

Re-engagement Solution

Strategically reaching out to customers who are inactive is crucial for list hygiene, increasing email ROI and re-engaging customers who may have forgotten about your brand. A well thought out re-engagement campaign helps you reduce the cost and time of emailing customers who are no longer interested, and revitalizes customers who have become inactive.

The first step is to define and identify your "inactive audience", and segment those contacts based on past behavior and length of inactivity. Your re-engagement message must be personalized and have a clear call to action for the customer to interact with your brand; the ultimate goal is a sale, however reads and clicks from previously inactive customers are also very valuable. Further personalizing your re-engagement emails by promoting complimentary products to those in past purchases is a strong re-engagement tactic that generates sales. An engaged audience increases ROI and revenue.

Re-engagement Campaigns Reduce Cost & Increase ROI

Elements of Re-engagement Solution

- Analyze marketing list and behaviors to identify inactive customers
- Compare inactive customer data to other engagement sources like order history and site activity
- Develop messaging and methodology for using behavioral data to personalize emails
- Deploy automated multi-email campaign to re-engage audience
- Post campaign analysis to convert re-engaged customers to active list and unsubscribe others
- Optimize strategy for inactive customers with segmentation and cadence control

About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.