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## ROI Case Study

### Reanimating the Zombies (Lapsed Customers):

#### **\$2.8 million revenue bump from LAPSED customers:**

This products distributor client had 1,148 lapsed customers, who had previously received only monthly mailings and unwelcome, unattractive, faxed promotions. As part of a newly established email marketing program, we identified and isolated all lapsed customers, and then simply sent a more timely and relevant promo to them, via email, for an upcoming three-day sale event.

#### **Results:**

Revenue over the three-day event that came solely from previously lapsed customers was: \$2,846,203. This was an average ring per customer of \$2,479, versus ZERO lapsed customer revenue for the prior year's event.

#### **Got Zombies? Invite them in:**

Zombies are bad for your business. But don't shut the door on them just yet. Instead, try something new—invite them in—engage them, bring them back to life. Thoughtful, timely interaction can reactivate even bored, lapsed customers, and can get you some real revenue lift!

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