

Fanning the flames

Title: Reactivation Email Programme
Sector: Home Shopping
Media: Email
Client: Freemans Grattan Holdings

We were challenged by Freemans to re-engage customers that weren't responding to emails on a regular basis... some had been inactive for just 3 months, some for 12 months or more.

We created three attention-grabbing reactivation email templates and put together a targeted, personalised campaign supported by discount incentives. With a warm, inviting copy tone, teaser subject lines and a ladies' boudoir graphic theme, the emails really hit the mark.

They delivered an open rate uplift of 222% and a revenue uplift of 860%... and got lots of Freemans customers to fall in love with their products all over again.

Copy was bold and acknowledged the lack of engagement

Innovative and original design



Non-engaged email recipients cause deliverability issues so we made the bold decision to cleanse the file if non-engagement continued

To re-engage with your customers, contact rtaylor@redcmktg.com