in section 3.

Stop after: _____

☐ Daily dial cap and pacing

Cap daily volume to what your handoff team can absorb in section 6. Topcalls prices calls at \$0.35 per minute all-inclusive, so a two-minute connected call costs \$0.70; write your planned daily minutes here.

_____ calls/day, _____ minutes/day

COUNTRY OR REGION	WEEKDAY WINDOW (LOCAL)	WEEKEND WINDOW (LOCAL)	MAX ATTEMPTS	GAP BETWEEN ATTEMPTS
____	____ to ____	____ to ____ or none	____	____ hours
____	____ to ____	____ to ____ or none	____	____ hours
____	____ to ____	____ to ____ or none	____	____ hours
____	____ to ____	____ to ____ or none	____	____ hours

6 Handoff and CRM update

Every call ends in one of a handful of outcomes. Name the outcome codes, where each one lands in the CRM, and who picks it up.

☐ Live transfer during the call

If a trader asks to speak to a person mid-call, does the agent transfer now or book a time? Live transfer needs someone on shift during every call window in section 5.

Live transfer: yes / no, to _____

☐ Fields written back to the CRM after every call

At minimum: outcome code, reason given, language, transcript link, recording link, next action date. Name the CRM object and the fields.

Fields: _____

☐ Who reviews recordings and how many

Set a sample size per day for the first week (for example, every complaint plus ten random calls) and who listens.

Reviewer: _____ Sample: _____ /day

OUTCOME	CRM STATUS	NEXT ACTION	OWNER	WITHIN
Wants a call back	Reactivation: callback booked	Account manager calls at agreed time	—	— hours
Asked for deposit link	Reactivation: deposit link sent	SMS or email link, check deposit in MT4/MT5 after 48 hours	—	— hours
Needs KYC help	KYC: documents requested	Send upload link, onboarding team follows up	—	— hours
Complaint or dispute raised	Support: escalated	Compliance or support reviews recording	—	— hours
Not interested	Reactivation: declined	No further calls this campaign; record the reason given	—	n/a
Opt out requested	Do not call	Suppress across all systems the same day	—	same day
No answer after max attempts	Reactivation: unreachable	Move to email or SMS sequence if consented	—	— days

7 Success metrics

Fill in the targets before launch. The stop line is the number that ends the campaign without a debate.

☐ Reporting cadence and who reads it

Daily for the first five days, then weekly. Name the person who can pause the campaign on a bad number.

Cadence: _____ Can pause: _____

☐ Attribution window

Decide how many days after the call a deposit or trade still counts as reactivated. Keep it fixed for the whole campaign so weeks are comparable.

_____ days

METRIC	HOW IT'S MEASURED	TARGET	STOP LINE
Connect rate	Answered calls / dialed numbers	___ %	___ %
Conversation rate	Calls over 30 seconds / answered calls	___ %	___ %
Primary action rate	Traders who took the section 1 action / answered calls	___ %	___ %
Reactivated traders	Accounts with a trade or deposit within 30 days of the call	___	___
Redeposit volume	Total deposits from reactivated accounts, 30 days	___	___
Cost per reactivated trader	Total call minutes x \$0.35 / reactivated traders	___	___
Opt-out rate	Opt-out requests / answered calls	___ %	___ %
Complaint rate	Complaints / answered calls	___ %	___ %

8 Sign-off and review

☐ Compliance officer has reviewed sections 3, 4 and 5

Consent basis, disclosure wording, offer wording, registries and calling hours. Confirm with counsel where the campaign crosses into a new jurisdiction.

Name: _____ Date: _____ / _____

☐ Ops lead has confirmed handoff capacity in section 6

The daily cap in section 5 cannot exceed what the callback and KYC teams can work the next day.

Name: _____ Date: _____ / _____

☐ Test calls placed to internal numbers in every language and segment

Listen to at least one recording per segment before the list is uploaded.

Completed: _____ / _____

☐ Review date set

Book the meeting now, at the end of week one. Bring the section 7 table filled in with real numbers.

Review on _____ / _____

How to use this template

1. Print or copy the template and fill section 1 with the person who owns the reactivation number.
2. Export the dormant book from MT4/MT5 or your CRM, count each segment in section 2, and apply every suppression rule in section 3 before uploading a single number.
3. Draft the opening lines and offer wording in section 4, then send sections 3 to 5 to your compliance officer for sign-off.
4. Set up the outcome codes and CRM fields in section 6 in your calling platform and CRM before launch, and test the write-back with an internal number.
5. Fill the target and stop line for every metric in section 7, run the first five days at a reduced daily cap, and hold the review in section 8.

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

We'll size your dormant book by segment, map the CRM and MT4/MT5 write-back, and scope a pilot campaign you can run within about two weeks.

topcalls.ai/book