

Win-Back Campaign Flowchart

Step 1: Segment Inactive Customers

Export customers who haven't purchased in the last 30, 60, and 90 days. Segment by time and total spend.

Step 2: Design Email & SMS Campaigns

Create messaging tailored to each segment. Example: 'We miss you!' for 30 days, and exclusive offer for 60/90 days.

Step 3: Automate Trigger Flows

Use your CRM or email tool to set up automated emails at 30, 60, and 90-day marks. Add SMS follow-up for high-value leads.

Step 4: Add Urgency and Incentives

Include limited-time discounts, early access, or loyalty points to increase response rate.

Step 5: Monitor and Optimize

Track open rates, click-throughs, and conversion. Adjust messaging or timing based on performance.