

Dormant Trader Reactivation Offer Planner

Worksheet for brokerages: pick the segment, name what those traders need, weigh offer options, check constraints, and set a test before launch.

WHO IT IS FOR

Retention, campaign and compliance leads at forex and CFD brokerages planning a dormant trader reactivation campaign

TIME TO COMPLETE

40 minutes

This worksheet takes a brokerage from "we should offer something" to one offer per segment that compliance has cleared and finance has costed. You name the segment, write down why those traders went quiet, compare the offer options against that reason, list the constraints that rule some of them out, and set up a test with a control arm. Filled in, it's the one-page brief the AI voice agent's script, the CRM flow and the compliance file all read from.

1 The segment this offer is for

One offer per segment. A trader who left after a losing streak and a trader who registered and never funded don't want the same thing, so don't plan for both on one sheet.

☐ **Segment name and dormancy window**

Use the same name as your segmentation plan and list upload so results can be joined later. Write the window in days since last trade or login, not "inactive".

Segment: _____ **Dormant** _____ **to** _____ **days**

☐ **Balance state**

Funded and quiet, zero balance after withdrawal, or never funded. This decides whether the offer needs a deposit at all.

Funded / zero balance / never funded _____

☐ **Accounts in the segment after suppression**

Count after removing do-not-call, withdrawn consent, closed accounts and anyone in a complaint or chargeback process. The pre-suppression number will flatter your test size.

_____ **accounts**

☐ **Countries and languages in the segment**

Offer rules change at the border. If the segment spans several jurisdictions, split it now rather than discover the split in section 4.

Countries: _____ **Languages:** _____

☐ Client classification

Retail, professional, or mixed. Incentive rules for retail CFD clients are stricter in several jurisdictions, so a mixed segment usually means two versions of this sheet.

Retail / professional / mixed _____

2 Why they went quiet and what would bring them back

An offer that doesn't answer the reason a trader left is a discount nobody asked for. Fill this section from evidence, not from the marketing calendar.

☐ Most likely reason this segment stopped trading

Pull it from the last support ticket, the exit survey, the account manager's notes or the trade history. Losses, fees, a platform they didn't like, a market they lost interest in, or life got in the way are the common ones.

Reason: _____

☐ Evidence for that reason

Name the source and how many accounts it covers. "Account manager says" is fine as long as you write it down and treat it as a guess to test.

Source: _____ Covers _____ accounts

☐ What this trader would need to try again

Write it from the trader's side in one sentence: lower cost to trade, a reason to look at the market again, help with the platform, a fee they resent removed, or a person to talk to.

Need: _____

☐ What they do not need

A never-funded lead doesn't need a loyalty rebate. A trader who left after big losses doesn't need a push to deposit more. Writing the wrong offers down here stops them reappearing in section 3.

Not this: _____

☐ What the call itself can do without any offer

A short account review, a market update on the instruments they used to trade, or a walkthrough of a new platform feature is often enough for a funded-and-quiet segment. Note it here; it becomes the control arm in section 6.

Offer-free value: _____

3 Offer options

Score each option against the need in section 2 and the cost to the brokerage. Fill the last two columns for the options you're actually considering; cross out the rest.

☐ Primary offer for this segment

The one the AI voice agent leads with. Pick the option that scores best against the need, not the one with the biggest number in it.

Primary: _____

☐ Fallback offer

What the agent can move to if the trader isn't interested in the primary, or none. Two offers on one call is the limit; a third sounds like bargaining.

Fallback: _____ / none

☐ The offer in one sentence a trader would understand

Write it exactly as the agent will say it, including the period, the instruments and any condition. If it takes more than one breath to say, it needs a shorter version.

" _____ "

☐ What's excluded or conditional

Minimum deposit, eligible instruments, time limit, one per account. These go in the script and the follow-up email as well as the terms page.

Conditions: _____

OFFER TYPE	WHAT THE TRADER GETS	FITS WHICH NEED	COST TO BROKER	KEEP?
Relevance-only call	Account review, market update, new instrument or platform feature	Lost interest, forgot the account	Call minutes only	Y / N
Reduced spread or commission for a set period	Lower cost per trade for ____ days on ____ instruments	Left over trading costs	Margin given up: \$____	Y / N
Fee waiver or refund	Inactivity, withdrawal or swap fee removed or returned	Resents a specific fee	Fee value: \$____	Y / N
Education or 1:1 session	Webinar seat, strategy review or platform walkthrough with an account manager	Lost confidence after losses, platform confusion	Staff hours: ____	Y / N
Platform or tool access	New platform, copy trading, VPS, analytics tools	Wants better tools	License cost: \$____	Y / N
Deposit credit or bonus	Credit added on redeposit	Zero balance, cost of re-entry	Credit value: \$____	Restricted, see section 4
Cashback or rebate on volume	Percentage of spread or commission returned	High-volume trader who moved brokers	Rebate value: \$____	Restricted, see section 4

4 Constraints that rule options in or out

Every item here is a check, not a conclusion. The answers come from your compliance officer, counsel and finance, and they get written on this sheet before the script is drafted.

☐ Trading incentives permitted for this segment's jurisdictions and classification

Several regulators restrict or prohibit deposit bonuses, credits and similar incentives for retail CFD clients, and the rules differ by country. List each jurisdiction in the segment and confirm with your compliance officer or counsel which offer types are allowed for retail and professional clients.

Allowed: _____ Not allowed: _____

☐ Financial promotion review

The offer sentence, the call script and the follow-up email are promotional material. Under FCA financial promotion rules and equivalents elsewhere they may need review and approval before use, with a balanced risk warning. Record who approves and where the approved version is stored.

Approver: _____ Approved on: _____ / _____

☐ Consent and lawful basis to call this segment

Check the marketing consent status and the do-not-call screening for the countries in the segment, including GDPR where EU or UK residents are involved and TCPA where US numbers are. Anyone without a valid basis leaves the list, whatever the offer.

Basis: _____ Checked by: _____

☐ Risk warning and what the agent must not say

No guaranteed returns, no "recover your losses", no pressure to deposit on the call. Write the required risk statement here in the form the agent will read it, then confirm the wording with compliance.

Risk statement: _____

☐ Cost ceiling per reactivated trader

Offer cost plus call cost, divided by expected reactivations, must stay under what finance says a reactivated trader is worth. Take the ceiling from your KPI worksheet or business case; if there isn't one, agree a number with finance now.

Ceiling: \$ _____ per reactivated trader

☐ Offer budget cap and who can stop it

Total redeemed value at which the offer pauses without a meeting, and the person who can pause the campaign.

Cap: \$ _____ Can pause: _____

5 How the AI voice agent presents the offer

The offer is one part of a short conversation, not the reason for the call. Draft these lines here so the script writer, compliance and the agent's instructions all start from the same text.

☐ Opening line and disclosure

Who's calling, from which brokerage, that it's an AI assistant if your disclosure policy requires it, and the reason for the call in plain words. The offer comes after the trader has said they're happy to talk.

Opening: _____

☐ The question that comes before the offer

Ask about the reason in section 2 first: "Was it the costs, or did you just stop watching the market?" The answer tells the agent whether to present the primary offer, the fallback, or neither.

Question: _____

☐ Offer statement and conditions

The sentence from section 3, followed by the conditions. The agent repeats the time limit and the minimum deposit if the trader asks, and never rounds them off.

Statement: _____

☐ What triggers a handoff to a human

Questions about the fine print the agent can't answer, a complaint, a request to withdraw, anything about losses. Name the queue or the account manager the call transfers to and the hours they're available.

Handoff to: _____ Hours: _____

☐ Next step after a yes

Deposit link by SMS, a callback booked with an account manager, a KYC refresh if documents expired, or a CRM task. Say which and who owns it, so the offer isn't left hanging after the call.

Next step: _____ Owner: _____

6 Test plan

Run the offer against a control arm before it goes to the whole segment. If the relevance-only call reactivates nearly as many traders, you've saved the offer budget.

☐ What counts as reactivated for this test

A deposit above a minimum, a closed trade, or both, inside a fixed number of days after the last call attempt. "Said yes on the call" doesn't count; offers get a lot of yeses that never turn into deposits.

Event: _____ Within _____ days

☐ Accounts per arm and how they're split

Split at random inside the segment, not by country or by list order. Small arms give noisy answers; write the number and accept that a small test tells you about big differences only.

_____ per arm, split by: _____

☐ Cost per reactivated trader, per arm

Call minutes at \$0.35 per minute plus redeemed offer value, divided by reactivated traders in that arm. Compare each arm against the ceiling in section 4 as well as against each other.

Control \$ _____ A \$ _____ B \$ _____

☐ Run length and read date

Calls stop on a fixed date, then the attribution window has to close before anyone reads the deposit report. Put both dates on the sheet.

Calls end _____ / _____ Read on _____ / _____

☐ Decision rule agreed before launch

For example: the offer arm rolls out to the full segment only if it beats control on reactivations and stays under the ceiling. Write the rule now so the readout isn't a debate.

Rule: _____

ARM	WHAT THE AGENT PRESENTS	ACCOUNTS	REACTIVATED	COST PER REACTIVATED
Control	Relevance-only call from section 2, no offer	____	____	\$____
Variant A	Primary offer from section 3	____	____	\$____
Variant B (optional)	Fallback offer or a different condition	____	____	\$____

7 Owners and sign-off

Nothing here is done until the names are filled in. The campaign owner keeps this sheet with the approved script and the test readout.

☐ Campaign owner

Runs the test, reads the results, and is the one person who can change the offer mid-campaign.

Name: _____

☐ Compliance sign-off

Confirms section 4: incentive rules per jurisdiction, financial promotion approval, consent basis and the risk statement. Where the rules aren't clear, the note says "confirmed with counsel" and the date.

Name: _____ Date: _____ / _____

☐ Finance sign-off

Confirms the cost ceiling, the offer budget cap and how the redeemed offer value is tracked against deposits.

Name: _____ Date: _____ / _____

☐ Launch and review dates

Launch for the test arms, then a review meeting after the read date in section 6 to decide on the full rollout.

Launch _____ / _____ Review _____ / _____

How to use this worksheet

1. Fill section 1 from your segmentation plan and the suppressed list count, and split the sheet if the segment spans jurisdictions with different incentive rules.
2. Write the reason and the need in section 2 from tickets, notes and trade history before anyone looks at the offer table.
3. Score the options in section 3, pick a primary and at most one fallback, and write the offer in one sentence.
4. Take section 4 to your compliance officer and finance lead; nothing moves to the script until the constraints are answered.
5. Draft the agent lines in section 5, set up the control and variant arms in section 6, and collect the sign-offs in section 7 before the first call.

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

We'll size the dormant segment, scope a test with a control arm at \$0.35 per minute, and map how the offer, the handoff and the deposit link run through your CRM and MT4/MT5.

topcalls.ai/book