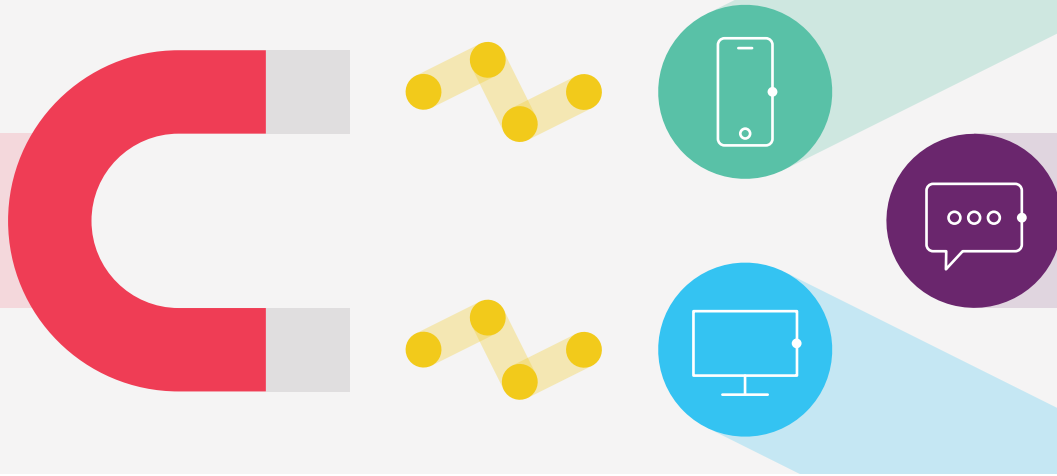


Unboxing Must-Have Marketing Campaigns: Reactivation & Re-Engagement



It's a well-known fact at Iterable: [Email list pruning isn't always the best strategy.](#)

To refresh your memory, it:

- **May not help with deliverability issues.**
- **May not serve your brand's goals, despite being a "best practice."**
- **May hurt your brand's email list profitability in the long run, in an attempt to "save money."**

So what's a marketer to do about all those inactive subscribers on your email list?

That's why for this edition of Unboxing Must-Have Marketing Campaigns, we're going to focus on what you should do instead with pruning your list: **Send a reactivation or re-engagement campaign.**

In this guide, we're going to cover:

- **Why it's never too late for a re-engagement campaign**
- **The three types of reactivation email campaigns that brands can send**
- **Advanced tactics to up your cross-channel messaging game**

Let's get started.

Why It's Never Too Late for a Re-Engagement Campaign

When a consumer doesn't buy your brand's products and services, it's easy to get caught in the [trap of wondering why](#).

Maybe it was because they don't have the budget.

Or they don't trust your brand.

Or they're just not in a hurry.

But this doesn't necessarily mean they won't ever make a purchase—they just might not buy at that moment.

To demonstrate this in practice, strategic consultant [Chet Holmes once asked an audience](#) of 1,200 people to raise their hands if they were in the market of buying a new car, tires, furniture, home improvements and office equipment.

Every single time, about 30 hands shot up.

Meaning? Only about 3% of most people are ready to buy "right now."

[Further research from Holmes](#) indicates:

- **6-7% of your audience is "open to the idea of buying."**
- **30% aren't even thinking about it**
- **30% believe they're not interested**
- **30% know they're not interested**

What does this mean for marketers like yourself?

It means there are 6-7% people on your list who could potentially turn into customers if you took the time to send them a reactivation campaign.



Source: *The Ultimate Sales Machine* by Chet Holmes

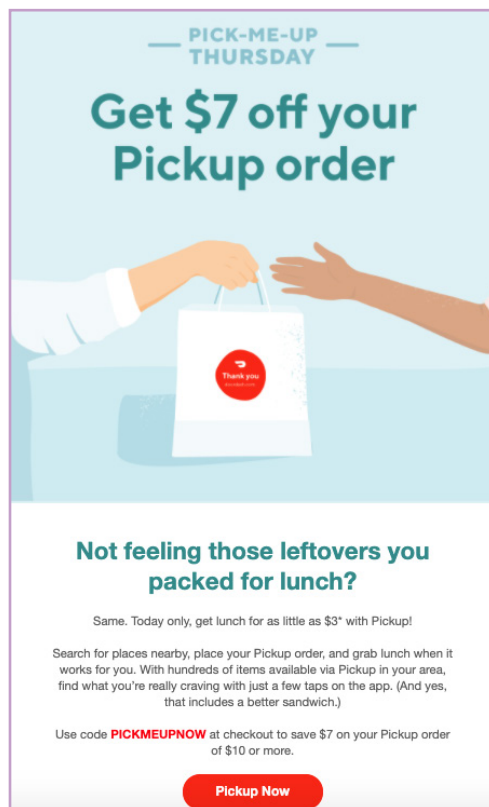
The 3 Types of Reactivation Campaigns

The type of reactivation campaign your brand creates is dependent on the kind of products and services sold. According to [Really Good Emails](#), the best reactivation and re-engagement campaigns should:

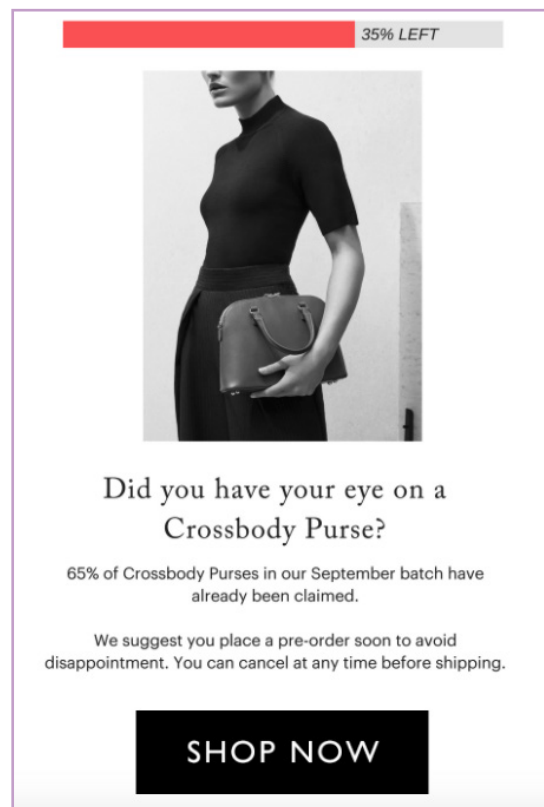
- **Remind the recipient of why they signed up**
- **Spark curiosity**
- **Introduce new concepts**

So for B2C or e-commerce brands, this could mean an email showcasing a limited time offer, like this coupon code for a lunch pickup order from meal delivery service DoorDash.

Or this reminder email from luxury goods retailer Linjer about their decreasing supply of crossbody purses.



Food delivery service DoorDash sends an email promoting a limited time offer for \$7 off a lunch pickup order.



Luxury goods retailer Linjer sends a reminder email to interested window shoppers to pre-order a crossbody purse.

These types of emails are great for reminding inactive subscribers on your list that your brand exists and may persuade them to make another purchase with your brand.

But if your brand is a subscription business with a trial period built-in, reactivation emails can become so much more than limited-time special offers. In fact, we can break them down into three categories of users:

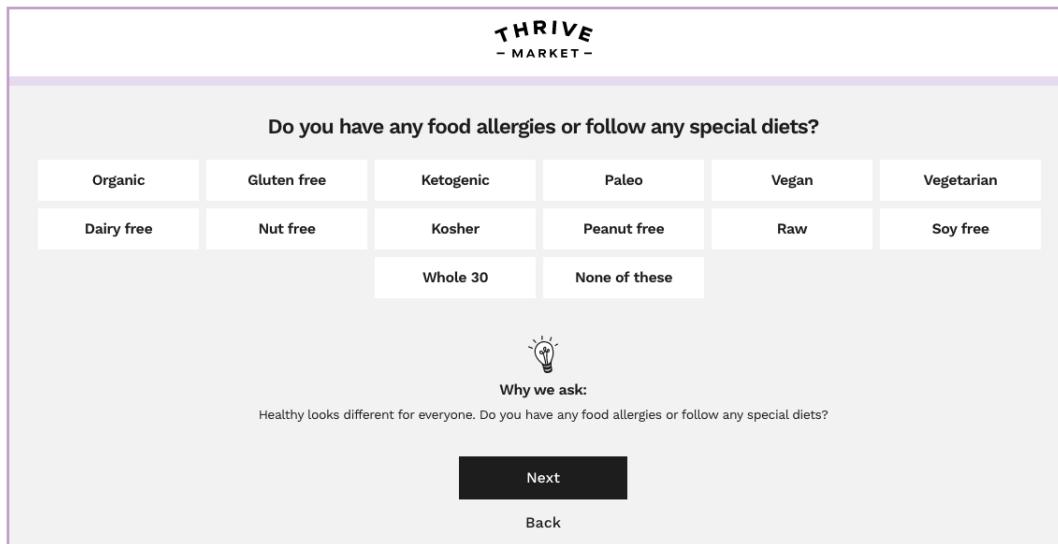
1. **Free-to-trial**
2. **Trial-to-paid**
3. **Win-back cancellations**

Let's go over them, one by one.

1. Free-to-trial

At Iterable, we define free-to-trial as the point in time where a consumer decides to offer up some information about themselves in exchange for a free limited-time offer.

For instance, Thrive Market asks new users about what family members they're shopping for, whether they have special diets or allergies, and what's on their typical shopping list.



The screenshot shows the Thrive Market onboarding form. At the top, the Thrive Market logo is displayed. Below it, the question "Do you have any food allergies or follow any special diets?" is centered. The form contains a grid of buttons for selection:

Organic	Gluten free	Ketogenic	Paleo	Vegan	Vegetarian
Dairy free	Nut free	Kosher	Peanut free	Raw	Soy free
		Whole 30	None of these		

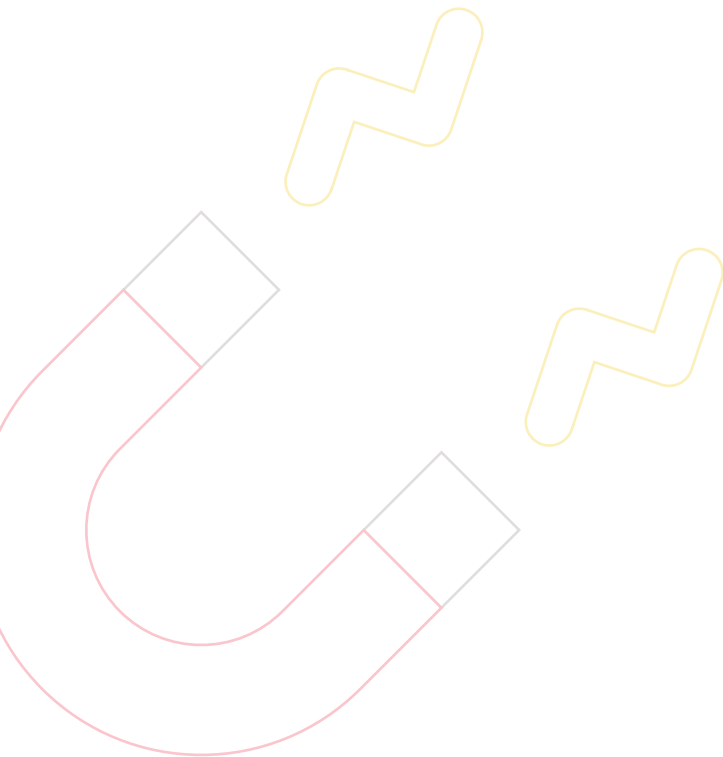
Below the grid, there is a lightbulb icon and the text "Why we ask: Healthy looks different for everyone. Do you have any food allergies or follow any special diets?". At the bottom, there are "Next" and "Back" buttons.

Thrive Market onboards new users by asking if they have any food allergies or follow any special diets.

However, the quiz is long—we counted at least 16 questions.

So for users who don't finish filling out the form, Thrive Market sends a series of eight reactivation emails, reminding users to pick their membership plan and why it's in the user's benefit to signing up.

Thrive Market knows this segment is open to buying, but not necessarily ready to do so, which is why they get straight to the point by answering the question: "What do I get as a Thrive Market member?"

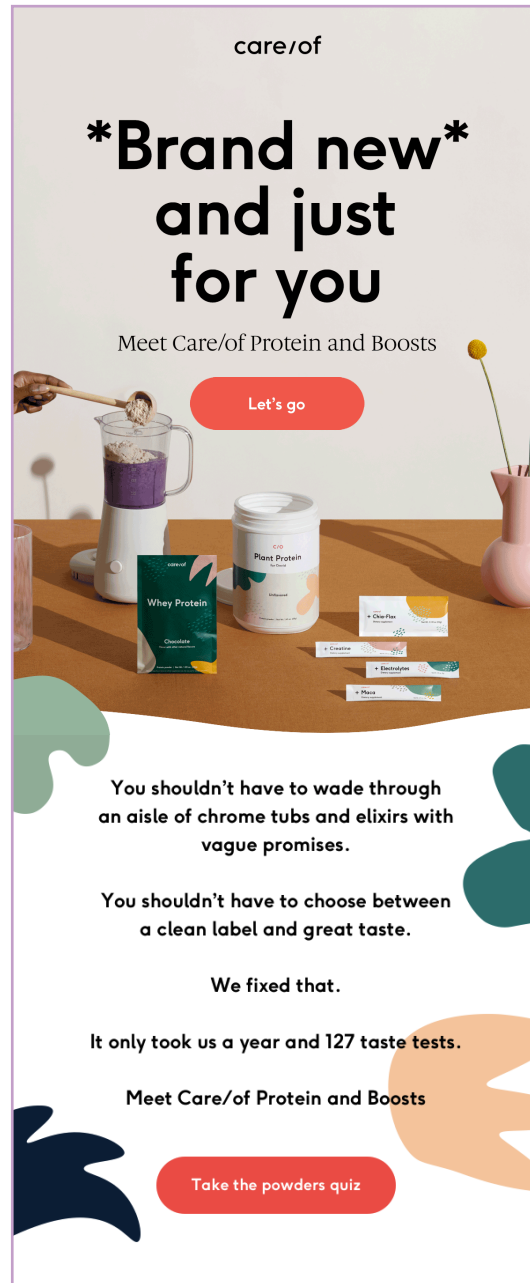


The screenshot shows the Thrive Market website interface. At the top, there are navigation links for 'Deals', 'Free Gifts', and 'Thrive Cash'. Below that are category links: 'FOOD', 'BEAUTY', 'HOME', 'NEW', and 'WINE'. A green banner at the top reads 'Finish Signing Up for Your Membership & Get Up to \$20 in Shopping Credit* →'. The main heading is 'What Do I Get as a Thrive Market Member?' with a subtext 'Committing to higher standards pays off—here's how'. A 'Start shopping' button is visible. Below this is a photo of a woman opening a Thrive Market box. The next section is 'Do Healthy Your Way' with three bullet points: 'Shop 6,000+ wholesome food, home & beauty products curated just for members', 'Filter & search by your diet & values, like keto, paleo, or fair trade', and 'Access to 24/7 chat support with experts to help you find the products you need'. A 'Shop now' button is below. The 'DID YOU KNOW?' section states 'We're committed to the highest quality standards in the industry. In fact, we've curated the country's largest GMO-free food catalog.' with an 'Explore our standards' button. The 'Rewards You'll Love' section lists: 'Free full-size product gifts worth up to \$50 every day', 'Free samples of trending products', and 'Exclusive sales mean bigger savings'. A green box on the right says '6,071 members have claimed today's gift'.

Thrive Market sends a reactivation email sent to users who put in their email for a free trial but didn't finish their quiz.

Another example comes from personalized vitamin subscription Care/of, who sends new product announcements to subscribers who finished a quiz but have yet to make an order for daily vitamin packs.

Care/of could send more reactivation emails trying to get leads to order their personalized vitamin pack. But in this particular email, they focus on cross-selling another product offering—in this case, protein powder—to see if they can get more information and possibly score an order.



Vitamin subscription service Care/of sends a reactivation email to users who have completed a quiz but haven't made an order.

2. Trial-to-paid

Once a user commits to a trial period for a product or service (usually by inputting their credit card number), the real sales process begins.

These [trials can range from 7-90 days](#), meaning brands have only so much time to convince the user that their service is worth it.

Except?

People sign up for things and then get busy.

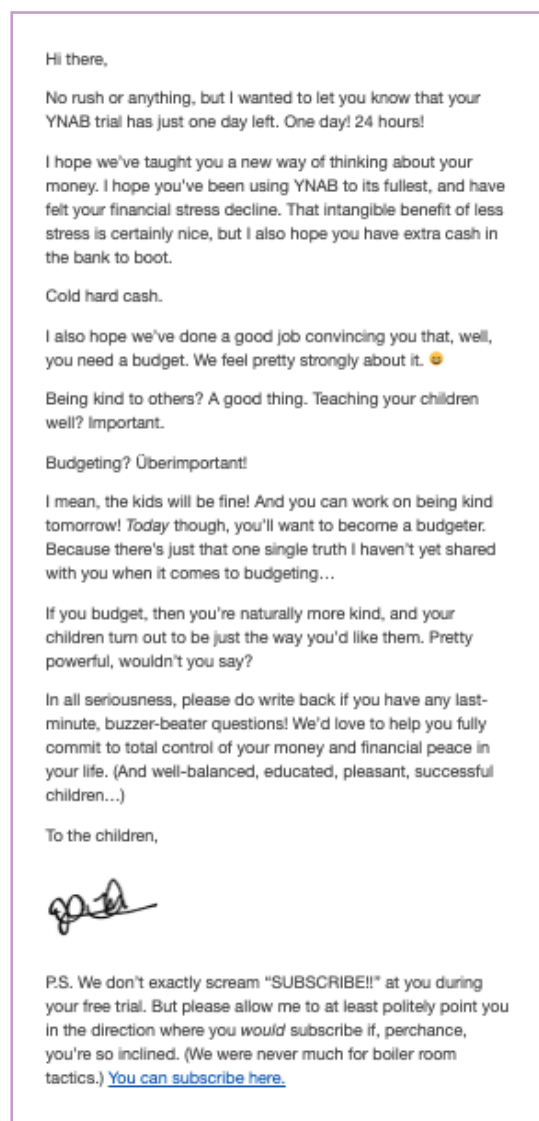
Therefore, it's your job as a marketer to remind trial customers of how their lives will change if they continue using your brand's subscription service.

How do you do that? With a reactivation campaign, of course.

This article outlines numerous examples of [how to write a trial ending or expired email](#), but here are a few more examples.

First, let's view this humorous reactivation email from popular budgeting software You Need a Budget (YNAB).

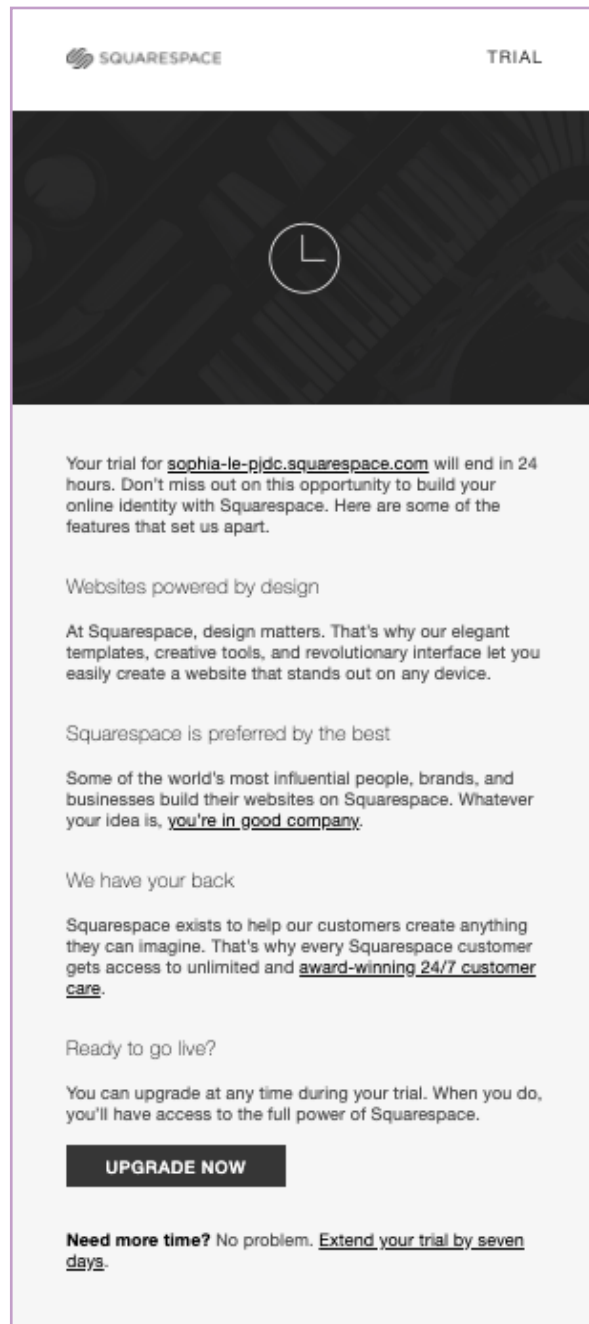
YNAB pokes fun at the fact that most trial renewal emails can sound a little desperate. Instead of the usual trial ending email, they write a narrative letter to the user about how budgeting should leave you with more cash, a kinder spirit, and a legacy to leave behind to your children (with a soft call-to-action located in the postscript).



Personal finance tool You Need a Budget (YNAB) alerts users they only have one day left in their trial period.

But sometimes, trial users aren't ready to commit (especially if they didn't have time to do everything they wanted to do). In the following email from website builder Squarespace, they reiterate the following benefits of upgrading to a paid subscription: great design, a long list of testimonials, and award-winning support.

Plus? Squarespace gives on-the-fence users an easy way to extend their trial by another seven days—perfect for anyone who needs a little more time to decide.



Website builder Squarespace sends a reactivation email to trial users, reiterating the benefits of their subscription service.

3. Win-back cancellations

Cancellations are a part of any thriving subscription brand, but that doesn't mean the customer will never return.

Like we reiterated above, it could be that the customer:

- **No longer has a budget for the product or service**
- **Doesn't have a need anymore**
- **Has lost trust in your brand for whatever reason**
- **Forgot to update a credit card number, renew, etc.**

Luckily, those customers can be won back with a thoughtfully crafted reactivation campaign.

For instance, food media company America's Test Kitchen utilized an upcoming Thanksgiving holiday to win back previously paying customers.

Thanksgiving is the equivalent to the cooking Olympics for home chefs, so having recipes that are tested by culinary professionals is always a good idea. America's Test Kitchen knows their customer base—and uses it to their advantage to win back past customers.

EXCLUSIVE ALUMNI OFFER
Lock in your low rate for 2 years

Save 33% on Your All-Access Membership

Decision fatigue setting in?
Obsessing over shopping?
Want to do it all without the stress?
Choose Thanksgiving recipes
trusted by millions of cooks.

COME BACK NOW

From *Cook's Country*
Loaded Rustic Mashed Potatoes

AMERICA'S TEST KITCHEN

"Recipes that always, always work."
— *The New York Times*

Dear fellow home cook,

Two weeks to go before everyone's favorite meal of the year. Are you asking that familiar question, "what should I be doing now?" The planning, organizing, recipe choosing, grocery shopping, equipment upgrading, and of course cooking that go into Thanksgiving are what we specialize in here at America's Test Kitchen. So whether you're making it all, from apps to pies, or bringing a delicious gift to someone else's home, **the test kitchen can be your best friend, muse, coach, and confidant from now through the big day.**

Come back as an All-Access member now. You'll get instant access to our Thanksgiving Guide which includes 25 years' worth of the best recipes, how-to videos, latest techniques, and essential equipment and ingredient ratings. Discover new recipe collections such as "25 Traditional Thanksgiving Recipes, Perfected" and "Thanksgiving Favorites for Special Diets" for help planning and pairing. You'll also see timelines—my good friend and *America's Test Kitchen* host Bridget Lancaster's detailed schedule is particularly valuable—that will help you get everything done while actually enjoying the days and hours leading up to Thanksgiving because you'll be calm and in control.

Here's to the cooking, gathering, and joy that lie ahead,

Jack Bishop
Jack Bishop
CHIEF CREATIVE OFFICER
What's already in my freezer for the big day: Cheddar Cheese Coins (my favorite appetizer with champagne)

P.S. When we say we'll stick by you, we will. Our free members-only app offers anywhere access to recipes and ingredient ratings.

Turkey, Sides, Pies, and
Cooking Confidence

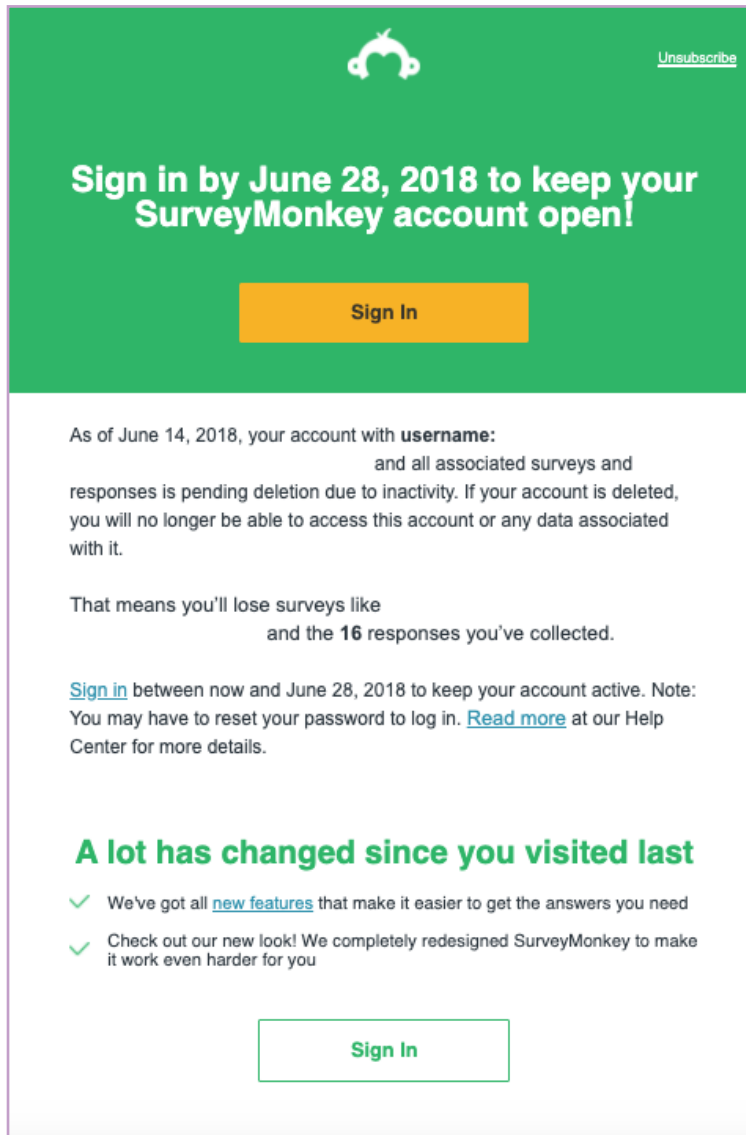
COME BACK NOW

Rejoin now and **save 33%**.

America's Test Kitchen sends a Thanksgiving-themed reactivation email to past customers.

But it doesn't even have to be paid subscribers. Take, for instance, this reactivation email sent from feedback software tool SurveyMonkey to inactive users.

SurveyMonkey uses this email to mention its new features and design to encourage inactive users to come back. However, the message is also time-sensitive—if the user doesn't sign in soon, SurveyMonkey warns the user that their surveys will get deleted.



SurveyMonkey encourages inactive users to sign in with a reactivation email.

Advanced Tactics for Cross-Channel Messaging

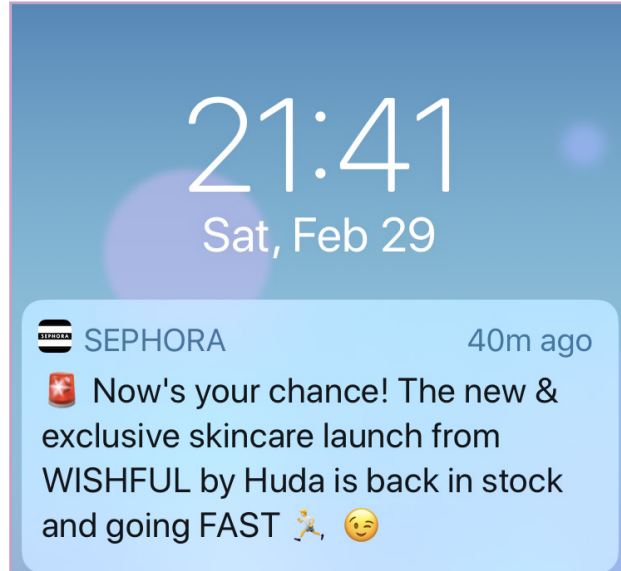
Based on the examples above, you'll see that the possibilities are endless for reactivation and re-engagement emails. However, consumers are always on the go, which means there are plenty of opportunities to utilize cross-channel messaging.

Here are a few ideas.

Mobile push notifications

Cosmetics brand Sephora is famous for its extensive product selection in stores and online, and they continually use their app to promote new products as well. For example, let's look at the mobile push message promoting a new skincare product line that's just arrived in their store.

This mobile push message hits all the right notes for beauty enthusiasts: a time-sensitive offer, an exclusive product and additional rewards (and samples!) for shoppers who buy directly on the Sephora app. The marketing team could have sent an email, but the urgent nature makes mobile push a perfect medium to send the message and get customers to act.



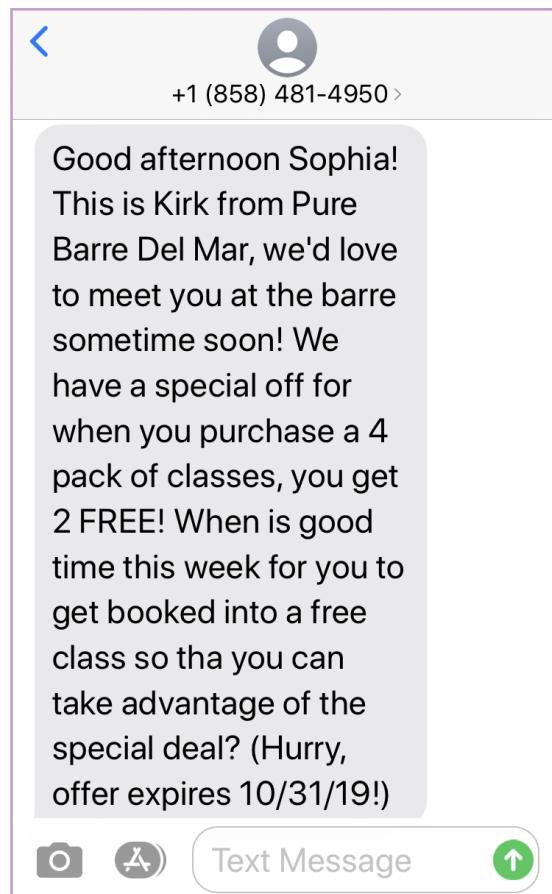
Cosmetics and beauty brand Sephora sends a re-engagement mobile push message for an exclusive skincare launch.

Text messaging (SMS)

For brands who know their ideal customer is on their phone, an SMS message might be the way to re-engage a customer, like the example below from a Southern California location of Pure Barre, a dance-inspired workout studio franchise.

This SMS message is effective at re-engaging past customers because it asks a question and gives the recipient an incentive to come back (Buy four classes, get two free).

However, there's no clear call-to-action in this text message to give the recipient a hint on what to do next. So if your brand chooses to utilize SMS to re-engage inactive customers, make sure to include a link or ask for a reply.



Pure Barre Del Mar sends a re-engagement SMS message to past students, alerting them about a special offer.

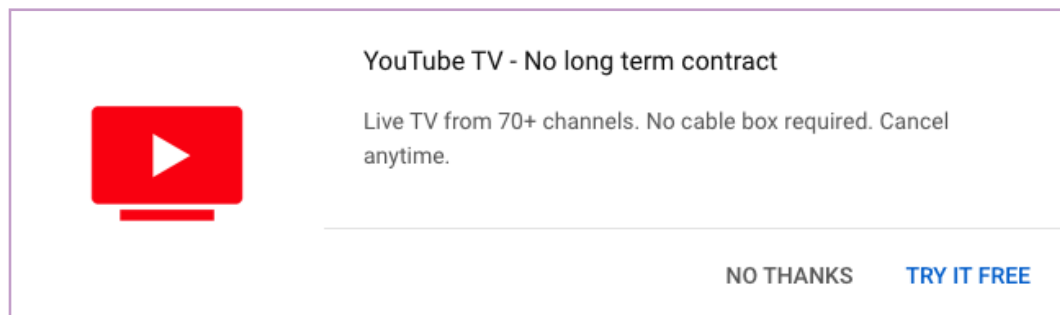
Website pop-ups

For brands that offer a free service with the option to upgrade, it's essential to remind the user that there's a higher tier of service available if they want it.

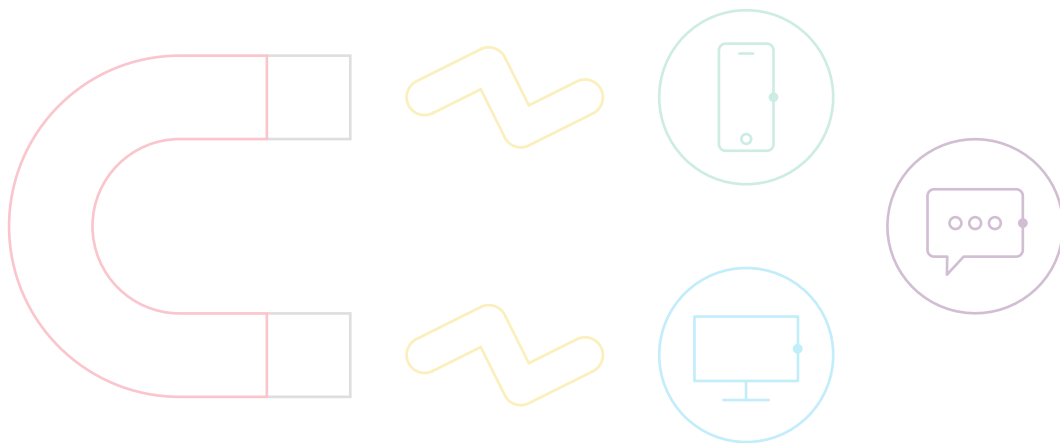
Take a look below at the website pop-up for YouTube TV.

YouTube videos are free to watch for anyone with access to a computer, but it's in the company's interest to keep their user base engaged. YouTube is the destination for videos on the internet, so it only makes sense that they would partner with major networks like CNN, ESPN, and PBS to syndicate their programming on YouTube—and upsell that offering to free users.

This website pop-up is simple: It gives the user the gist of the offer in a few words and has two call-to-action buttons that allow them to either reject or accept the offer to try YouTube TV for free.



YouTube TV uses a website pop-up to encourage free users to upgrade to a paid service.



A Quick Recap on Reactivation & Re-Engagement Campaigns

Whether your brand is in the B2C, e-commerce, or subscription business, [it's never a good idea to prune your email list](#) of inactive subscribers.

Why?

Because we know from strategic consultant Chet Holmes that at any given moment, [only 3% of consumers are ready to buy right now](#), followed by 6–7% of them being open to buying.

Meaning you could potentially persuade up to 6–7% of your email list that they are ready to buy—just by sending a reactivation campaign.

Reactivation emails are great for brands who have a limited time offer to notify their audience and previous customers about, but subscription businesses, in particular, have three potential categories of users to target:

1. **Free-to-trial**
2. **Trial-to-paid**
3. **Win-back cancellations**

Once your brand decides which category of users to re-engage with an email campaign, you can get creative with these three advanced cross-channel tactics:

- **Mobile push notifications**
- **Text messaging (SMS)**
- **Website pop-ups**

Now that you're an expert on building a successful reactivation campaign, what are you going to do to stand out from the crowd?



About Iterable

Iterable is the growth marketing platform that enables brands to create, execute and optimize cross-channel campaigns with unparalleled data flexibility.

Leading brands, like Zillow, SeatGeek and Box, choose Iterable to power world-class customer engagement throughout the entire lifecycle.



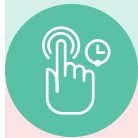
Data Flexibility at Your Fingertips

Access real-time user, behavioral and event data to trigger personalized messaging at virtually unlimited scale. Support an audience of millions while appealing to each subscriber's unique preferences.



Unified Brand Experience

Orchestrate seamless customer engagement across email, mobile push, SMS, in-app, web push, direct mail and more throughout every lifecycle stage, from activation to re-engagement.



Agile Iteration & Optimization

Launch, measure and fine-tune campaigns with ease to deliver more relevant messaging faster than the competition. Experiment and iterate on-demand to determine the right content, channel and cadence for each user.



Customer Journey Mapping

Visualize the entire customer journey and build sophisticated, cross-channel segments and campaigns with Iterable's intuitive, drag-and-drop Workflow Studio.

If you want to learn more about Iterable, please request a demo:

[Request Demo](#)

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box

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