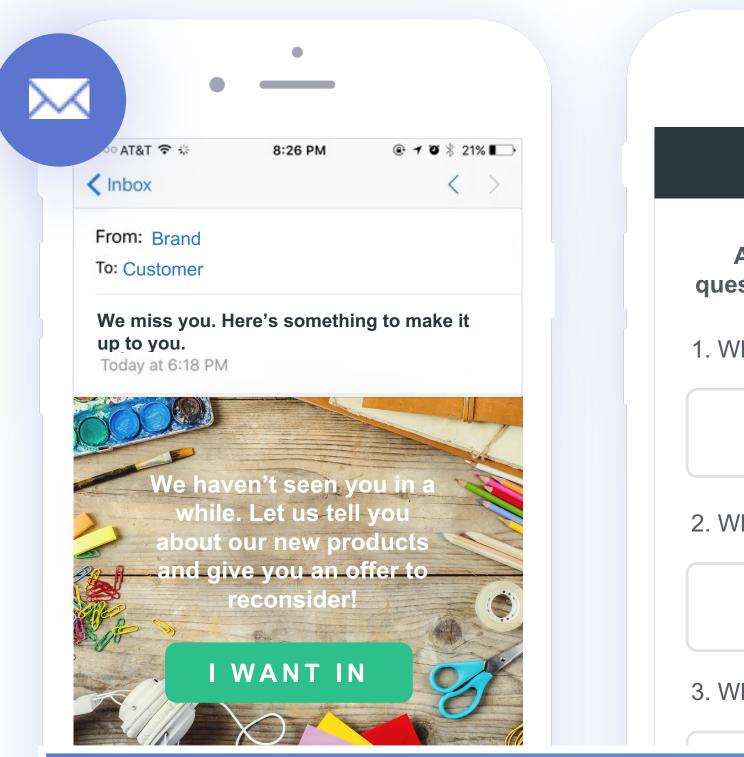
# **GOAL:** REACTIVATE LAPSED CUSTOMERS TO DIGITALLY ENGAGE, GATHER INSIGHTS, AND DRIVE IN-STORE PURCHASES.

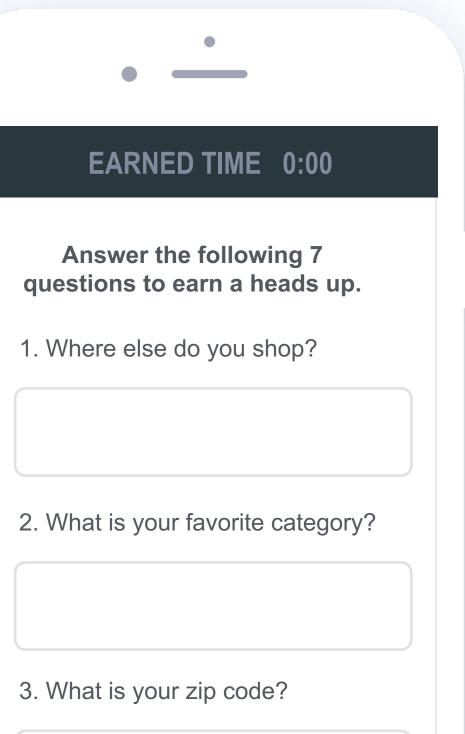
## **STEP ONE:** Targeted Marketing Push Across Various Channels

- 20% higher open rate
- 27% higher click-through rate
- 62% of clicks opted in

### **STEP TWO:** Prompt Opt-Ins To Complete Survey Questions

- 90% of opt-ins completed 7 survey questions

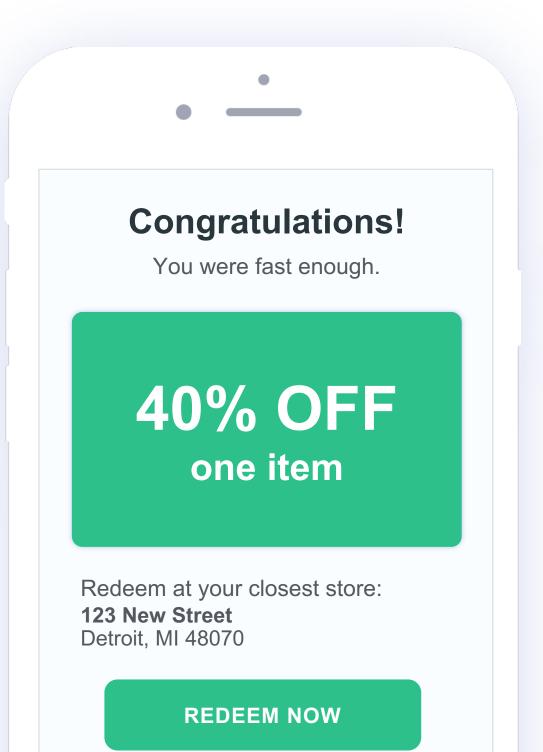




#### **OPT-IN PHASE**

#### **STEP THREE:** Notify All Opt-Ins Of Short-Term Offers To Claim

- 68% of opt-ins claim within 20 minutes



Immediate Incremental Revenue: \$375,000

Reactivation Rate: 10,000+ customers



#### LIVE RELEASE



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