



WHAT IT IS

The Win-Back Strategy & Testing Plan will reengage subscribers who have stopped responding to your email messages. We begin by defining the various personas within this non-responsive segment of your file by asking key questions to understand their behavior. We then develop a detailed and methodical approach to bring these subscribers back into the fold by designing a campaign strategy that will prompt them to take an action. The end result is a lift to your performance metrics (and your bottom line).

WHY YOU NEED IT

Most marketers have a significant portion of their email file that is inactive. Don't let these non-responsive subscribers bring down your overall performance numbers. Our Win-Back solution provides you with a strategy for converting this segment into active subscribers primed to interact with your brand and make a purchase. These subscribers are potential customers and represent a huge untapped resource. This solution offers a comprehensive approach and organized testing plan that will reactivate these subscribers and maintain the integrity of your email file. If you can answer "yes" to any of the following statements, our Win-Back Strategy & Testing Plan is for you:

- I have a high percentage of subscribers consistently clicking the spam button for my emails
- I have subscribers who have not opened my emails in at least 30 days
- I have subscribers who open, but do not click on my emails
- I have subscribers who open and click my emails, but never convert
- I need help developing the right content and contact strategy for my inactive subscribers
- I want to trim the dead weight from my list, but don't know how to re-permission inactive subscribers, or how to gain support for it internally

WHAT YOU GET

Our Win-Back Strategy and Testing plan offers a proven strategy for reengaging potentially valuable subscribers along with a methodology for regularly reaching out to this segment via triggered messaging that will bring them back into the fold. This solution is designed to quickly move the needle and increase your ROI using clearly defined success metrics, all while maintaining high email reputation standards that will lead to long-term success.

WHAT ARE YOU WAITING FOR?

Contact Return Path Professional Services today. We'll help you move your email program from ordinary to extraordinary by boosting subscriber engagement, response, and your ROI. Our expert strategists will give you inventive and practical ideas for optimizing your B2C or B2B program. We're dedicated to email performance – it's all we do. Call 866-362-4577 visit us at www.returnpath.net/proservices or email consulting@returnpath.net to get started today.

