



reEngaged.com

Powered by Inbox Mailers

5

Ways to Reengage Your Dead List

See up to 50-70%+ open rates
from your unengaged list.



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5 Ways to Reengage Your Dead List

We all know you can't email your entire list forever, you have to segment and stop emailing subscribers who haven't responded. Or else? You'll be faced with 1% - 5% open rates and destroy your email deliverability. Things get worse from there, but you don't want to delete all those contacts who have not engaged in months.

But if you shouldn't email them, **what do you do with this huge "Dead Email List" now?** Subscribers are hard to come by so don't give them up. If you aren't already segmenting your lists based on engagement, use this proven engagement segmentation tactic right away.

That's a great starting point. We're not stopping there though. Since it's inevitable that some subscribers will lose

interest over time, you have to test every practical technique to reengage those who've stopped interacting with your emails.

This guide gives you 5 proven ways to reengage your email list. Don't ignore the chance to reel subscribers back in **because at one time, they were interested in your emails.**

As for readers who can't be reengaged even after these 5 tactics, no worries. Even the most optimistic marketers know they can't sell to everyone.

So let's focus on the people who can be brought back into your active audience.



*Marketing Sherpa report: marketers lose 25% of their email list each year (simply to attrition)

Tactic #1

Triggered Emails - The ONLY Perfect Time

Don't bother searching the crevices of Google for the **"best time to send an email."** It's a search full of guesses.

But a new tool called reEngaged, powered by Inbox Mailers, has harnessed the timing of marketing emails. By tracking email users' inbox behavior, Inbox Mailers knows when subscribers are checking and reading emails.

Why is this important? Inbox Mailers discovered that if you can get an email to subscribers in the few minutes they are reading other emails, your emails will average 50% - 70% open rates → all of the time! This has been **tested and proven with billions of emails sent.**

Why does this work so consistently? Because most people don't like or want unread email notifications. They go into their inbox, delete emails they don't want, then start reading remaining emails one by one. If you can send them an email during this time, it will look like one of the emails they already filtered through and decided they want to read. Let's dive into how to tap into this little known human behavior.

How this works specifically with reengagement:

1. Upload your list of unengaged subscribers. (you can also use any segment including your most active subscribers)
2. reEngaged listens for your subscribers to enter their inbox.

3. When a subscriber opens an email, reEngaged will send your ESP a trigger to send them an email at that moment.
4. The subscriber has begun reading emails and your email then lands in their inbox.
5. Arriving at that moment, odds go way up that your email will be opened. (billions of tested sends have resulted in 50% - 70% open rates!).

Finally, a legitimate perfect time to send an email and reengage a dead list. No guesswork.

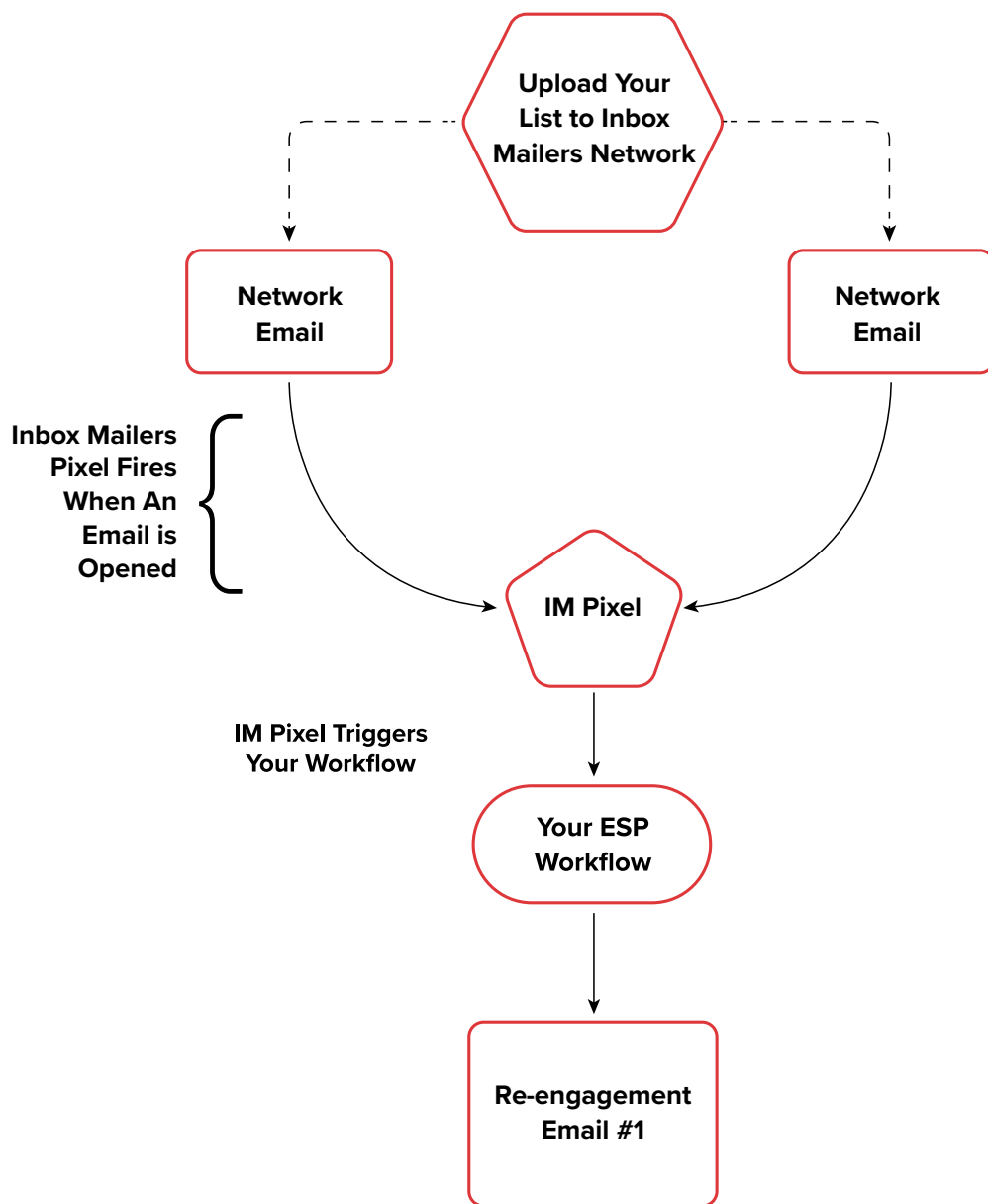
reEngaged has a free demo → see exactly how it works

One particular reEngaged client reengaged 23% of their unengaged subscribers.

Steps are simple. Upload your email list to our 100% secure servers.

Encrypt before uploading if you like. reEngaged triggers your email service provider to send the email of your choice when we detect the inbox behavior noted above. We use Inbox Mailers' technology to **focus purely on reengagement.**

See the example diagram below. It couldn't be simpler. This tactic is **the best way to get your emails back in front of subscribers and reengage your dead list.**



Tactic #2

Exclusive Offers (with Engagement Segmentation)

Exclusive offers are another way to get uninterested subscribers to open your emails once again. But random email sends are not the way.

The proper tactic is to review your list and use **engagement segmentation**. This way your offer has the power of exclusivity combined with personalization.

Engagement segmentation is segmenting your subscribers based on when they last interacted with your emails. Example segments:

- #1 Readers who last clicked a link 45 days ago
- #2 Those who have bought once in 12 months
- #3 Readers who have not opened an email in 30 days

See? Your exclusive offers are more likely to get noticed in the inbox if these types of engagement metrics are considered.

A great exclusive offer for **Segment #1** could be free content related to that link.

For Segment #2, a product recommendation based on their purchase, along with a nice discount. 12 months is a long time, so be generous.

Segment #3 isn't a lost cause but you don't have long to rekindle their interest. Ask them to reply to an email to receive a coupon code or invitation to a **special event (Q&A, for example)**.

The odds of them responding go up exponentially if you utilize reEngaged triggers with these exclusive offers.

Matching a perfectly-timed email with an exclusive offer can reengage subscribers who were nearly lost causes.

Just be sure to match their behavior with the offers. Demo reEngaged for yourself to see the results.

#1

Readers who last clicked a link 45 days ago

#2

Those who have bought once in 12 months

#3

Readers who have not opened an email in 30 days

Tactic #3

Open and Honest

No shame in an email break-up. Most subscribers know they have been ignoring your email campaigns. They won't be shocked when you ask them why and invite them to reengage.

This shows you're a real person, not a faceless organization randomly shooting off emails to anyone with an inbox.

And get this, many of your subscribers don't realize they've been ignoring your emails! Busy world, right?

Email is our focus as marketers but that's not the case for most people. These readers may be glad you reminded them you're still sending helpful content.

Be bold in your call to action.

Ask them to reply yes or no to whether they wish to keep receiving emails. Another option is to link to your **email preference center** where they can lower the email frequency or change to editorial / newsletter content only.

Yes, a link to opt out is the break-up option. It's ok. You'll only hurt your sender reputation by forever sending to those with no further interest.

There are other subscribers in the sea!



Tactic #4

Update Announcement

Updates can be an effective way to reengage a dead list. Just remember, you must truly have an update or improvement announcement. If it falls flat then you may have missed your last chance to grab back a big chunk of readers' attention.

Possible updates announcements include:

- Website revamped
- Enhanced software
- Crucial software update
- Product discontinued alert
- Free add-on feature for a service
- New location for brick-and-mortar businesses
- Updated shipping options
- Pricing model changes

Personalize these update emails → because

HubSpot reports 72% of email marketers find personalized messaging more effective in campaigns.

Update reengagement emails need powerful copy and visuals. If the email looks like the same old same old, it might get a quick glance, then... a harsh DELETE!



Tactic #5

The Personal Touch

Happy Birthday to you!

Got your attention? It can work on even the most unengaged email subscriber.

A Happy Birthday or Happy Anniversary email will stand out in the inbox. With the right subject line, of course.

Anniversary can be many things, btw:

- Date a reader subscribed
- Made a purchase
- Completed your course
- Downloaded your free trial

- Opened your welcome email
- Wedding anniversary
- Anniversary of becoming a parent (human or furbaby)

Lots to work with here on personal outreach. Be creative. Proactive too. A quick social media search can provide **special dates you don't have in your CRM.**



Dead List Reengagement Summary

That's a wrap. Now, don't walk, run to get started using these tactics to reengage dead segments of your list.

After all, it wasn't easy getting those readers on your list to begin with, right? Don't let them fade away. A nice percentage can be reengaged!

The most effective tactic is using the reEngaged platform because:

- #1) The platform sends emails at a time when unengaged readers are open to reading emails.
- #2) You can utilize the other four tactics along with reEngaged. **Example A:** Your birthday email has a better chance of being seen when it arrives. **Example B:** Your product update email will be harder to ignore.

- #3) Inbox Mailers' technology has been **tested in billions of email sends** and the resulting **open rates range from a whopping 50% to 70%.** **Currently, you can demo the reEngaged platform for free. Or if you are ready to start ReEngaging your list just click here to sign up.**

- #4) Besides being recognized by email readers, the top reason emails get read? Because they arrive **when email users have time to read them (HubSpot / Pathwire).**

Whichever tactics you test, they will be worth your effort. You're bound to bring many readers back into the fold. At minimum, you'll improve your sender reputation as subscribers adjust their email preferences.





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