

# 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

## 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

