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BOOZT.COM, JANUARY 2018

# Re-activation journey

An automated email flow directed towards customers who haven't opened their emails in a long time.

I developed the concept and wrote all copy.

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## Concept

There are many reasons why customers don't open emails. It might be that they have changed email, because it's filtered as spam, or simply because they are not interested. No matter what, the challenge was to reach a target group that doesn't open emails.

Boozt is often perceived as a big corporation and in that perception, there's an element of distance. I wanted to spark interest by going against that distance. Therefore, I built the concept around an intimate relationship. That's about as personal as it gets.

### BREAKING UP IS NOT EASY



It's been a while since we saw you last. We've wrecked our brains wondering: was it something we said? Is it time to say goodbye?

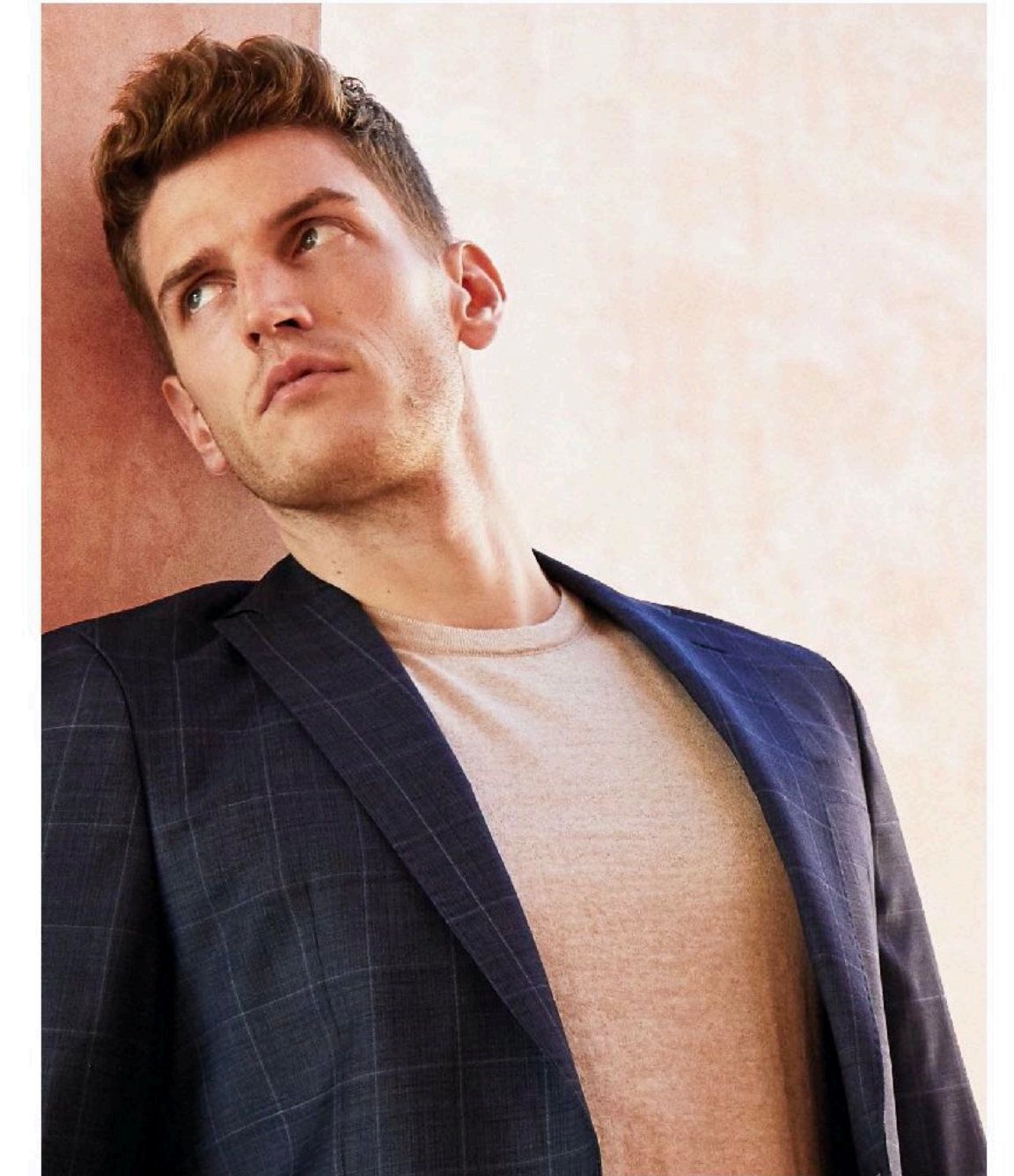
IF YOU WANT TO LEAVE, WE'LL BE SAD TO SEE YOU GO.

BUT WE WILL ALWAYS BE HERE FOR YOU.

UPDATE PREFERENCES

UNSUBSCRIBE

### LOOKS LIKE YOU LEFT US...



### ... BUT WE WANT YOU BACK

It starting to feel like we're drifting apart. Should we try to move on, or is there a way to get you back?

How about a treat for your next purchase?

**20% OFF**

Shop for 499 kr and use code\*

Ath7Kl09

START SHOPPING

### HAVE WE GOT IT RIGHT?



WE'VE BEEN TRYING TO REACH OUT TO YOU  
</FIRSTNAME>

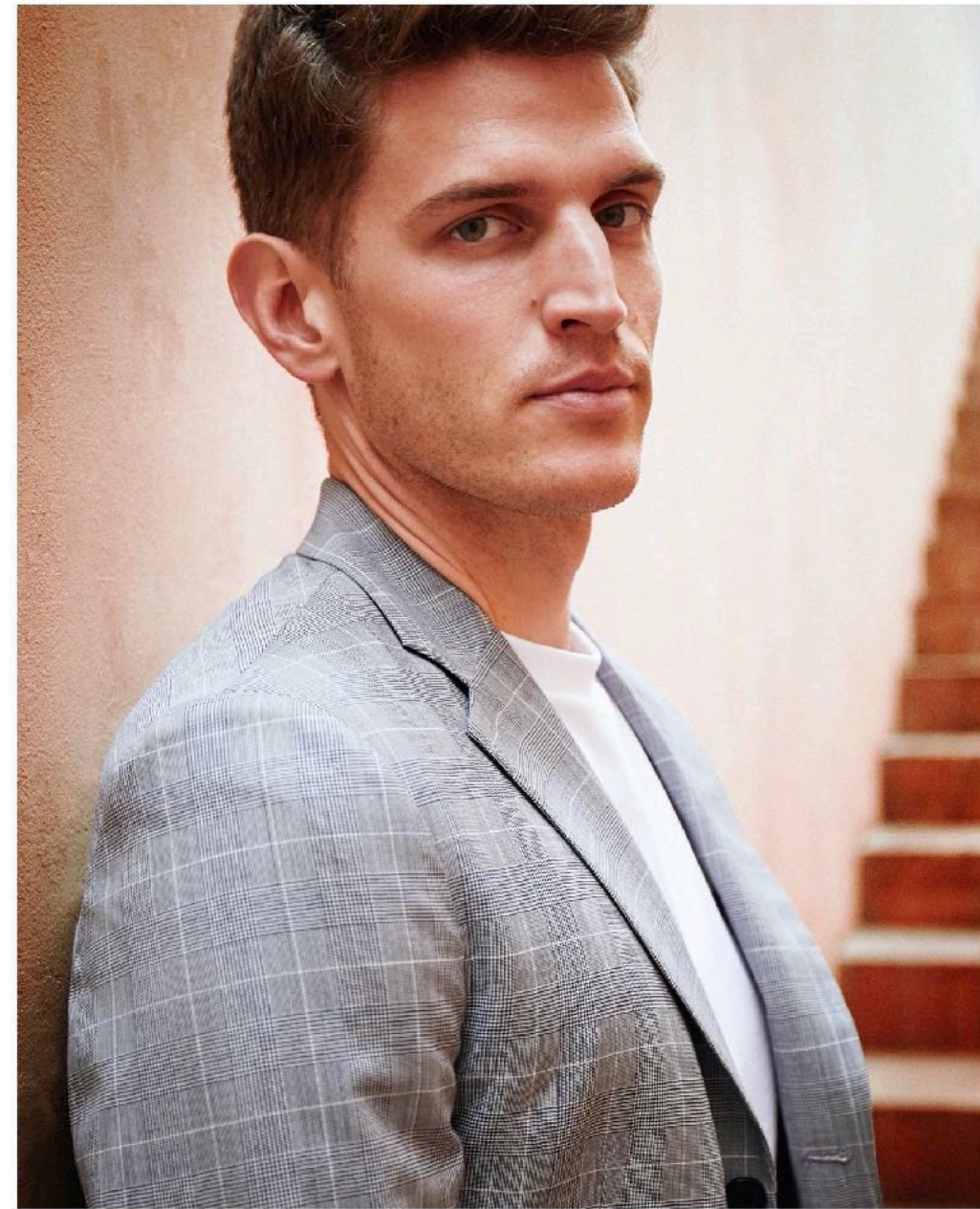
Are we sending you the right products or have you changed your email address lately?

Update your profile to make sure you receive our newsletters and let us improve your shopping experience!

UPDATE PROFILE

UNSUBSCRIBE

### LET'S STAY TOGETHER!



WE KNOW INBOXES GET A LITTLE CROWDED,  
BUT WE HOPE YOU WILL KEEP MAKING ROOM FOR US.

You initially subscribed to our emails because you wanted to be the first to receive our latest arrivals and exclusive promotions. We know you are busy, but good things really do come to those who open our emails.

CAN WE WORK ON THIS RELATIONSHIP?

UPDATE YOUR PREFERENCES

ARE YOU JUST NOT THAT INTO US?

UNSUBSCRIBE

## Copy

To bring the concept to life without becoming too serious, I used romcom-inspired clichés and connected them to a strong call to action.

I also wrote personalised subject lines in the form of questions. It creates a sense of urgency and mystery which tends to have a positive impact on open rates and engagement level.

<FIRSTNAME>, HAVE YOU UPDATED YOUR INFORMATION?

<FIRSTNAME>, WHERE HAVE YOU BEEN?

<FIRSTNAME>, ARE WE BREAKING UP?