



Recycling Benchmarking Survey

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Key Takeaways

1. Present Survey Results
2. Highlight key learnings
3. Discuss most influential recycling components

Survey Results

47

Total Responses

37

Completed Survey

Question:

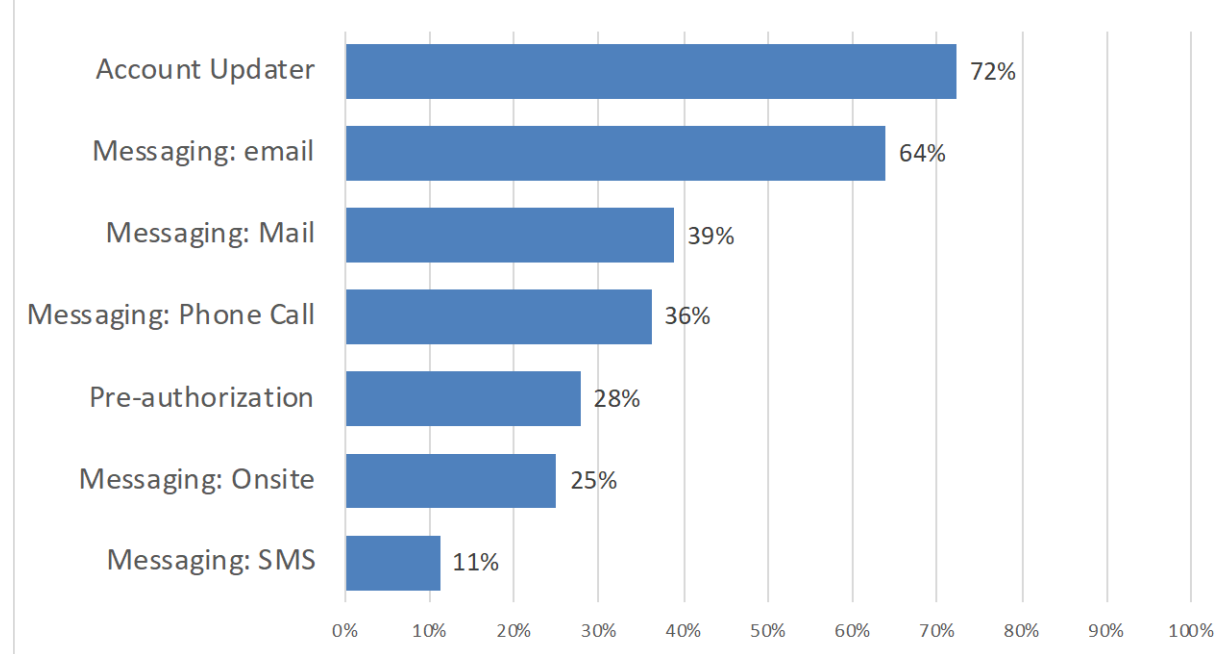
What % of your revenue comes from retried transactions?

(e.g. If 10% of your transactions fail and your retry logic saves 50% of that volume, your revenue % from retries would be ~5%)

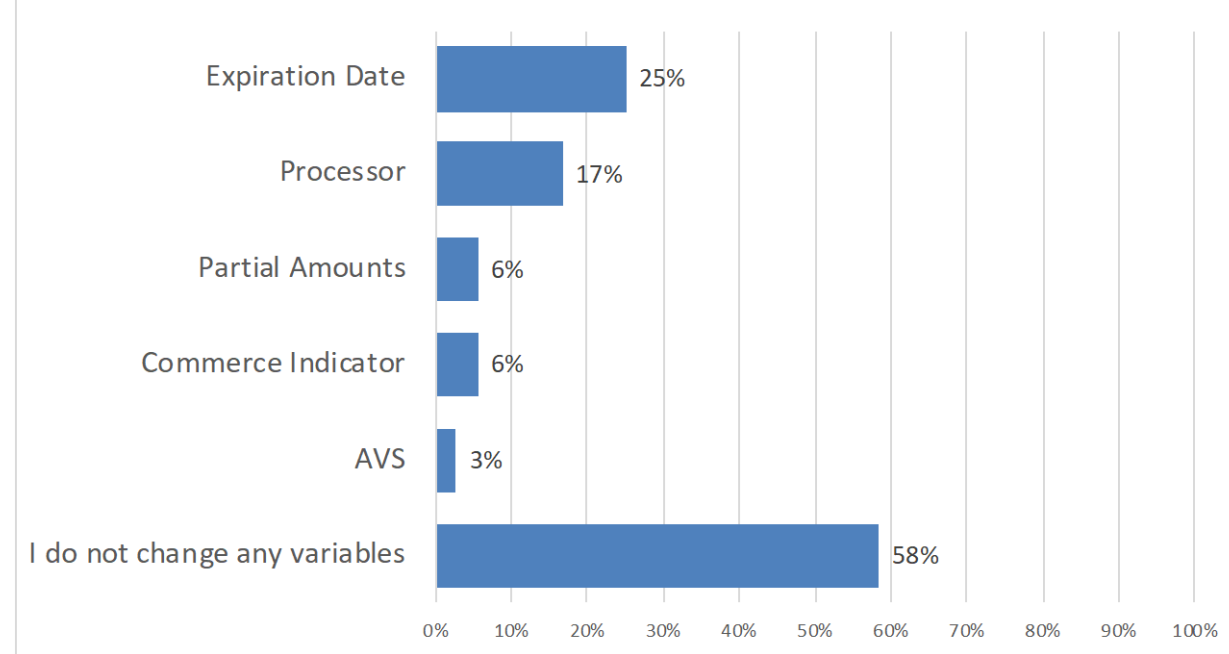
1% 1.25%
2% 5% 5-10%
2.5% 3% 5-6%
<4% 6% 7% 8%
9% 9.5%
10%

What are common recycling system components?

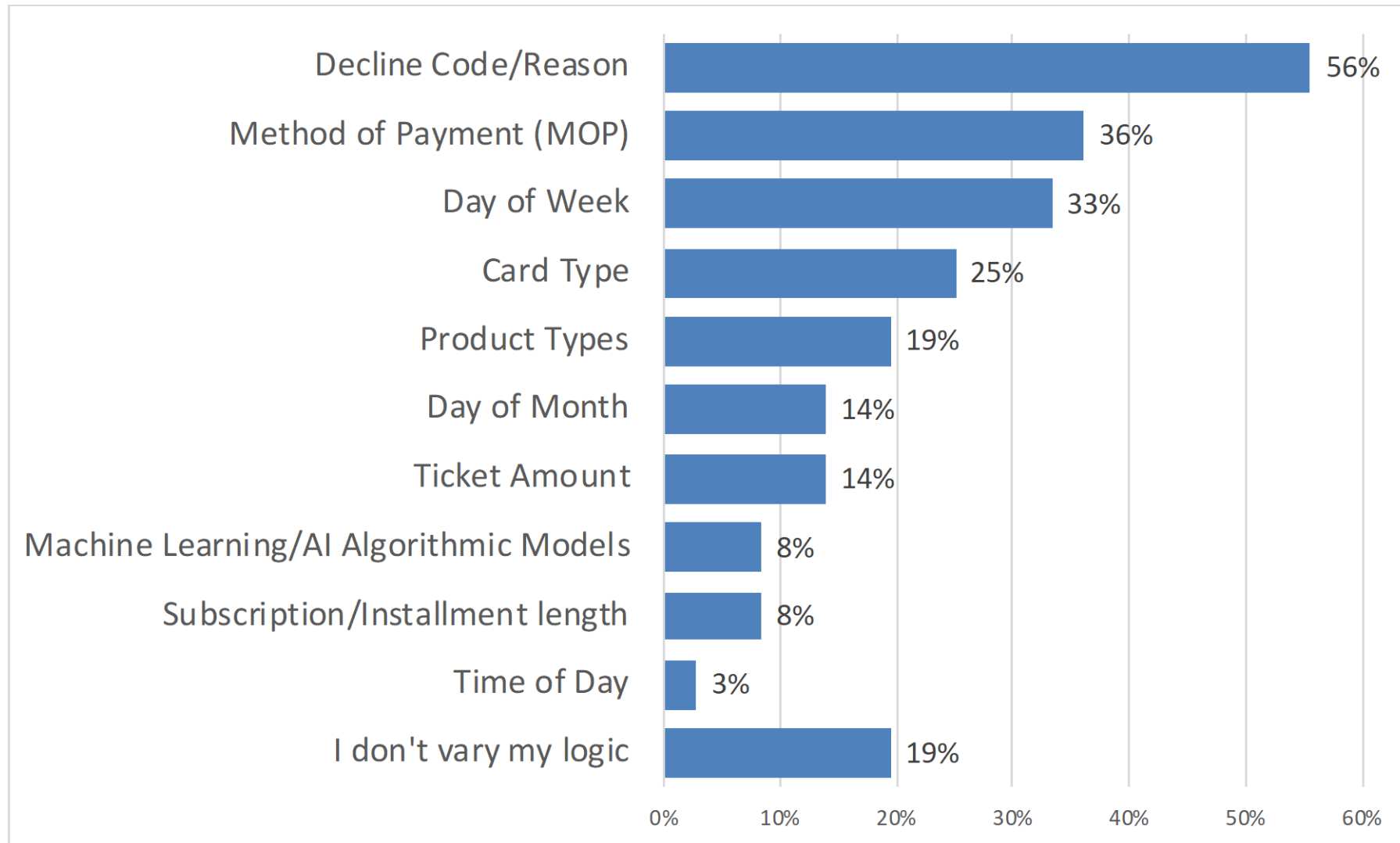
Components of Retry Strategy



Variables You Modify



What are common recycling system data inputs?

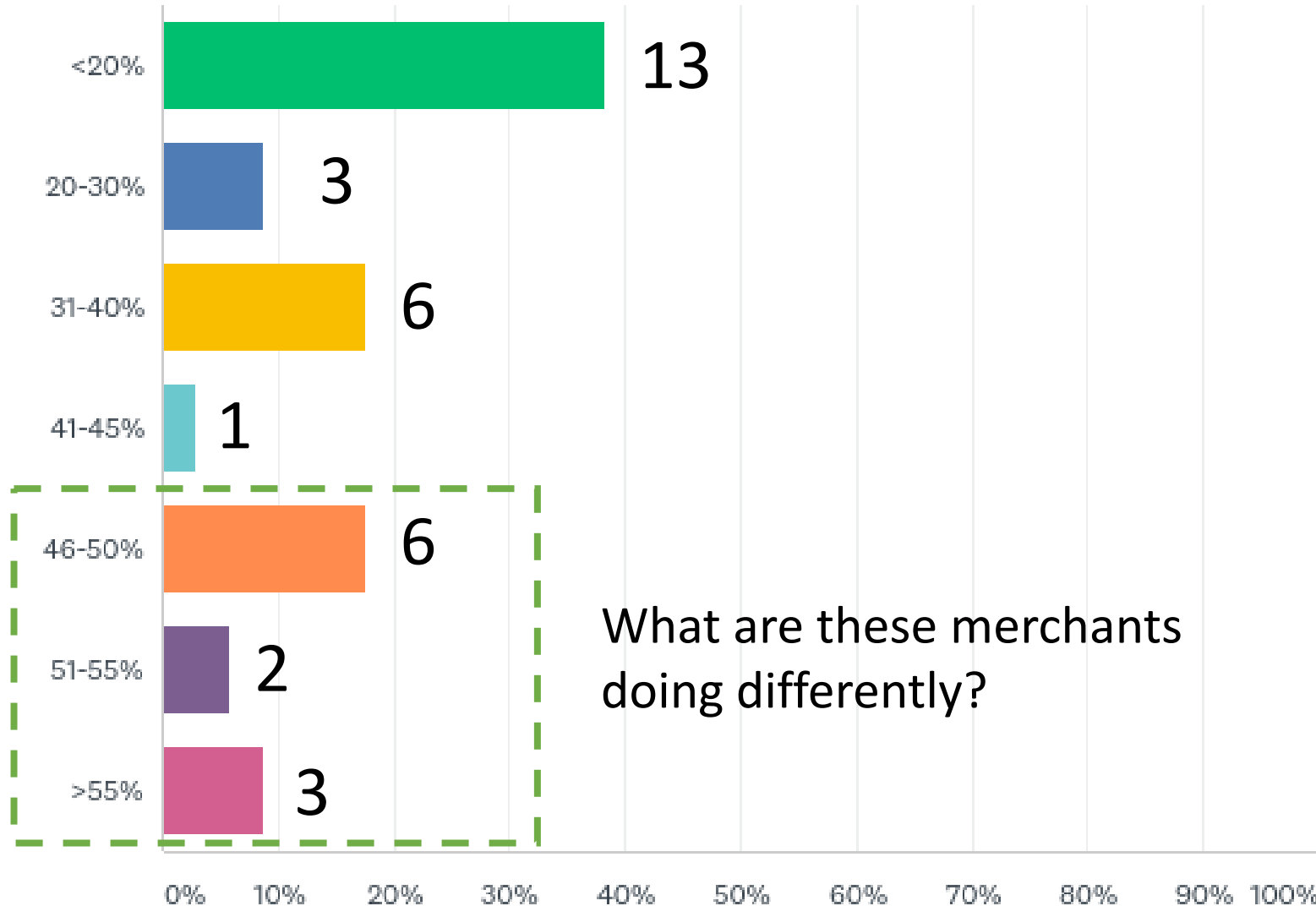


Question:

What is your success rate of retrying orders?(By success rate we mean, the number of orders you successfully recover divided by the number of orders which enter your retry logic.)

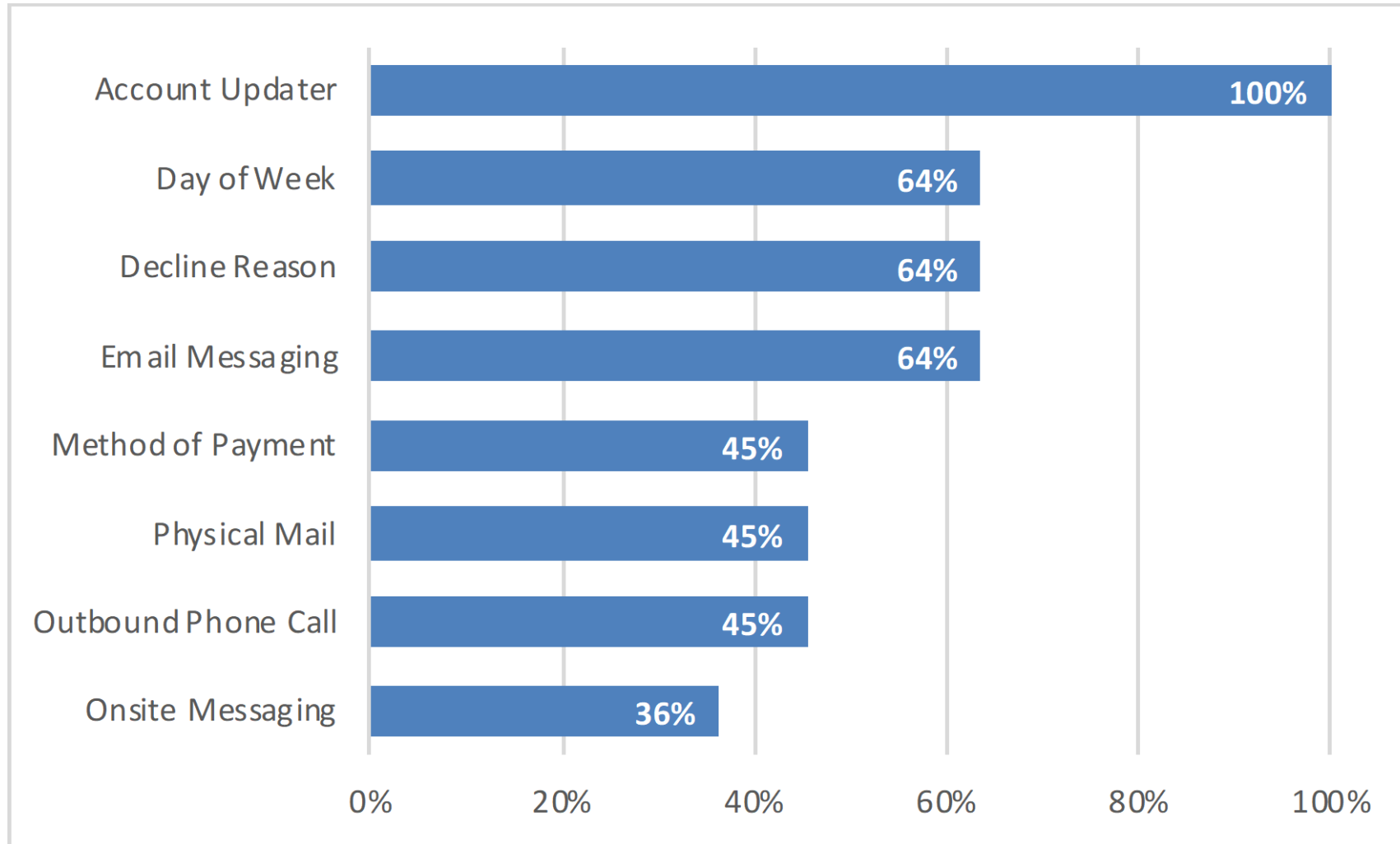
Answered: 34

Skipped: 13



The 46%+ Crowd

What do they all have in common?

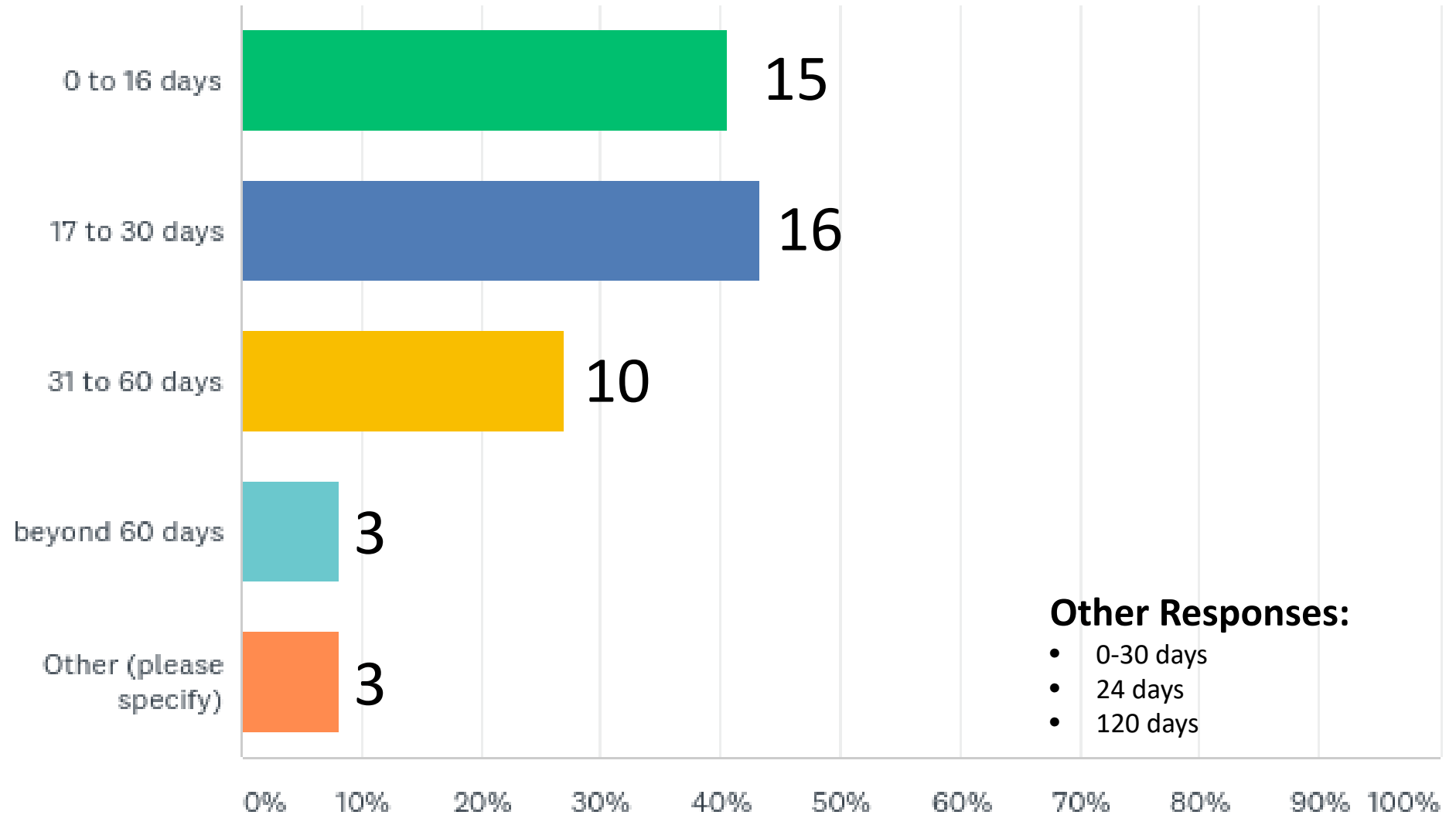


Question:

How long is your retry period(s) in days? (select all that apply)

Answered: 37

Skipped: 10

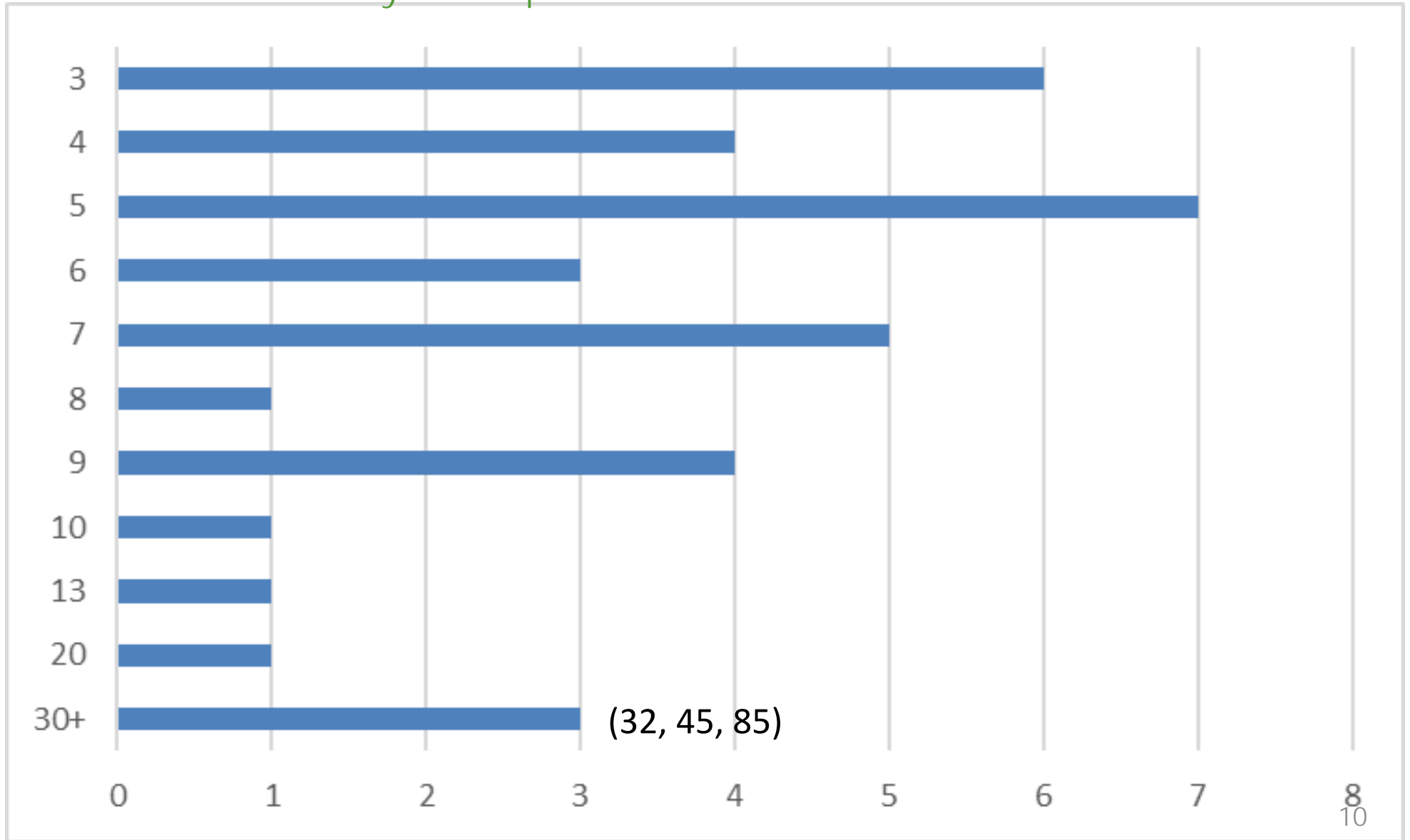


Question:

What is your maximum number of retry attempts for one failed order?

Answered: 36

Skipped: 11



Retry duration & Retry quantity

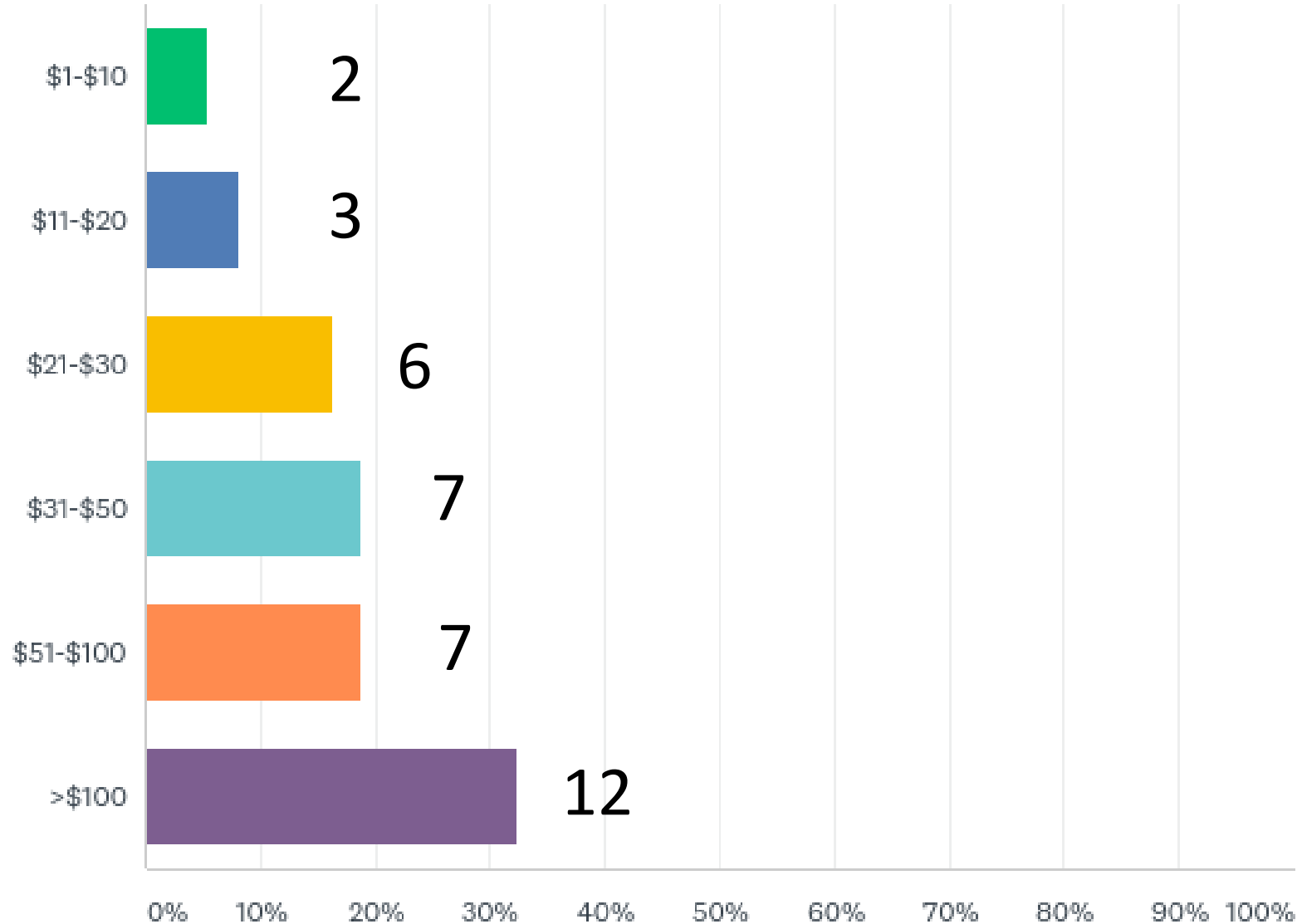
Retry duration	Merchant Qty	Minimum attempt Qty	Maximum attempt Qty	Average attempt Qty
0 to 16 days	10	3	7	4
17 to 30 days	14	3	20	7
31 to 60 days	8	3	13	7
beyond 60 days	3	5	45	27
120	1	85	85	85

Question:

What is your average ticket amount?

Answered: 37

Skipped: 10



Does your average ticket amount matter?

Average ticket	Success rate	Merchant Qty
\$1-\$10	20-30%	1
\$1-\$10	31-40%	1

\$11-\$20	46-50%	1
\$11-\$20	>55%	2

\$21-\$30	<20%	1
\$21-\$30	46-50%	2
\$21-\$30	51-55%	2

\$31-\$50	<20%	2
\$31-\$50	20-30%	1
\$31-\$50	31-40%	1
\$31-\$50	46-50%	2
\$31-\$50	>55%	1

\$51-\$100	<20%	4
\$51-\$100	20-30%	1
\$51-\$100	31-40%	1

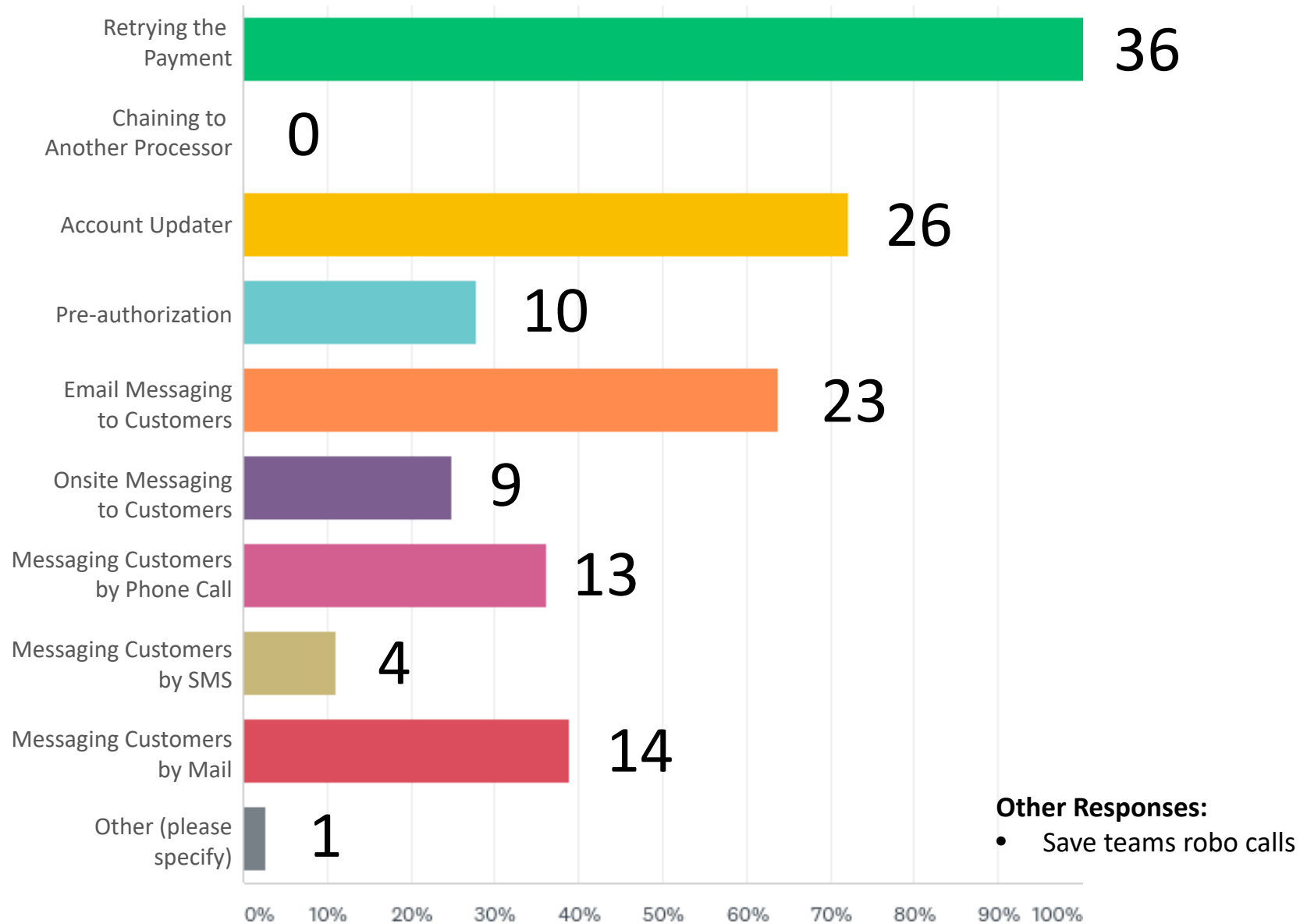
>\$100	<20%	5
>\$100	31-40%	2
>\$100	41-45%	1
>\$100	46-50%	1

Question:

What are the components of your retry strategy? (Check all that apply)

Answered: 36

Skipped: 11

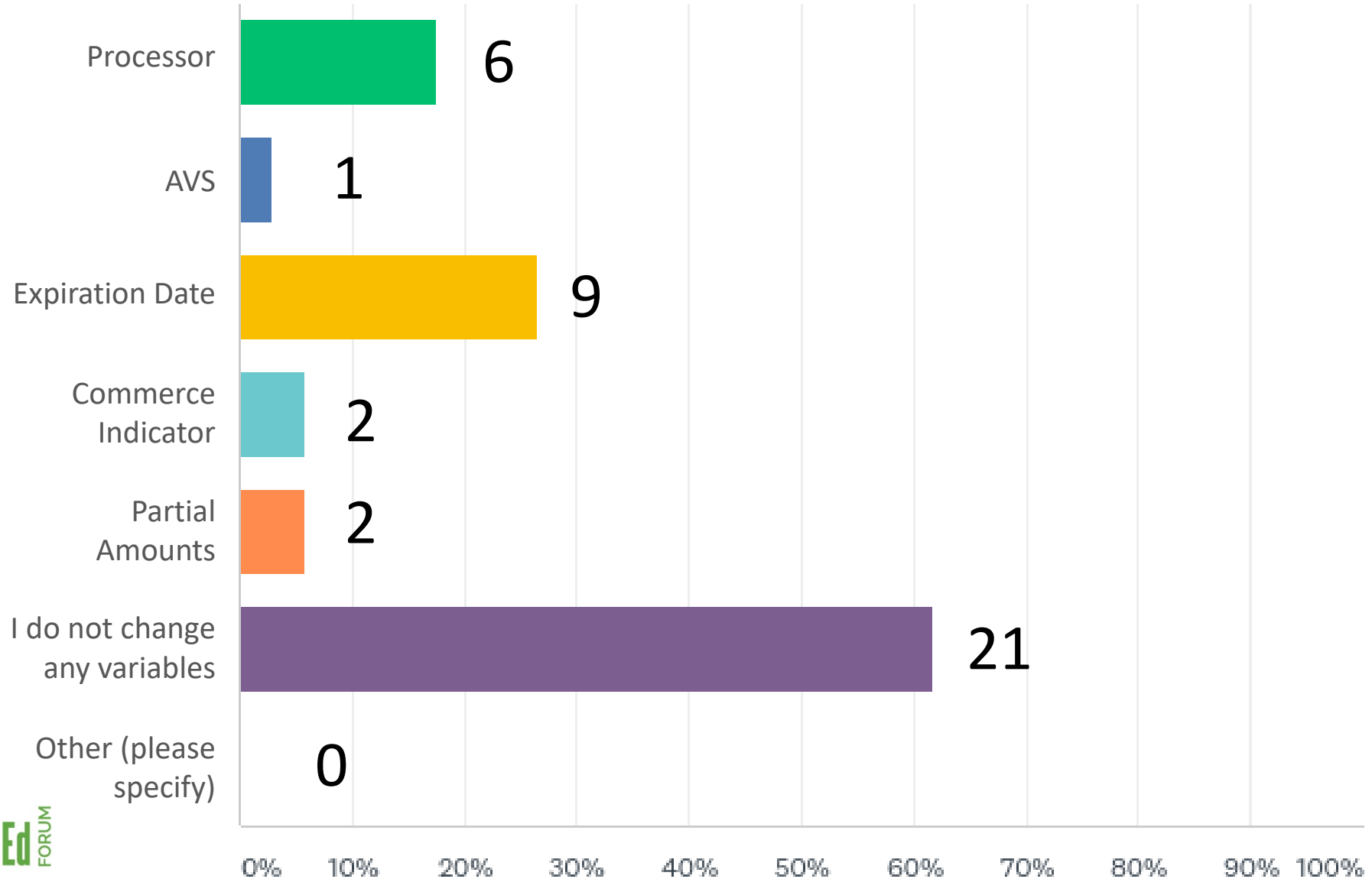


Question:

What variables, if any, do you modify as you retry? (Check all that apply)

Answered: 34

Skipped: 13

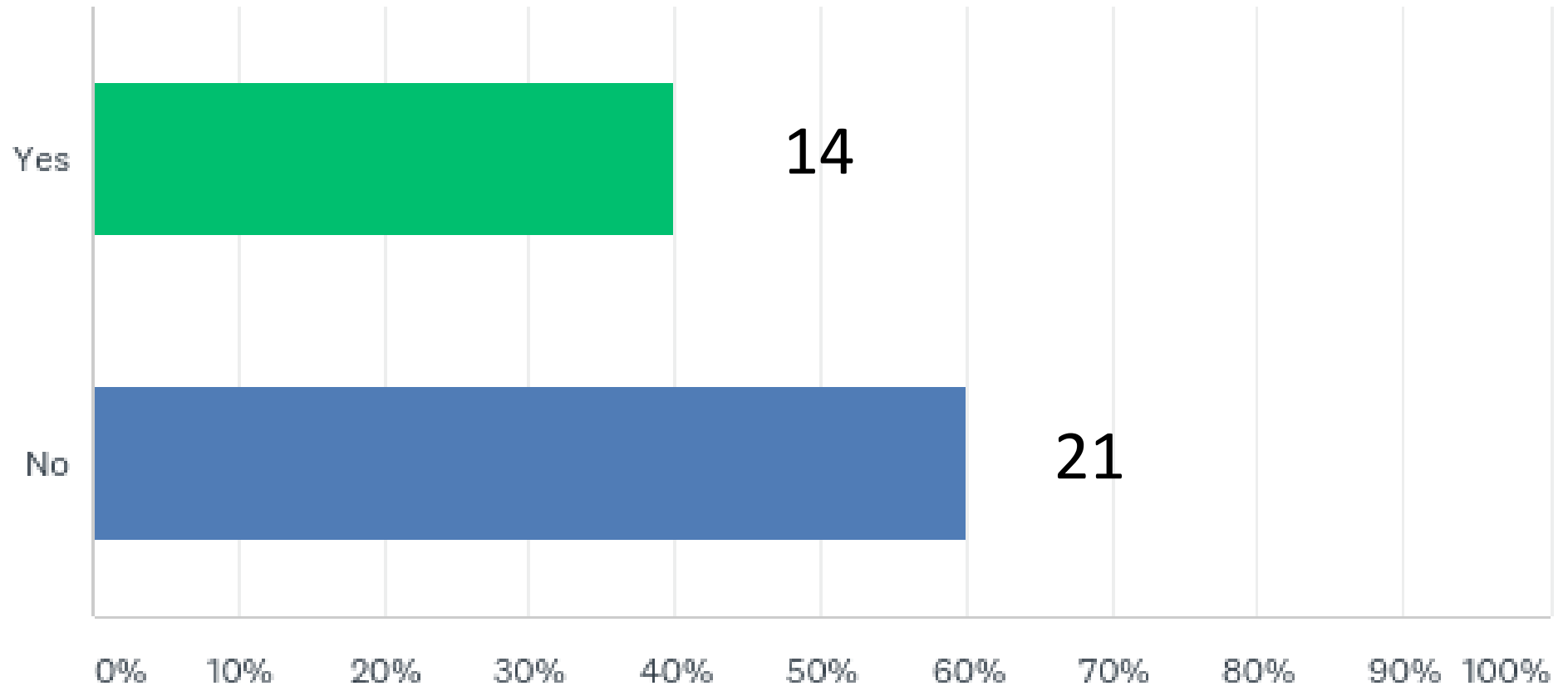


Question:

Does your Payment Service Provider (PSP) give you advice on improving your retry strategy?

Answered: 35

Skipped: 12

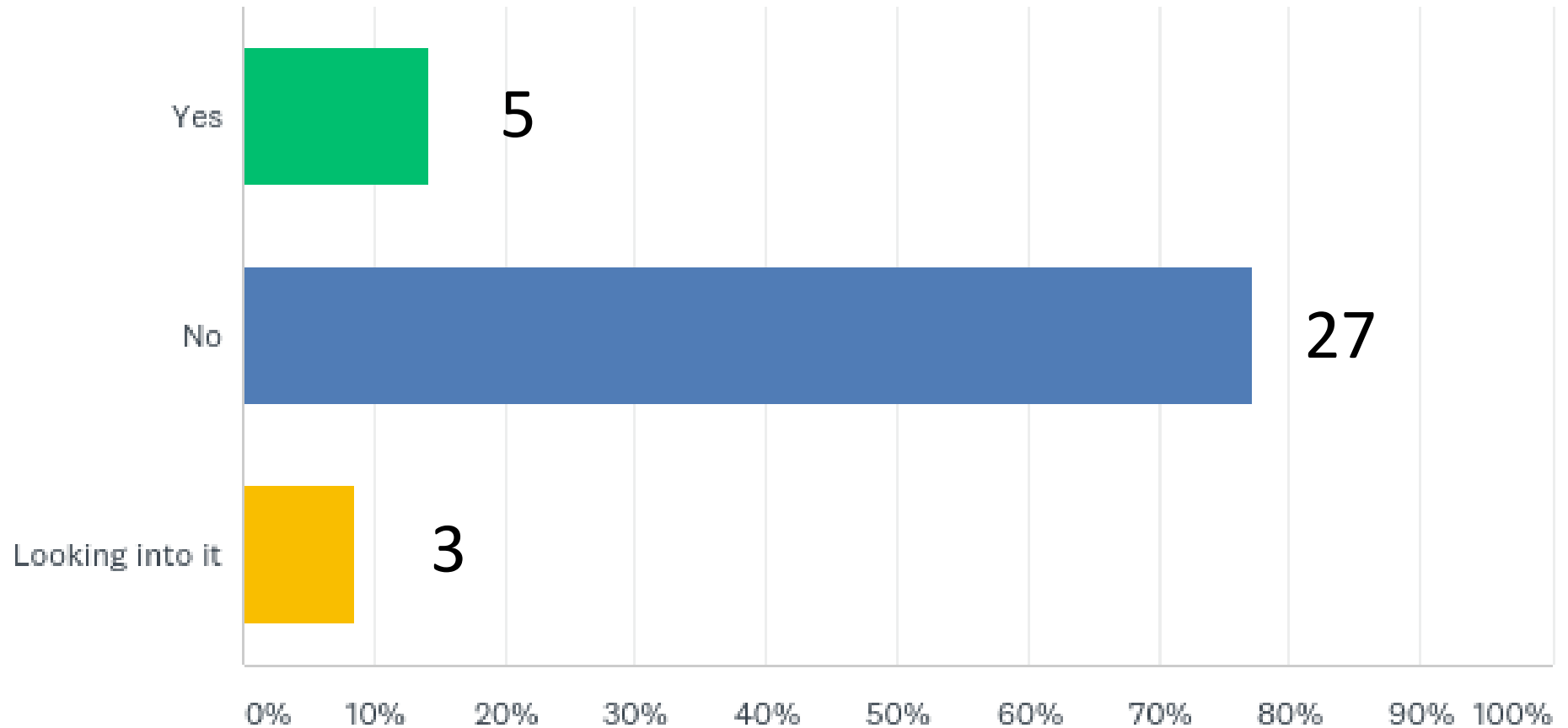


Question:

Do you use an outside vendor or your PSP to handle your retry logic?

Answered: 35

Skipped: 12



Summary & Key Takeaways

1. Not every business will perform the same (even if the same components and strategies are applied as many variables are outside of your control)
 1. Customer demographic
 2. Average ticket amount
 3. Subscription duration
 4. Product Offering
2. There are a number of key best practices to follow:
 1. Account updater
 2. Communication with customer via a variety of avenues
 3. Customization of strategies based on available data (decline reason, MOP etc.)
3. Recycling is an art as much as a science – customize it to your business and data

Thank you

- Don't forget to submit your session evaluation!
- Derek Blatter, Ancestry – Senior Product Manager, Payments
- Josh Karoly, Netflix – Senior Manager, Global Payments

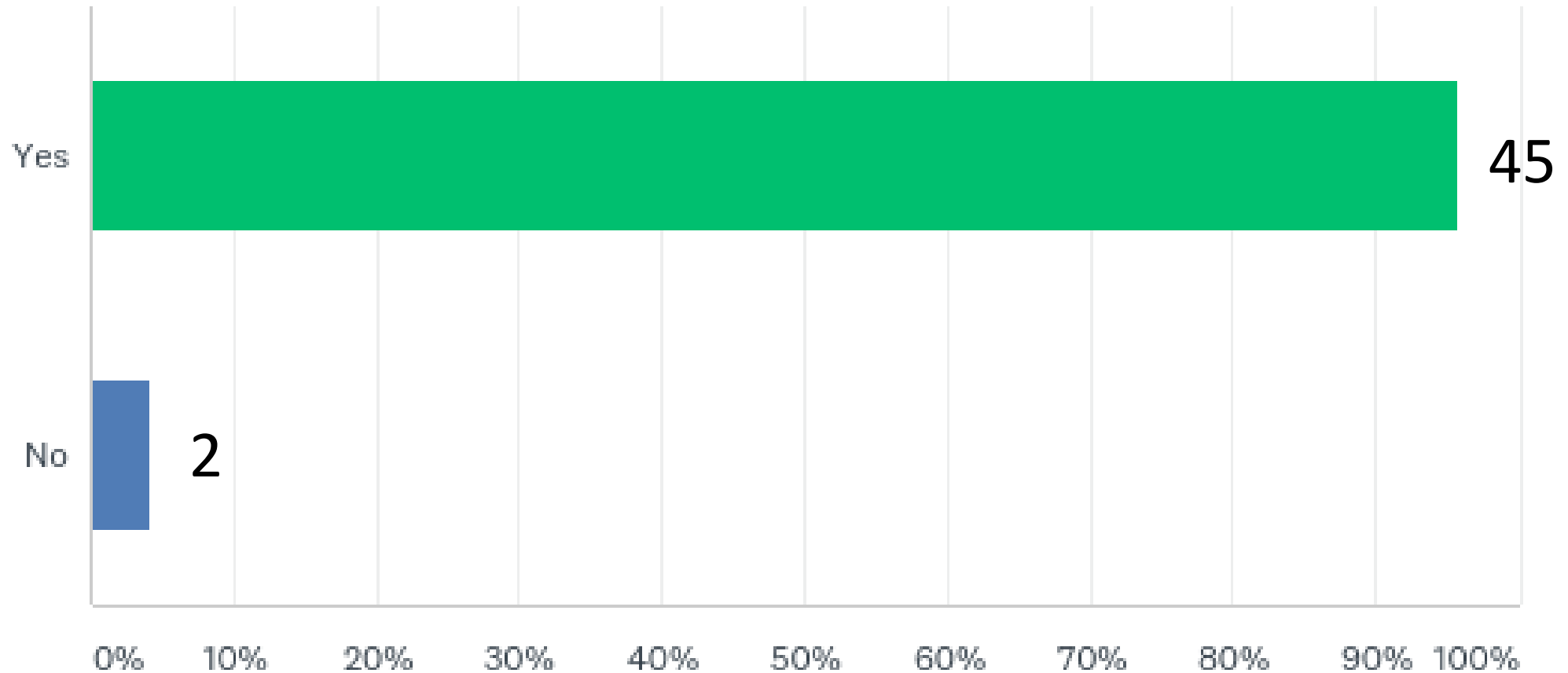
Appendix

Question:

Do you currently have a retry/recycling/dunning strategy in place for declined transactions?

Answered: 47

Skipped: 0

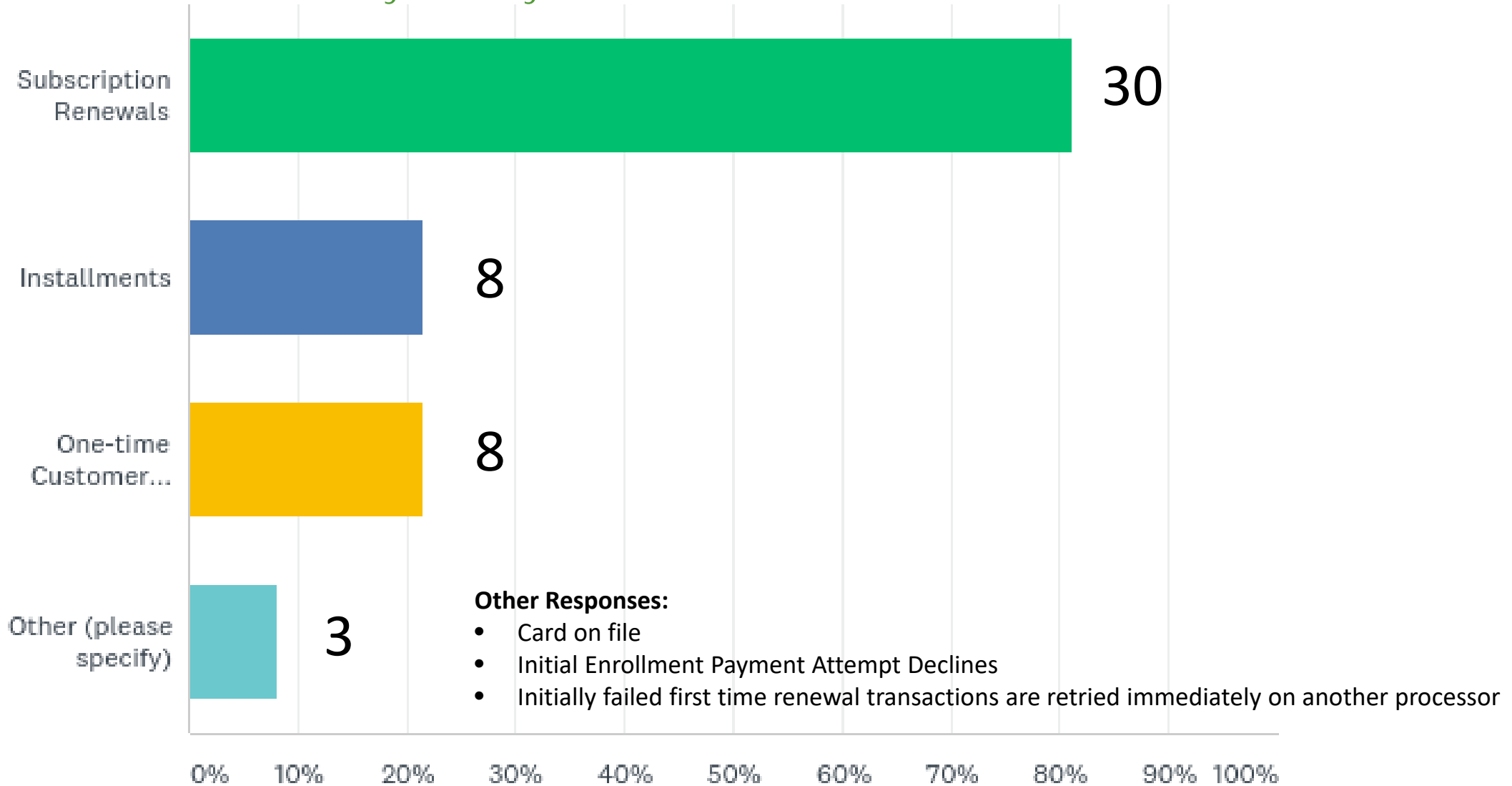


Question:

What types of failed transactions do you retry?

Answered: 37

Skipped: 10

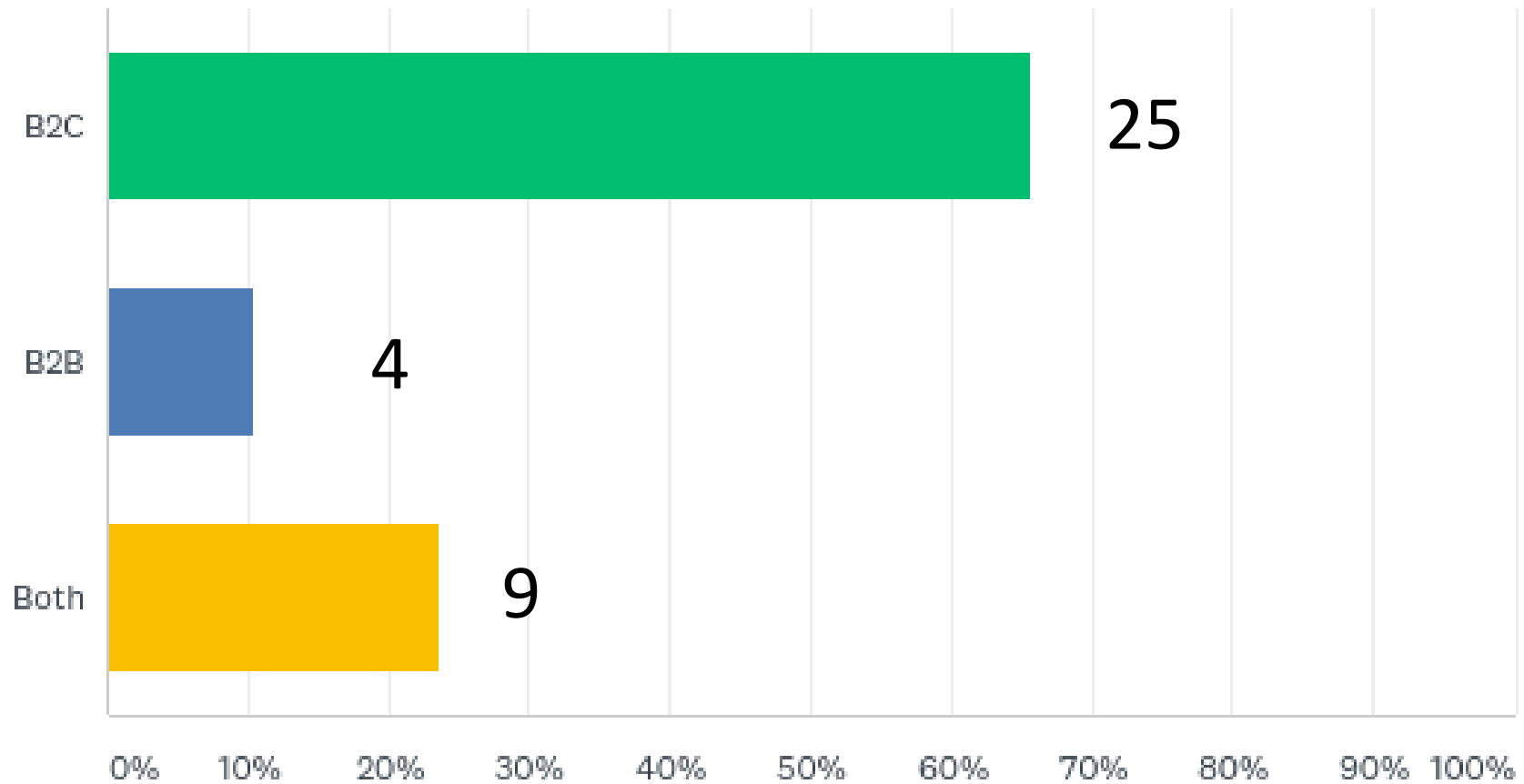


Question:

Does your business primarily sell B2C, B2B, or both?

Answered: 38

Skipped: 9



Question:

What factors do you use to determine your retry logic? (Check all that apply)

Answered: 34

Skipped: 13

