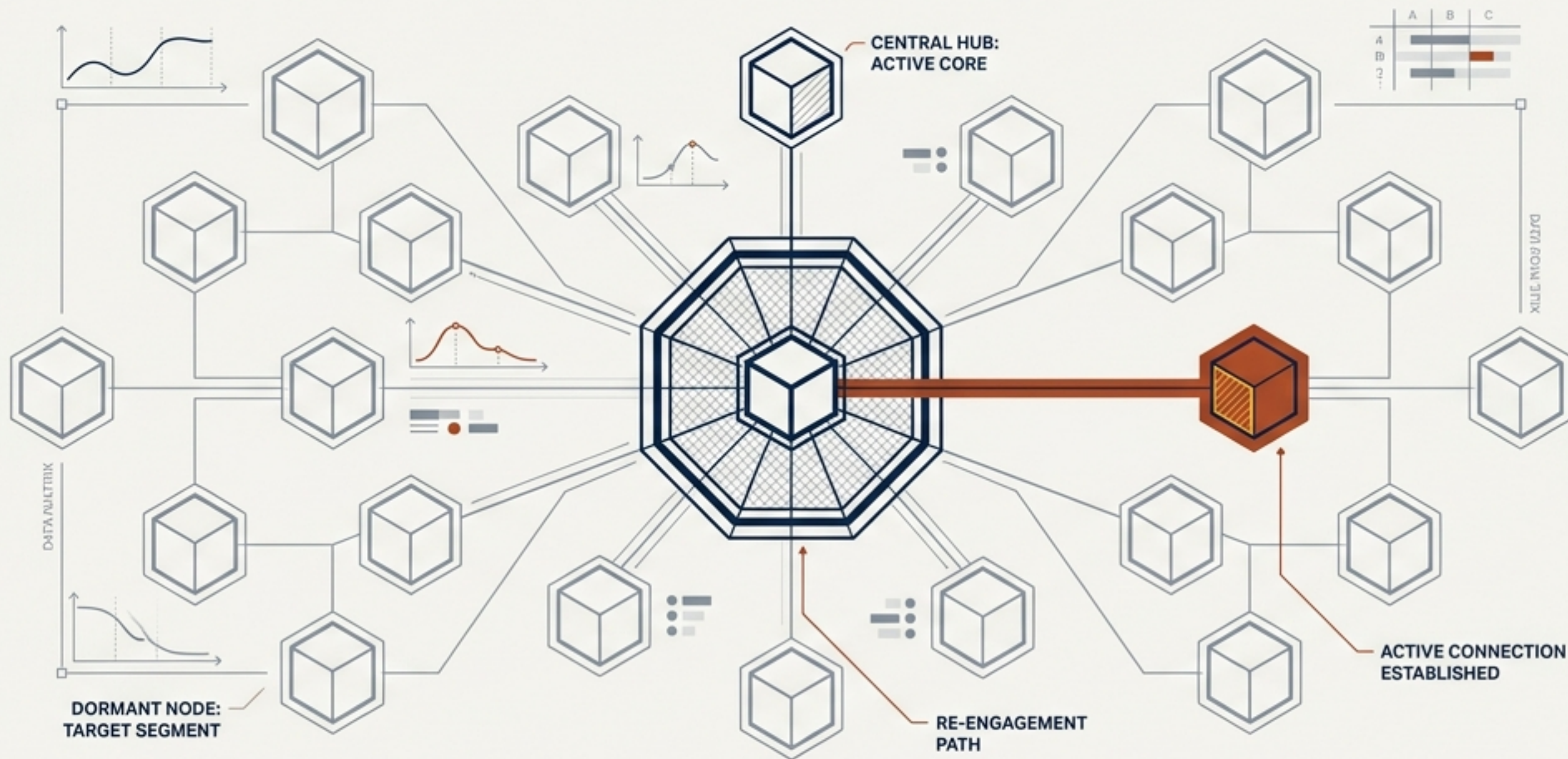
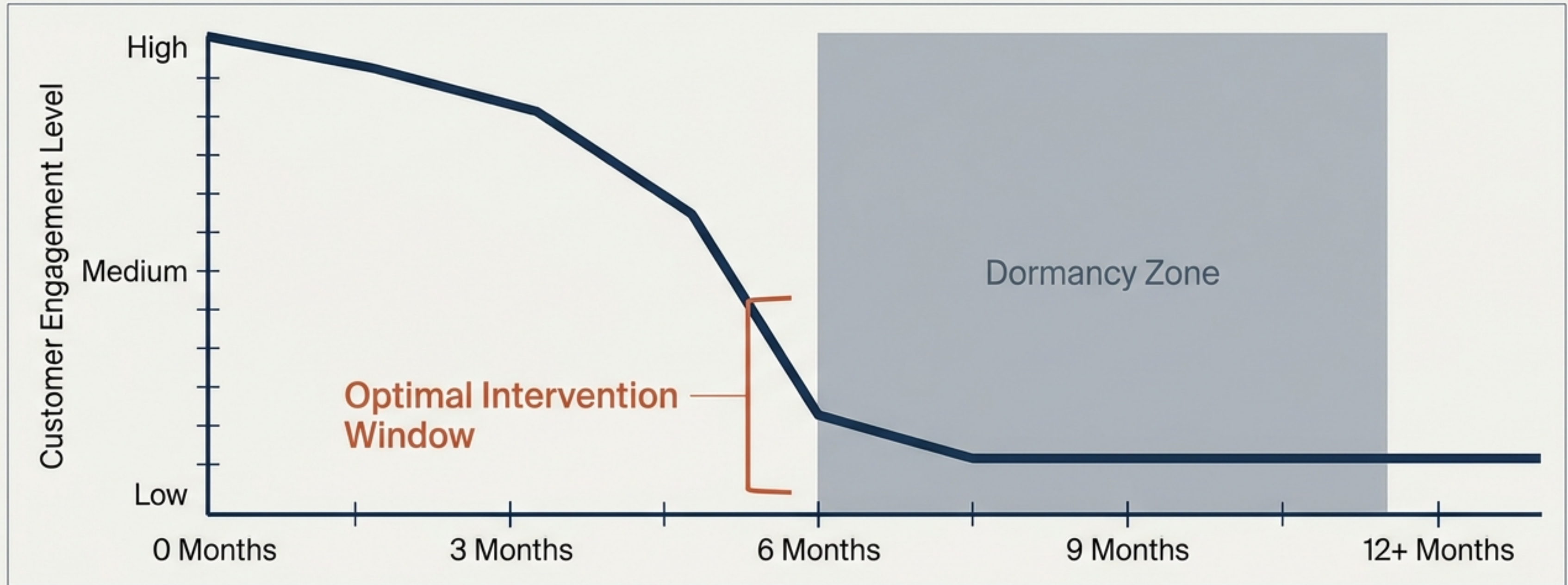




The Re-Engagement Playbook

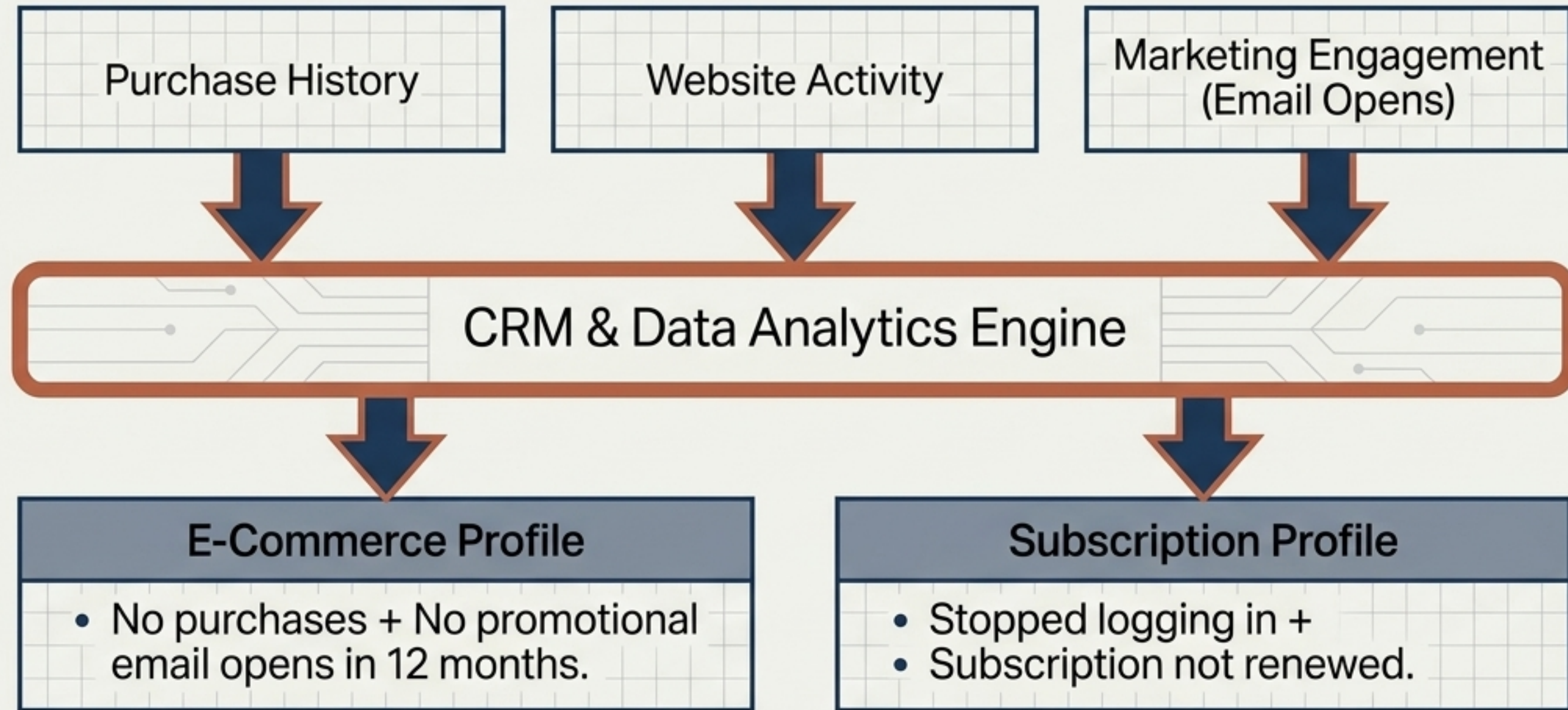
Turning Dormant Data into Active Revenue

The Dormancy Decay Curve



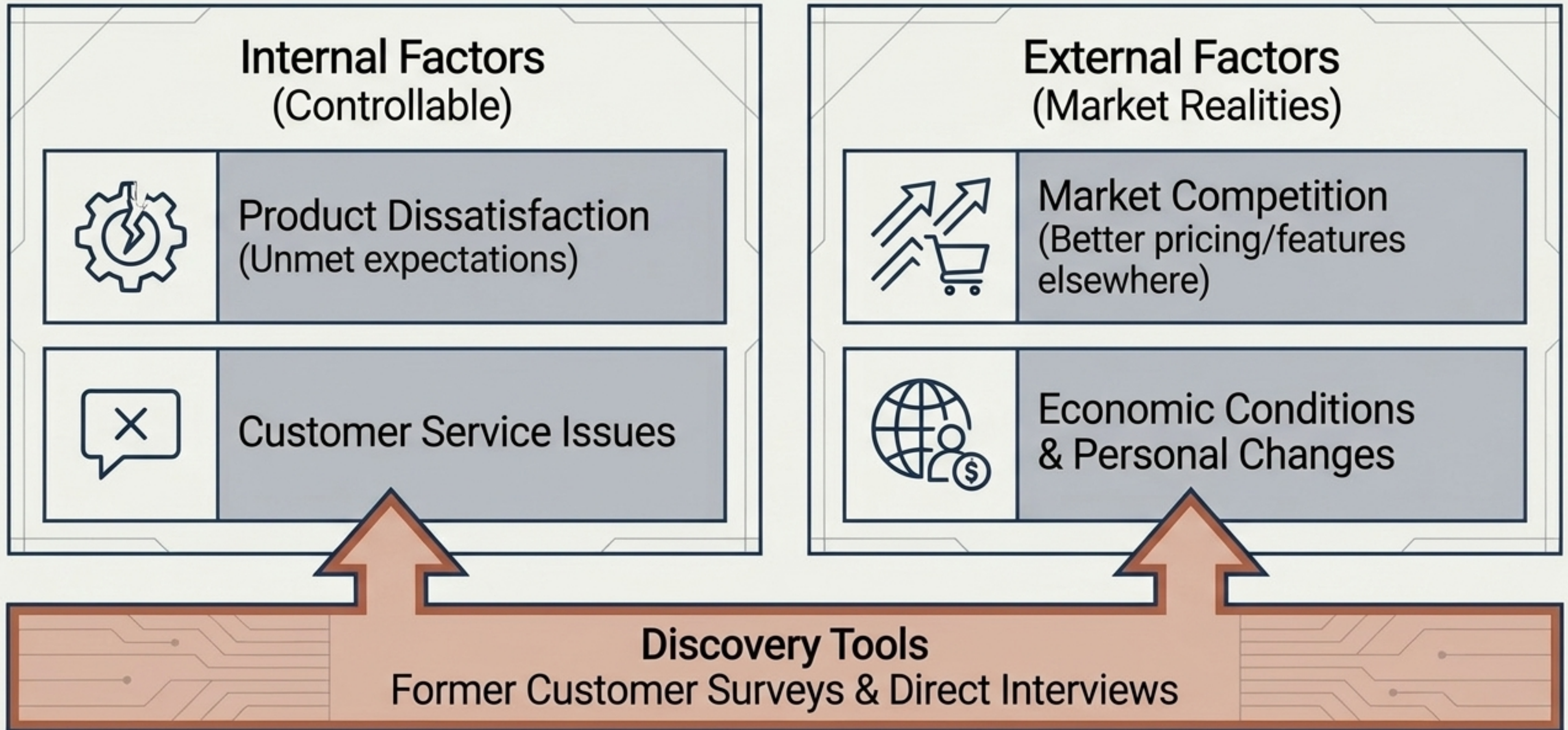
Research indicates that reaching out shortly after a customer has gone dormant yields significantly better results than waiting too long.

Filtering the Noise to Isolate the Dormant Segment

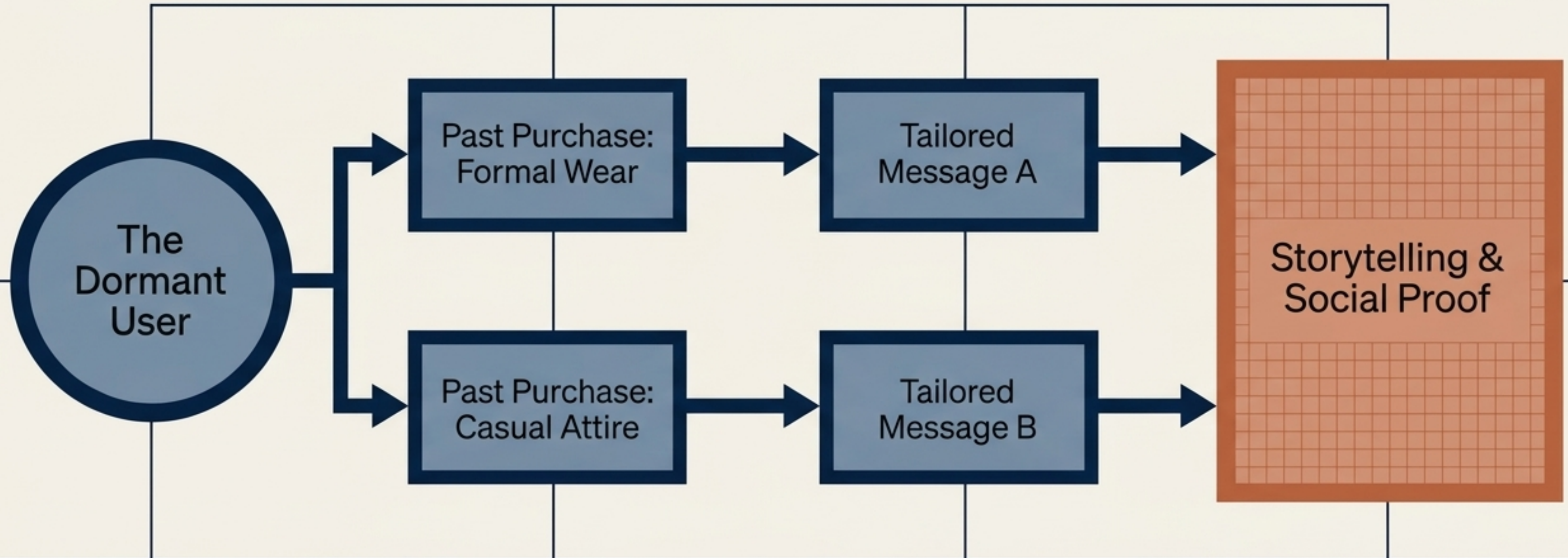


By tracking these touchpoints, businesses move beyond asking who is inactive to analyzing the potential value these customers still hold.

The Root Cause Diagnostic Matrix



Segmenting by Past Behavior to Drive Personalization

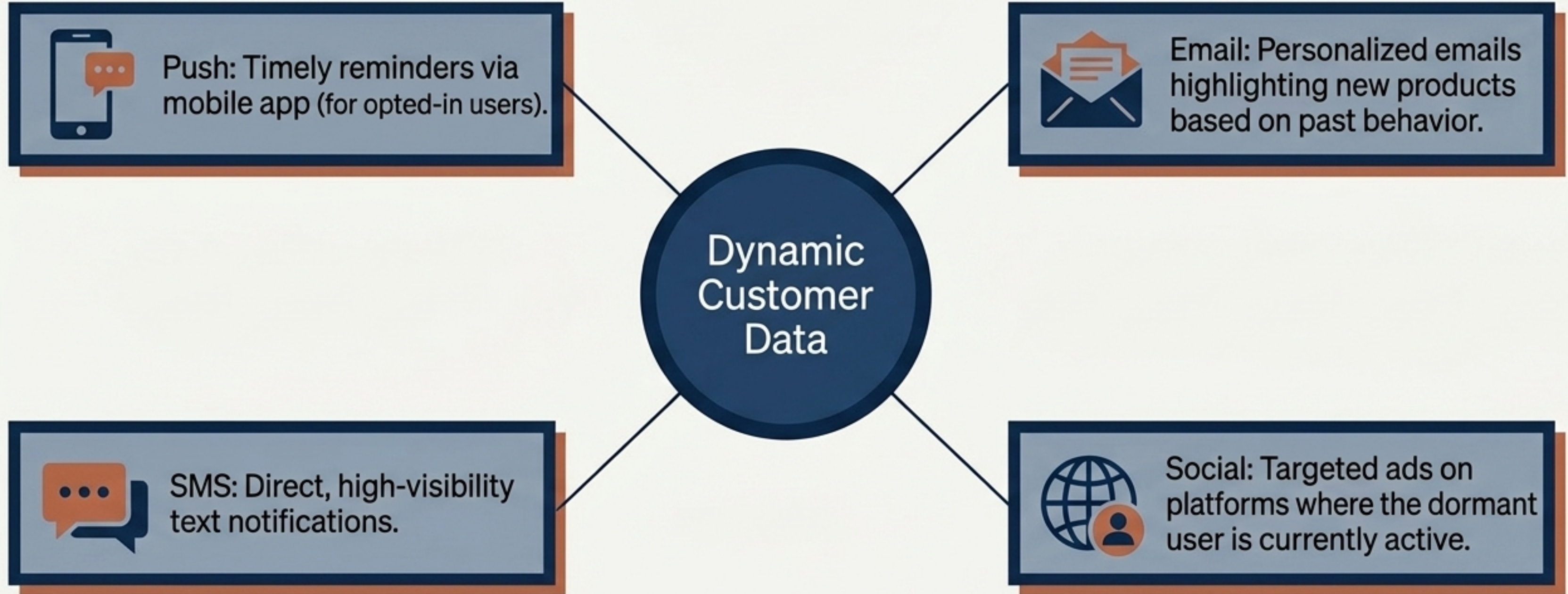


Generic messages fail. Strategies must incorporate storytelling—sharing success stories and testimonials to evoke emotion and inspire a return.

The Re-Engagement Execution Matrix

Profile of Dormancy	Dynamic Personalization	Optimal Incentive	Primary Channel
The Value Defector (Left for competitor pricing)	Highlight new sustainable/eco-friendly offerings	Limited-time discount code (drives urgency)	Targeted Social Ads
The Forgotten User (Stopped engaging)	Travel Agency Example: Personalized recommendations based on past trips	Loyalty rewards	Omnichannel (Email + Push)
The Inactive Subscriber (No recent logins)	Fitness Center Example: Reminder of previous class preferences	Free trial classes or complimentary personal training	SMS Notification

Omnichannel Orchestration



Diversifying communication ensures the brand remains top-of-mind across the user's preferred digital habitat.

Tracking KPIs and Refining the Spark

The Metrics



Open Rates



Click-Through Rates (CTR)



Campaign Conversion Rates

The A/B Test



Subject Line A

Don't Miss Out on Our Latest Offer!

Open Rate: **70%** CTR: **45%**



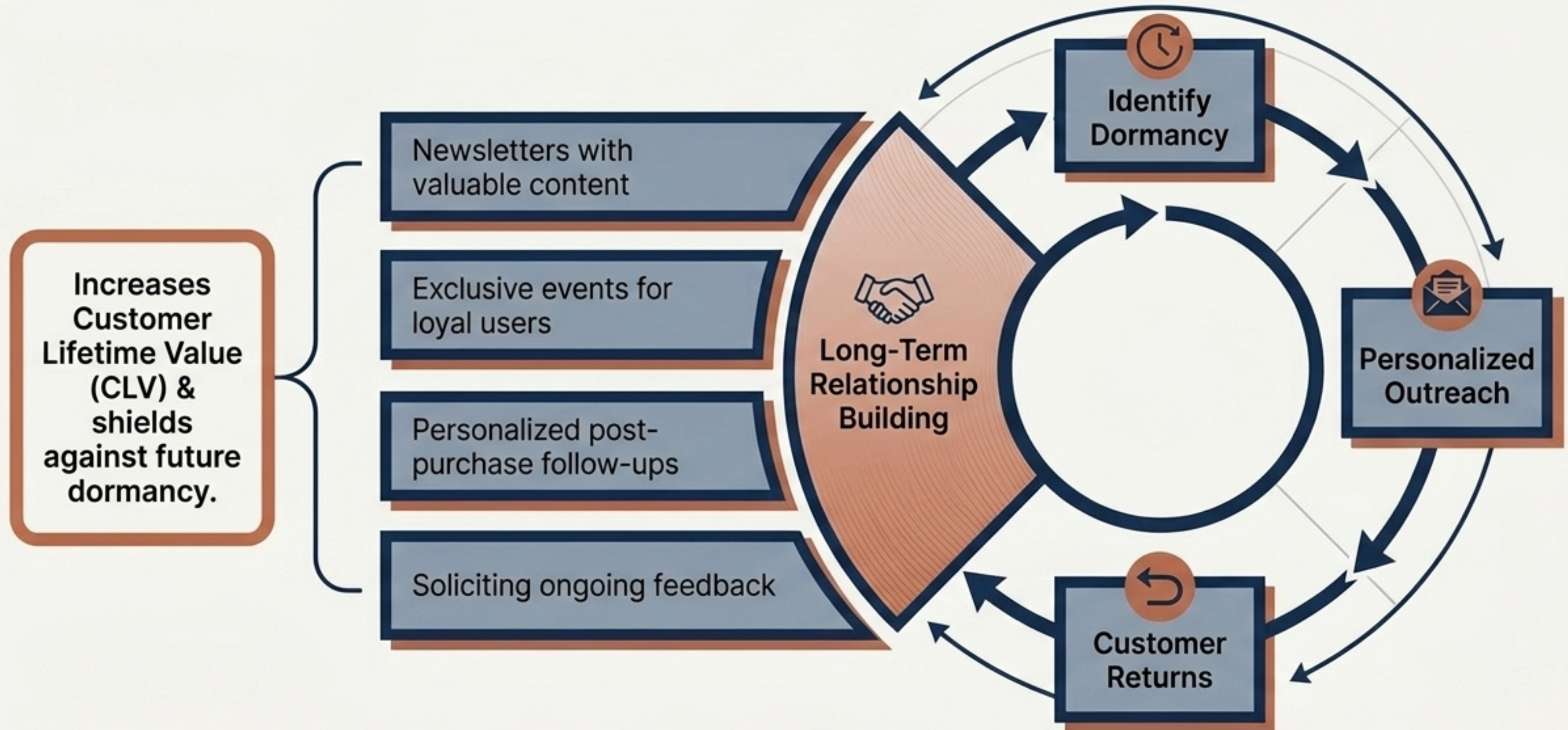
Subject Line B 🏆 (Winner)

Exclusive Invite: Your Personalized Offer Inside!

Open Rate: **88%** CTR: **62%**

Continuous analysis and A/B testing prevent re-engagement campaigns from going stale, ensuring tactics evolve alongside customer behavior.

The Re-Engagement Flywheel



The Operational Checklist



1. Identify: Audit CRM for users inactive for 6-12 months.



2. Diagnose: Deploy surveys to uncover internal vs. external churn factors.



3. Strategize: Segment the dormant base by past purchase behaviors.



4. Personalize: Map dynamic content and storytelling to each segment.



5. Execute: Deploy omnichannel outreach (Email + Social Ads + Push) with targeted incentives (discounts/trials).



6. Sustain: Lock in returning users with exclusive events and feedback loops to maximize CLV.