



Reactivating Lapsed Customers

MARKETING CHALLENGE

Acquisition of a new customer is five times costlier than retaining an existing customer. Brand marketers are tasked with finding solutions to reactivate the ever-growing set of lapsed customers. In fact, according to a recent Marketo study, 25-50 percent of email database subscribers are “inactive,” presenting a significant opportunity to re-engage this audience to drive incrementality.

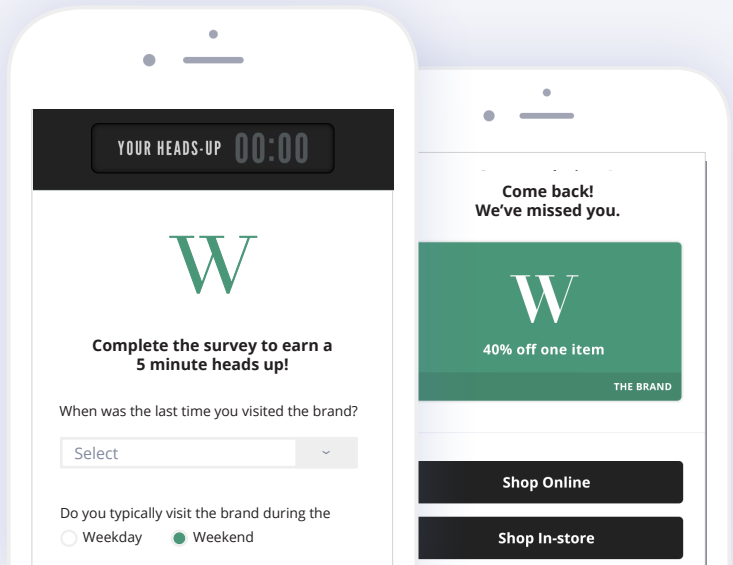
QUICKLY SOLUTION

Quikly’s Retention Solution helps to activate inactive subscribers instantly by rewarding behavior through personalized and relevant content. Campaigns are designed to capture attention from lapsed customers, re-educate them on the brand, and capture key insights into why they lapsed in the first place.

CLIENT STORY:

ACHIEVING INCREMENTAL RESULTS WITH QUIKLY

Similar to most marketers, a national brand was looking for an innovative way to capture customer attention, gain insight into why customers lapse, and drive revenue. By running on-going retention campaigns on the Quikly platform, the brand has been able to re-engage lapsed customers and gather deep insights into the “why.” Campaign participants are motivated to visit their closest location to drive immediate purchase and revenue generation.



85 Percent

of participants completed a lapsed customer survey as part of the campaign engagement



55 Percent

increase in Average Order Value compared to brand standard



\$327,000

in incremental sales generated through campaign

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