

The Re-Engagement Campaign

Keeping your email data healthy is paramount to maintaining consistent conversions. With the all industry average open rate being approximately 18% (wine industry average is between 25-30%), how do you reach the portion of your audience who does not engage with your emails?

Identify Inactive Subscribers

Use campaign activity to create a segment of long-term, inactive subscribers (think opens or clicks).

STEP 01



STEP 02

Create a Strategy

A successful campaign offers subscribers an incentive to participate. Consider promo codes or personalized content.



Choose Your Tools

Use the opportunity to gather more information about your subscribers. Surveys, giveaways, and product recommendations are great options.

STEP 03



STEP 04

Test Your Content

Take advantage of A/B testing to evaluate the engagement level of your content, call-to-action and even the day and time you send your emails.



Analyze Your Results

See how you did. Measure unsubscribes, use survey results to create segmented email groups, and monitor any sales driven by the campaign.

STEP 05



STEP 06

Cleanse Your Data

Remove non-openers who continue not to engage with your campaigns. Your open rates and email conversions will continue to improve.

