



IS NEWSLETTER MARKETING EFFECTIVE IN PREVENTING CHURN?

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● Agenda

- Why are eMail newsletters important?
- What to measure in newsletter marketing?
- Can we predict churn based on newsletter activity?
- Conclusion & outlook

● Why are eMail newsletters important?



87%

of Germans are using email

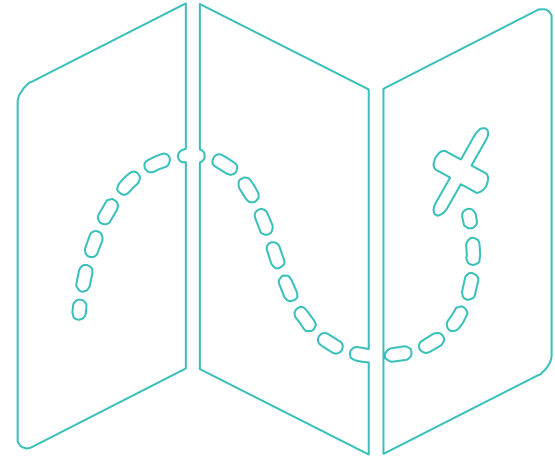


5x

It's more expensive to
acquire new customers

- What is churn?

- Quitting your subscription
 - a. of newspaper (or online)
 - ~~b. eMail newsletter~~



- We used newsletter and subscription data



General
information



Customer
information



Time
information



Subscription
information

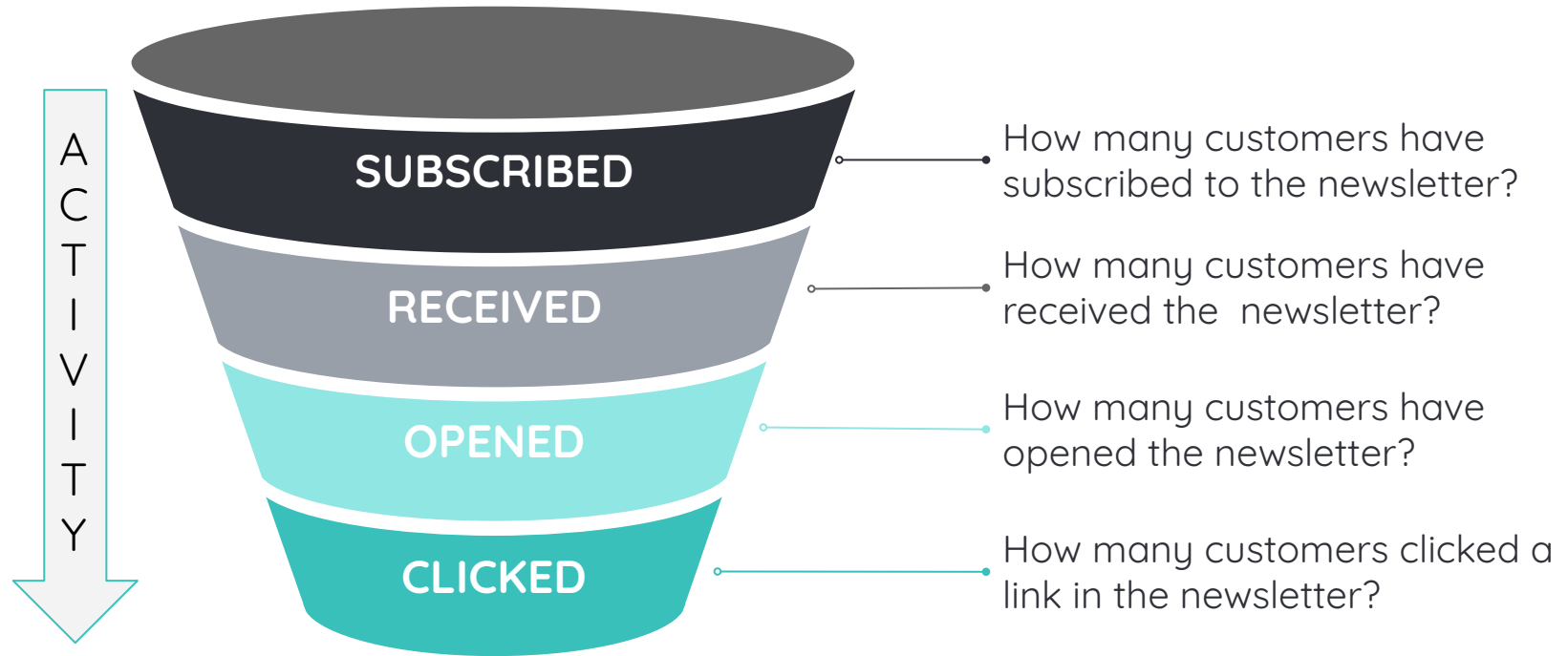


Newsletter
information



What to measure in newsletter marketing?

eMail funnel



- What did we expect related to newsletter?

Customers

- ~ who have subscribed to a newsletter
- ~ with higher newsletter activity

churn less

- Newsletter subscribers churn more

32 %

subscribers

26 %

non-subscribers

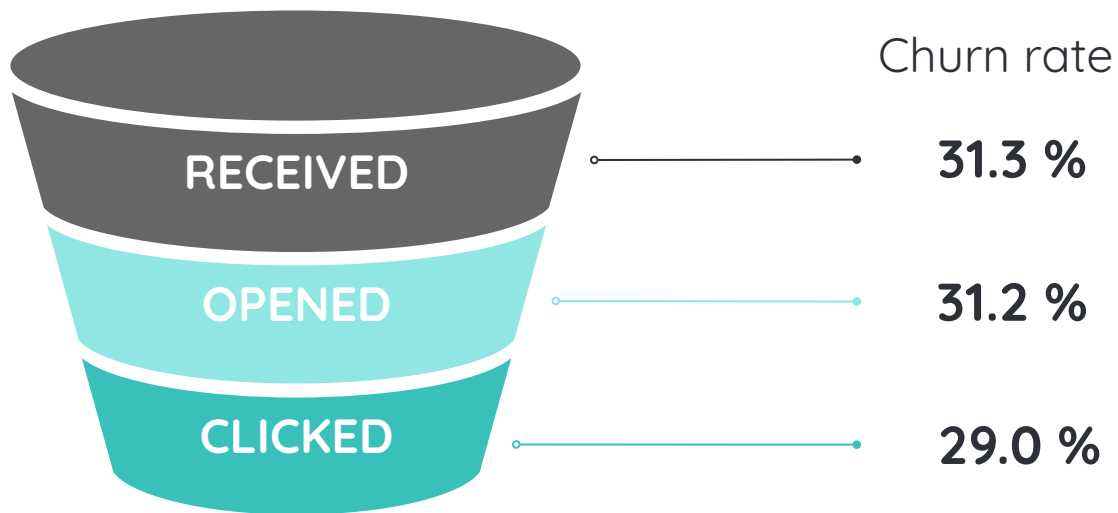
- In contrast, customers with higher newsletter activity churn less

-11 %

Highly active newsletter
subscribers

Customers with high newsletter activity are churning less

Newsletters in the last 6 Months





Can we predict churn based on newsletter activity?

- We can predict churn based on newsletter activity



- 8 groups of newsletter activity and churn rate





Conclusion and outlook

● Final thoughts

Conclusion

- We can't prove causation between newsletter activity and churn
- But we can use newsletter activity to group customers and predict churn

Outlook

- A/B testing to analyse causation between newsletter activity and churn
- Further score optimization

● Project team



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Technologies used

