Send a re-engagement email to your unengaged contacts

Last Modified on 07/21/2025 1:09 am MST

This article applies to:

[Max Classic](#)

1. Navigate to **Marketing** and click **Email & Broadcasts.**
2. On the Email Broadcast page click Create email broadcast

3. Select your sender
4. Add your subject line

5. Add your audience

   Click in the box and search for the tag you created in the [previous process](#) and select it

6. Create your re-engagement email. Write a re-engagement email asking if the customer is still interested in hearing from your business. Let them know they'll be opted out of future emails unless they choose to stay subscribed. Include a clickable link in your message (highlight the text, select Link, then enter your desired URL). When a contact clicks the link, apply a "Re-engaged Contact" tag to them.

Hello [[contact.first_name]]

We noticed it's been a while since you've engaged with one of our emails. We totally get it—things get busy.

To avoid sending unwanted messages, we'll remove you from our email list unless you let us know you're still interested. Just click the link below if you'd like to keep receiving updates from us.

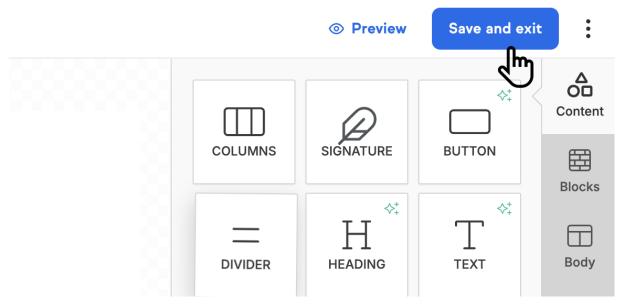Stay subscribed by clicking here.

Thank you,
The {{profile.company.name}} Team

~Owner.EmailSignature~

Unsubscribe
~Company.CanSpamAddressBlock~

7. Click Save and exit

8. Send your broadcast

← Still interested? We saved your spot. `Draft`
Edited on Jul 21 at 12:18 am

Send a test   Send broadcast

Re-engagement Email Templates

1. The "We Miss You" Email

Subject Line Options:

- "Hey [Name], remember us? We miss you!"

- "We miss having you around, [Name]!"

Body:

We've noticed it's been a while since you last engaged with us, and we just wanted to check in. We value your time and would love to reconnect. Is there anything we can help with?

Call to Action (CTA):

- "Click here to visit our website"

2. The Personalized Offer Email

Subject Line Options:

- "A little something to say we miss you, [Name]"

- "Special offer just for you, [Name]"

Body:

We've missed having you with us, so here's something special — just for you. Come back and enjoy [insert offer or discount].

CTA:

- "Redeem your offer here"

- "Start shopping now"

3. The Feedback & Improvement Email

Subject Line Options:

- "Help us improve! We value your opinion, [Name]"

- "We're listening, [Name]!"

Body:

Your feedback helps us do better. We'd love to hear how we can improve your experience.

CTA:

- "Take our short survey"

- "Reply with your thoughts"

4. The New Product or Service Announcement

Subject Line Options:

- "Exciting news for you, [Name]!"

- "New [Product/Service] alert — check it out!"

Body:

We've launched something new and think you'll love it. Take a look at what's fresh from [Your Brand].

CTA:

- "Learn more here"

- "Try it out today!"

5. The Social Proof Email

Subject Line Options:

- "See what others are saying about us, [Name]!"

- "[Name], hear from our happy customers!"

Body:

Don't just take our word for it — here's what others are saying about [Product/Service]:

"[Insert customer quote/testimonial]."

CTA:

- "Read more testimonials"

- "Explore our success stories"

Key Elements of a Successful Re-engagement Email

- Personalization:

  Use the recipient's name and, if possible, reference their past behavior, purchase history, or preferences.

- Clear Call to Action:

  Tell recipients exactly what you want them to do (e.g., click a button, complete a survey, visit your site).

- Compelling Subject Line:

  Grab attention and clearly communicate the intent of the email.

- Concise, Engaging Content:

  Keep the message focused, benefit-driven, and easy to read.

- Incentives (Optional):

  Consider including a discount, free shipping, or bonus offer to motivate action.

- Segmentation:

  Tailor your message to different groups of inactive contacts (e.g., based on product interest or inactivity duration).

- Testing:

  A/B test subject lines, content, send times, and offers to optimize performance.

Final Tip

If contacts do not re-engage after a re-engagement series, consider removing or suppressing them to maintain a healthy sender reputation and comply with inbox provider expectations.