



# Reactivation Email Strategies: 6 Case Studies

2024

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# Explore the impact of Reactivation Emails!

When your customers have stopped responding or engaging, there is often a need to reach out, reinvigorate – or reactivate – the connection and their engagement. In this collection of actual examples, we delve into the performance insights of six leading brands that harnessed **Cheetah by Marigold** for win-back emails during the first two months of 2024, offering noteworthy observations and recommendations for your own reactivation email strategy.

These case studies offer valuable evidence of strategy results in real-world scenarios, empowering marketers to learn from other brands' achievements and avoid any pitfalls.



# Use Case 1: Customers Not Visiting in 3 Months

## Case Description

**Configuration**     ● Single                      ○ Series

**Cadence**                      ○ One-off                      ● Recurring

**Who was targeted?** Individuals whose last store visit took place more than 3 months ago

## Performance

	Projected Open	Unique Click	Unsubscribe
<b>Reactivation</b>	<b>23.04%</b>	<b>1.85%</b>	<b>0.38%</b>
Promotional	17.62%	0.28%	0.26%
Variance	31%	557%	46%

## Observation

- The data suggests a major uptick in re-engaging dormant customers, particularly from the perspective of the unique click rate. Part of this positive outcome can be attributed to the definition of “inactive” falling within the mid-term inactivity range (up to three months) coupled with a relevant incentive within the email.

## Recommendation

- Consider linking a compelling incentive to your loyalty program in order to enhance the impact of the reactivation strategy.



# Use Case 2: Six-Month Inactive Click Targeting

## Case Description

**Configuration**     ● Single                      ○ Series

**Cadence**                      ○ One-off                      ● Recurring

**Who was targeted?** Individuals whose last recorded click occurred exactly 6 months ago

## Performance

	Projected Open	Unique Click	Unsubscribe
<b>Reactivation</b>	<b>31.06%</b>	<b>0.98%</b>	<b>0.43%</b>
Promotional	23.96%	0.64%	0.29%
Variance	30%	53%	47%

## Observation

- Among unique clicks, 42% occurred on the “keep me opted in” CTA, while 38% were on the preference center/unsubscribe link. This pattern carries on when comparing the unique click rate to the unsubscribe rate.

## Recommendation

- To improve the re-engagement rate of long-term inactive subscribers, assess the email offer. Common approaches at this stage include **exclusive discounts**, **early access** to new features, or **personalized offers**. Remember to convey a genuine “We miss you” sentiment.



# Use Case 3: Targeting Long-Term Non-Engagers

## Case Description

**Configuration**     ● Single                     ○ Series

**Cadence**             ○ One-off                     ● Recurring

**Who was targeted?** Individuals who did not receive a promotional email in the last three months and did not open or click on any email in the last three years

## Performance

	Projected Open	Unique Click	Unsubscribe
<b>Reactivation</b>	<b>0.69%</b>	<b>0.18%</b>	<b>0.03%</b>
Promotional	11.86%	0.58%	0.06%
Variance	-94%	-68%	-52%

## Observations

- The “Keep sending me emails” CTA received 63% of the total unique clicks.
- The unsubscribe rate for reactivation emails was half of that observed for promotional emails during the same time period.

## Recommendation

- Consider testing adjustments to the definition of “inactive subscribers.” There is potential to elevate performance in terms of open and click rates.



# Use Case 4: Re-Engaging Inactive Users

## Case Description

**Configuration**    ● Single                      ○ Series

**Cadence**                      ○ One-off                      ● Recurring

**Who was targeted?** Individuals who did not log in to their accounts within the past 2 years

## Performance

	Projected Open	Unique Click	Unsubscribe
<b>Reactivation</b>	<b>22.63%</b>	<b>0.47%</b>	<b>0.47%</b>
Promotional	21.86%	1.76%	0.32%
Variance	4%	-73%	48%

## Observations

- 65% of the unique clicks were on CTAs directing users to new product collections, the website, and the blog (in descending order of importance).
- This long period of inactivity resulted in a lower or less effective outcome.

## Recommendation

- Fine-tune the reactivation strategy by analyzing the top-performing links, tailoring your distinct follow-up messages for clickers and non-clickers. Monitor other metrics within your reach to add context.



# Use Case 5: Reactivation Series for Six-Month Inactives (1/2)

## Case Description

**Configuration**     Single                       Series

**Cadence**             One-off                       Recurring

**Who was targeted?** Individuals whose last recorded open or click occurred more than 6 months ago

## Model

- The reactivation email model comprises four emails. The first targeted the entire inactive population, while the second focused on clickers of the initial email, the following day. The third and fourth emails, both sent six days later, targeted non-openers of the first email and non-clickers of the first email, respectively.

## Performance

	Projected Open	Unique Click	Unsubscribe
<b>Reactivation 1</b>	<b>20.13%</b>	<b>3.43%</b>	<b>2.32%</b>
vs. Promotional	23%	330%	1745%
<b>Reactivation 2</b>	<b>63.33%</b>	<b>17.39%</b>	<b>8.15%</b>
vs. Promotional	286%	2082%	6391%
<b>Reactivation 3</b>	<b>8.29%</b>	<b>1.42%</b>	<b>0.76%</b>
vs. Promotional	-49%	78%	505%
<b>Reactivation 4</b>	<b>53.99%</b>	<b>2.12%</b>	<b>2.20%</b>
vs. Promotional	229%	166%	1654%
Promotional	16.40%	0.80%	0.13%



# Use Case 5: Reactivation Series for Six-Month Inactives (2/2)

## Observations

- These emails emphasized the latest updates and had unsubscribe rates 5 to 63 times higher than promotional emails.
- Email #1 and its follow-up (email #2) outperformed promotional mailings in open rates.
- Unsurprisingly, email #3 (to non-openers of email #1) had low open rates; while email #4 (to non-clickers of email #1) had 100% of the unique clicks on the unsubscribe CTA.
- While more than 47% of the total unique clicks occurred on the unsubscribe CTA in all emails, reactivating some of those recipients took place from a click standpoint for emails #1, 2, and 3.

## Recommendation

- When using a reactivation email series, maintain a **clean email structure** (concise content and clear CTAs). Focus on **one incentive/topic** (clarity is key). Also, **vary subject lines** across the series to build progressive interest.

## Performance

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# Use Case 6: Reactivation Based On Customer's Last Purchase (1/2)

## Case Description

**Configuration**     Single                       Series

**Cadence**             One-off                       Recurring

**Who was targeted?** Individuals whose last purchase occurred between three and five months ago

## Model

- The reactivation email model comprises three emails sent to a subscriber monthly, between the third and fifth month after their last purchase.

## Performance

	Projected Open	Unique Click	Unsubscribe
<b>React. Month 3</b>	<b>23.20%</b>	<b>2.72%</b>	<b>0.58%</b>
vs. Promotional	127%	468%	1871%
<b>React. Month 4</b>	<b>5.63%</b>	<b>0.99%</b>	<b>0.21%</b>
vs. Promotional	-45%	107%	609%
<b>React. Month 5</b>	<b>11.08%</b>	<b>1.63%</b>	<b>0.32%</b>
vs. Promotional	8%	241%	1002%
Promotional	10.22%	0.48%	0.03%



# Use Case 6: Reactivation Based On Customer's Last Purchase (2/2)

## Observations

- These emails highlighted the sentiment of “We miss you” and had clicks on the unsubscribe CTA below 20% of the total unique clicks generated.
- The most effective email in terms of opens and clicks was the one sent earliest after the last purchase (month 3); but not surprisingly, it also had the highest unsubscribe rate.
- From a click rate standpoint, the three emails appear to have succeeded in reactivating  $\geq 15\%$  of the openers that we were able to track.

## Recommendation

- Craft subject lines that not only express “We miss you,” but also mention a compelling reason for recipients to re-engage with the brand.
- Test varying time intervals between the emails in the series to identify the optimal cadence for your targeted inactive subscribers - e.g. are they more likely to open the 2nd email if they're closer or farther apart?

## Performance

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vs. Promotional	127%	468%	1871%
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