

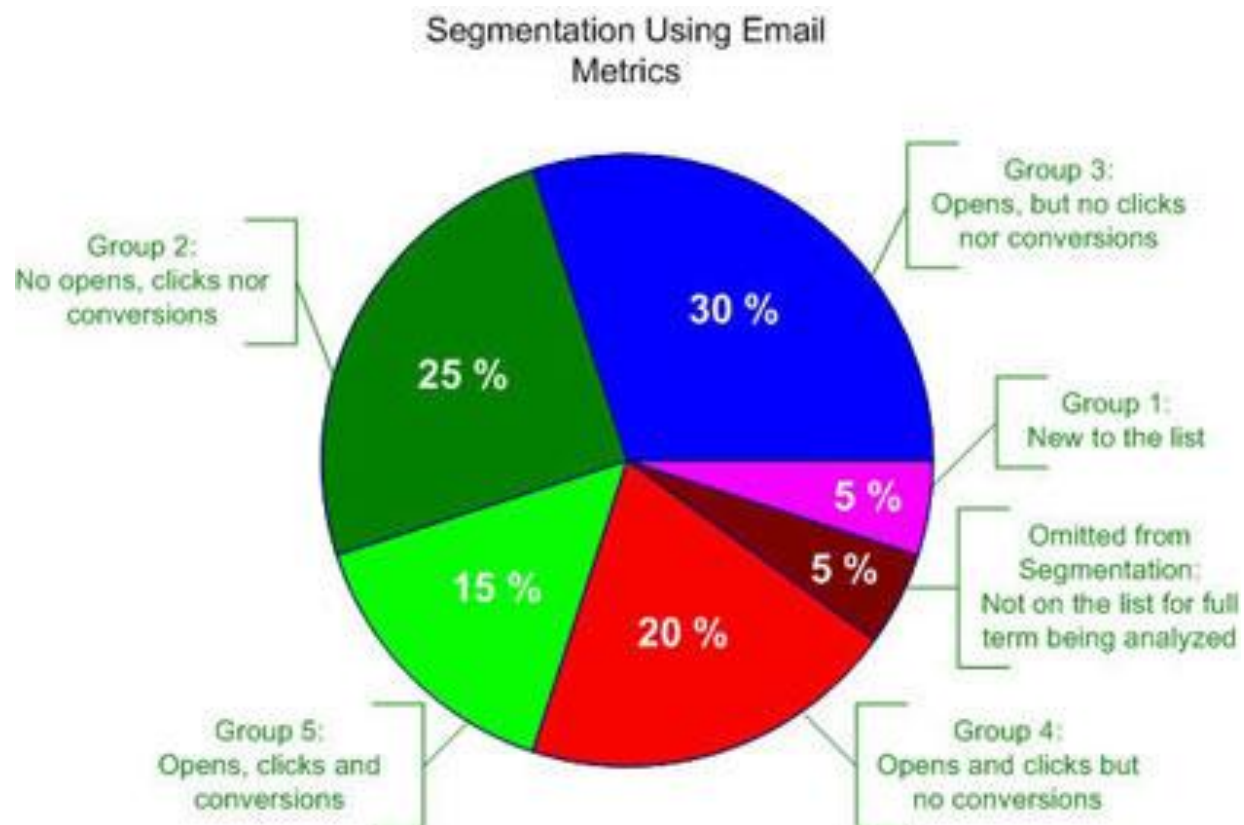
*Иван Ильин*

# *Реактивация подписчиков. От стратегии к действию*

## *Неактивные подписчики. Как определить?*



## Базовая сегментация средствами ESP



## *Рассмотрим причины*



## Нерелевантный контент

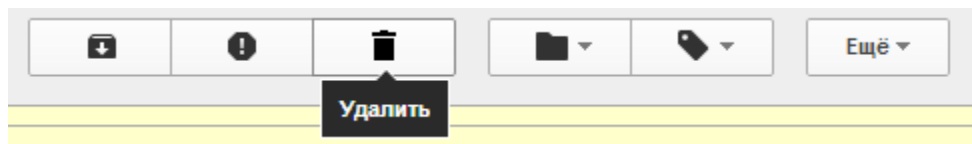


## *Пользователи удаляют письма*

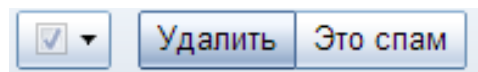


## Проще удалить, чем отписаться

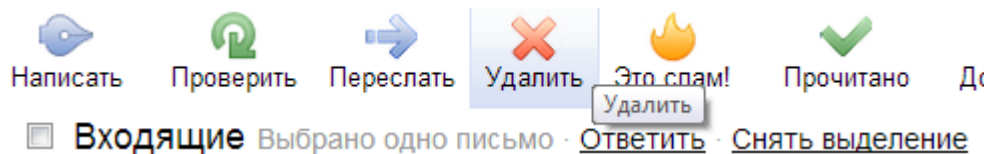
*Gmail*



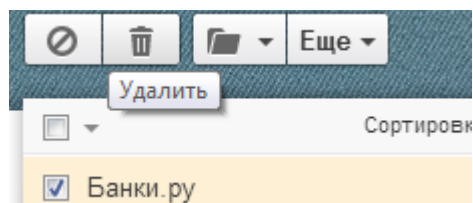
*Mail.ru*



*Yandex*



*Rambler*



*Анализируем*



*Емейл-весна 2013*

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*Что делать?*

*Сегментирование по активности*

*Экспериментируем с временем отправки*

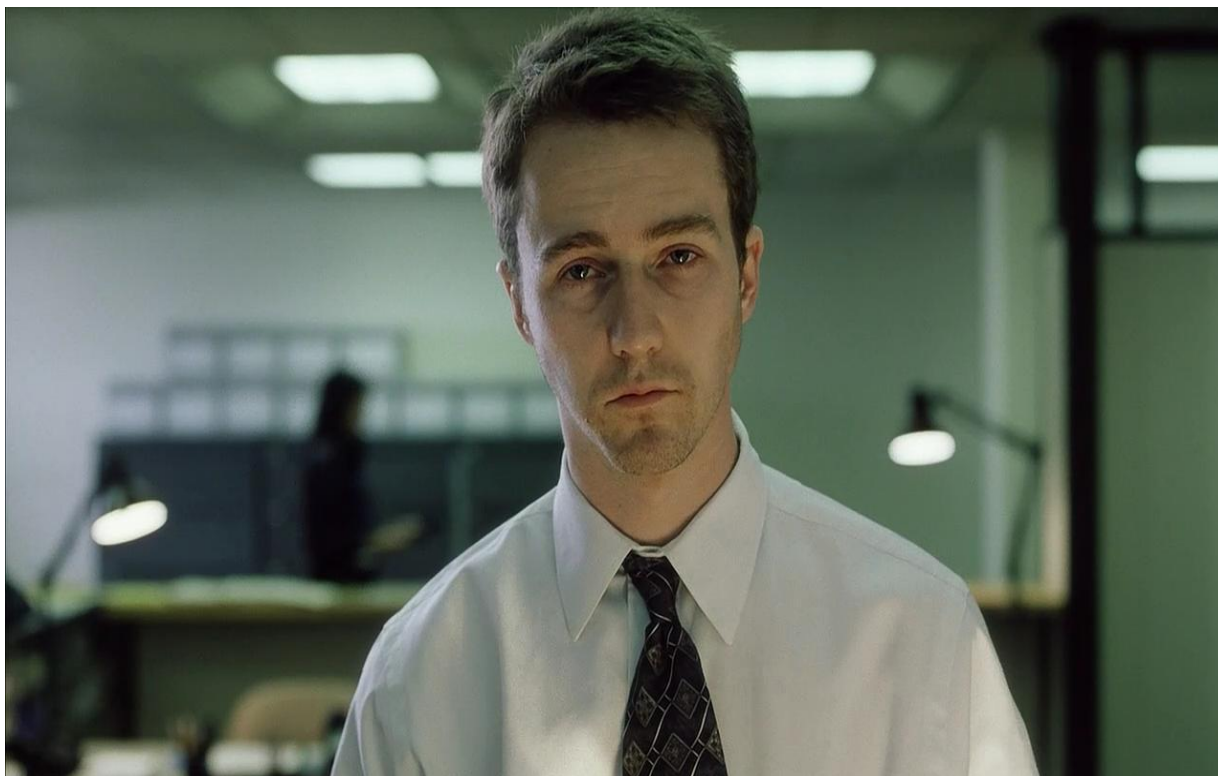
*Даем отдохнуть*

*Проводим опрос – решаем проблему клиента*

*Снижаем частоту рассылки*



## *Неактивные или «спящие» подписчики*



*Какие причины?*



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*Что делать?*



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*Работа со старой базой*

**Извини,  
я забыл...**



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*Чего хотят люди?*



*Человек человеку друг, а зомби зомби зомби*

*Не используют email box*

*Нет активности на реактивационные письма*



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*Job Alerts USA*

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**JobAlertsUSA**  
GMB555  
315 Madison Avenue, Suite 901  
New York, NY 10017

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## *Статистика*

*Отправлено – 22,803*

*Открыто – 4,427 (19,41%)*

*Кликов – 2, 317 (52,34%)*



# Кейсы



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- [No, your site didn't help me find a job](#)

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You have a personal job search manager, Ann Murphy, who's here to help you find a job. [Email her](#) or [read her blog](#) for expert advice. Also, remember that searching job is a difficult task that requires time and dedication. Be patient, stay positive, and keep searching every day!

*Ann Murphy  
Job Search Assistant  
Job Alerts USA*

P.S. Do you have questions? Need help? Just email me, and I can help!

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## *Статистика*

*Отправлено – 26,506*

*Открыто – 2,426 (9,23%)*

*Кликов – 912(37,29%)*



# Кейсы

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*Job Alerts USA*



## *Статистика*

*Отправлено – 23,111*

*Открыто – 1882(8,14%)*

*Кликов – 544(28,91%)*



*Спасибо*

