

Personalization is the key to driving long-lasting engagement. Sailthru clients who leverage 1:1 content across all channels see substantially lower opt-out rates and disengagement patterns than those who do not. That said, inevitably we'll always see customers who disengage, and there are a few tried and true tactics to help bring them back.

First, though, it's mission-critical to understand what exactly qualifies as disengagement. Every business will have its own unique criteria or definitions for disengagement. If we think about retail, for example, we would not expect the same purchase patterns for a specialty retailer (maybe a golf retail shop) as we would for a generic apparel retailer. On the publishing side, engagement is bound to look much different for an outlet that produces hundreds of pieces of content per week versus one that just creates a handful of stories. So before you act on re-engagement, make sure your thresholds make sense.

## Cross-Channel

A cross-channel approach to personalization mitigates the overall risk of customer churn. Personalizing site content has led to 2x higher clickthrough rates for Business Insider, a 3x lift in pageviews per visit for Celebuzz and a 54% improvement in visits for American Lawyer Media. Personalized cross-channel experiences yield unrivaled stickiness and keep subscribers coming back to the site on their own (regardless of their email behavior), meaning a substantially lowered risk of disengagement.

## Win-Backs

Win-backs aren't just for retailers anymore (though they continue to work exceptionally well for retailers- just don't offer up an incentive too early!) We regularly see our publishing clients using evergreen content to deploy "here's what you've been missing" emails to lapsed subscriber segments. The best win-back programs expand beyond just email; they complement the email message with something like a site overlay to ensure that the message is digested through more than one channel.

In addition to leveraging incentives or evergreen content in win-backs, it can also be highly valuable to highlight new offerings or features. Even announcing something like a new app or a mobile-optimized website can go far.

## Time is of the Essence

When attempting to win back lapsed subscribers, get in front of them before it's too late. Sailthru Advanced Analytics can help you understand when your users are most likely to disengage; if it's after 60 days, be sure to deploy your win-back at day 59 rather than just doing a mass win-back to a broad segment of users every few months. It will always be easier to win someone back at day 60 than at day 600!

## Re-Targeting

Some of the best emails out there might only have a 20-30% open rate, meaning you need to get creative about how to get your message in front of the other 70-80% of your audience. Some of your subscribers will interact solely with your subject line (plenty of shoppers need to read no further than four simple letters: s-a-l-e), but most others will disregard the message entirely. Onsite personalization helps with subscribers who come back to site on their own, but since many don't, retargeting your subscribers elsewhere on the web can be very impactful. Contact your account manager for details on programs like our Facebook pilot, which allow you to export Smart Lists as a Facebook Custom Audience in a single click (exceptionally powerful for targeting dormant or even opted-out users!)