

THE REACTIVATION CAMPAIGN BLUEPRINT

Your one-page playbook for running direct mail campaigns that recover dormant revenue.

1 START HERE — WHO TO MAIL

Prioritize your list segments. Quality over quantity wins every time.

TIER 1 · MAIL FIRST

Recent past buyers

Purchased in the last 0–12 months. Most recent relationship, highest brand recall, lowest barrier.

HIGHEST RESPONSE

TIER 2 · MAIL SECOND

Older past buyers

Purchased 1–3 years ago. Trust foundation exists; needs a stronger offer to re-engage.

MODERATE RESPONSE

TIER 3 · MAIL THIRD

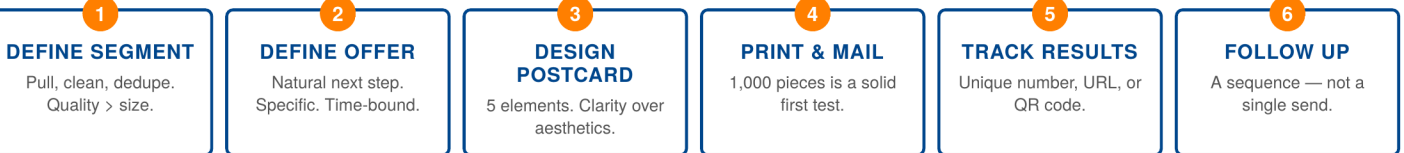
Warm leads who never bought

Showed meaningful interest but didn't convert. No prior dissatisfaction; entry-level offer fits best.

LOWER BUT VIABLE

2 THE 6-STEP CAMPAIGN PROCESS

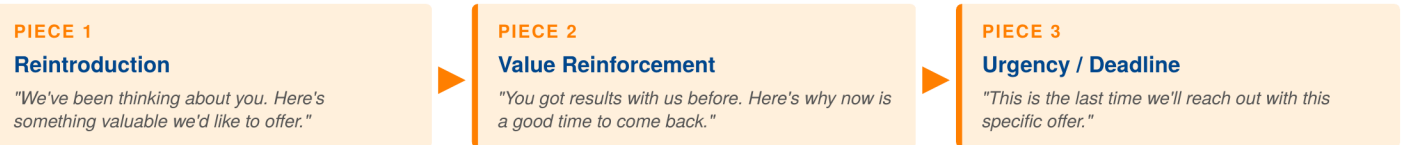
The repeatable spine of every reactivation campaign.



Budget: ~\$600 all-in for 1,000 pieces · **Delivery:** 3–5 business days via First Class · **First responses:** within 1–3 days of mailbox arrival

3 THE 3-TOUCH SEQUENCE

One campaign is a test. Three pieces over 30 days is a system.



TIMING & BENCHMARKS

- ▶ **Best delivery:** Tuesday, Wednesday, or Thursday. Avoid Monday and Friday.
- ▶ **Warm reactivation response:** 2–10% (vs. 1–2% for cold direct mail).
- ▶ **Peak seasons:** January, Nov–Dec (consumer/e-com), Mar–May (service/B2B).
- ▶ **System rule:** One mailing is a test. Three over 30–90 days is a system.

THE 4 KPIS TO TRACK

RESPONSE RATE

Responses ÷ Pieces Mailed

COST PER RESPONSE

Campaign Cost ÷ Responses

REVENUE PER PIECE

Total Revenue ÷ Pieces Mailed

CONVERSION RATE

Buyers ÷ Responses

See exactly how much dormant revenue is sitting in your existing list. [Get your free Revenue Recovery Report:](#)

report.responsery.com