



BEST PRACTICES FOR YOUR EMAIL RE-ENGAGEMENT CAMPAIGN

50 percent of marketers plan to focus on re-engagement campaigns to re-engage inactive subscribers - let Selligent Marketing Cloud help you get started.

-  **Validate & Keep Validating.** Use an email validation tool like BriteVerify on your inactive email list to ensure you're analyzing an accurate data pool.
-  **Analyze.** Analyze segments of inactive and dor-mant subscribers based on whether someone has opened or clicked over a certain time period. Active subscribers may be subscribers who've engaged with an email in the past 6 months, inactive subscribers may have clicked on their last email in between 6 and 12 months, and dormant subscribers may not have opened an email for the past 12 months.

Consider segmenting your inactive emails based on your subscriber's data such as:

- Original subscription method (e.g. preference center, previous customer, etc.)
- Original motivation (e.g. sale offer)
- Most "recent" click activity, to understand if subscribers are active in other channels
- Note past purchase histories and other key attributes you can target.

After you've validated and segmented your list, it's time to craft a winning re-engagement plan:

- Is your communication and call to action concise? Use direct subject lines such as "We miss you" or "Come back".
- Is your language humanizing? Is your tone friendly?
- Is the content personalized? Use data based on most recent past activity. Offer a personalized offer or image to spark interest.
- Conduct a survey. Solicit feedback to understand key attributes of the typical inactive subscriber.
- Have you incorporated something contextual, e.g. images, a scratch off module, or a countdown clock?
- \$ off incentives work 2X better than % off incentives, remind them of subscriber benefits such as discounts and email-only offers.
- Suggest other ways to connect with your brand. Email may not be their medium but other channels could be. Provide links to your other channels.
- Tell them how and why you will stop sending emails



For all inactives, send a re-permission email as the last email of the re-engagement campaign. Don't remove subscribers immediately, provide them an opportunity to re-engage two months after last activation email drops.