

# Examples of Re-Engagement Emails

*This is an extra resource to go along with the original article:*

[\*Tips for Re-Engaging Customers Who've Gone Silent\*](#)

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**Take a look at the following real-life examples of re-engagement emails.**

We Miss You! Come See Us Again!

[View On Our Site](#)

TOBI



GET THIS SEASON'S BEST SELLERS  
BEFORE THEY'RE GONE!



SWIM UP TO 60% OFF

[SHOP NOW](#)

NEW | DRESSES | MUST HAVES | SALE




Notice how this email from **Tobi** offers a special "welcome back" promo code along with a teaser of the best sellers for instant engagement.

Better Together

View this email online

Reebok 

 Free Shipping On All Orders Over \$49\*

[MEN >](#) [WOMEN >](#) [KIDS >](#) [DESIGN YOUR OWN >](#)

 [STORE LOCATOR](#)


WE'RE BETTER TOGETHER  
COME BACK & SAVE

**30% OFF**  
YOUR ENTIRE ORDER

USE CODE **COMEBACK30** AT CHECKOUT


SHOP NOW



**MENS** 

[Footwear](#)

[Apparel](#)

**WOMENS** 


[Footwear](#)


[Apparel](#)

**KIDS** 

[Footwear](#)

[Apparel](#)

 [STORE LOCATOR](#)

 [MY ACCOUNT](#)

 [CONTACT](#)   

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Reebok 

\*30% OFF promo valid until 11/30/17 at 11:59pm PST. Use code COMEBACK30 at checkout. Excludes custom shoes, gift cards and previous purchases. Some other restrictions may apply.

Free ground shipping offer on orders of \$49 or more valid in U.S. addresses only. All offers valid on domestic U.S. orders only. REEBOK is a registered trademark of Reebok International Limited.

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Reebok's "We're Better Together" Welcome Back email includes quick links to the most visited sections, instead of directing customers to the main home page.

Add email@welcome.notonthehighstreet.com to your address book. View this email in your browser.

NOT ON  
THE HIGH  
STREET  
.com

*for a life less ordinary*

FIND US  
on Facebook



TWEET US  
on Twitter



CATCH UP  
on the blog



GIFTS HOME GARDEN PRINTS & ART JEWELLERY FASHION BABY & CHILD PETS WEDDINGS

# HELLO STRANGER

It's been a while since you've opened an email from us (sniff – yes, we've noticed). So, of course, we've been racking our brains wondering: is it us? Is it you? What can we do differently?

HOW ABOUT  
**10% OFF?**

It's our little way of saying 'we missed you'.  
JUST ENTER PROMO CODE **MISSYOU10** AT CHECKOUT.\*

**TIME FOR A REFRESH?**

Update your preferences to make sure you  
only receive emails that you really want –  
as often as you want.

**WANT TO UNSUBSCRIBE?**

If you'd prefer not to receive emails from  
us anymore, [unsubscribe here](#).

GET SOCIAL WITH US



[www.notonthehighstreet.com](http://www.notonthehighstreet.com)

\* Valid until midnight on 14th May 2014. Terms and conditions apply.

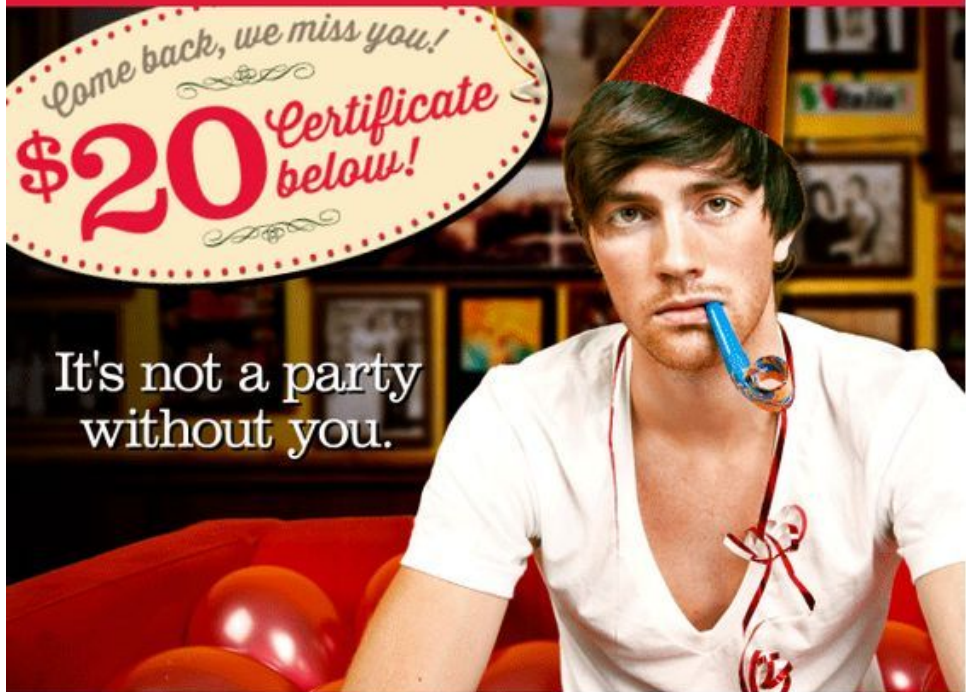
Too many emails? [Click here](#) to change what we tell you about (and how often).

**NotOnTheHighStreet.com** asks customers to update their email preferences, which allows for better segmentation.





ORDER RESERVATIONS LOCATIONS



Offer must be redeemed by and is not transferable. Coupon is good for one-time use only.



81799-6204-3080

- Online orders use coupon code: **MAY20**
- **\$20 off any purchase of \$40 or more**

Void if barcode and expiration date are not shown. Minimum purchase of \$40 required, excluding tax and gratuity. Not valid with any other offers or discounts. One coupon per visit, per table. Unauthorized distribution prohibited. This is not a gift card or gift certificate. No cash value or return. Excludes banquet & group menus, catering/party pans, alcohol, merchandise and purchase of gift cards. Valid at participating Buca di Beppo locations. Valid for Dine In or To Go only. Expires 5/12/17.

MENU | BANQUETS | GIFT CARDS



Buca di Beppo offers a non-transferable coupon that reduces risk of abuse.

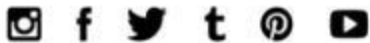
**American Apparel**

**Women/Men/Kids/Sale**

**Code/raecvef094**

**Shop Now→**

Offer valid through 03/16/2016 11:59PM PST. Must enter promotional code raecvef094 at online store checkout to redeem. Promo not valid at retail stores. Promo cannot be combined with other offers. The offer does not apply to gift cards, multi-brand, multi-packs, or sales items. Items purchased at the American Apparel Online Store may be returned or exchanged within 45 days of the date of purchase. Return item(s) may not be worn or washed. Final sale items may not be returned or exchanged for any reason. All rules are subject to change at any time.



**Find a Store→**

747 Warehouse St.  
Los Angeles, CA 90021

[Preferences](#) / [Unsubscribe](#)  
[Privacy Policy](#)

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[View In Browser](#)

American Apparel's "We Miss You" message is appealing because it is simple, straight to the point, and encourages immediate action.

1 We've made some improvements since you've been away.

[View email as a webpage.](#)



2 [MYLOWE'S >](#)

[WEEKLY AD >](#)

[CLEARANCE >](#)

[APPLIANCES >](#)

## We've Made Some Improvements Since You've Been Away

3 Join over 5 million members who are



- 4
- ✓ tossing their receipts and
  - ✓ tracking their in-store purchases online with their MyLowe's card.

5 [Learn More](#)

6 Join the conversation:



[UNSUBSCRIBE](#) | [CONTACT US](#) | [FORWARD](#) | [FIND](#)

7

Lowe's uses social proof ("Join over 5 million members...") to encourage re-engagement.



[Don't Be A Stranger](#)  
[Can't See Images? Click Here](#)



STAY FRIENDS

## DON'T BE A STRANGER

KEEP RECEIVING EMAILS

We have noticed that you haven't opened any of our emails in while.



GET CONNECTED



WE ARE SORRY TO SEE YOU GO

UNSUBSCRIBE

**Belk's** "Stay Friends" email is a gentle (but last ditch) invitation for subscribers to stay on their email list. This works when you don't want to send a discount or promo offer but you want to check status.