

Customer Reactivation Sprint

Illustrative three-email sequence · fictional Harborline Heating & Cooling

FICTIONAL DEMONSTRATION — NOT CLIENT RESULTS

All names, observations and recommendations are illustrative. No performance is implied.

Audience & qualification

Past maintenance customers with a permitted marketing relationship and validated suppression list. Exclude unsubscribed, bounced, disputed and otherwise ineligible contacts. Verify offer and available appointment capacity before launch.

Email 1 · Helpful reconnect (Day 0)

Subject: Is your heating system ready for the colder months?

Hi [First Name], It has been a while since we helped with your home comfort needs. If a system check or maintenance visit is on your list, we can help review the available appointment options. [Check appointment availability] Thank you, the Harborline team. [POSTAL ADDRESS] [UNSUBSCRIBE LINK]

Email 2 · Seasonal checklist (Day 5)

Subject: Three things to check before your next heating season

Hi [First Name], A quick seasonal checklist: inspect filters as recommended, check that vents are unobstructed, and discuss unusual noises with a professional. If you would like a technician to review your system, [Check availability]. The Harborline team. [POSTAL ADDRESS] [UNSUBSCRIBE LINK]

Email 3 · Respectful close (Day 12)

Subject: Closing the loop on your system check-in

Hi [First Name], We wanted to close the loop on our earlier note. Reply if you would like us to discuss service options; otherwise no action is needed. Thank you for your time. The Harborline team. [POSTAL ADDRESS] [UNSUBSCRIBE LINK]



Campaign quality assurance

Approval and measurement plan · example only

Required campaign checks

- Confirm data provenance, marketing eligibility, unsubscribes, suppressions and bounce history.
- Confirm truthful sender, subject, company information and actual physical mailing address.
- Check and test the unsubscribe function; exclude opted-out recipients appropriately.
- Confirm client approval for segment, copy, delivery platform, scheduling and offers.
- Verify reply routing, booking links, QA sends and inbox monitoring before launch.

Measurement plan

- Eligible recipients and delivered messages: campaign scope and deliverability.
- Replies and qualified conversations: response quality, not just open rates.
- Appointments attributable to campaign: use consistent definition and tracking window.
- Opt-outs and complaints: audience fit and sender health.
- Next-step recommendation: continue, adjust, or stop based on observed results.

Important limitations

This is a fictional demonstration. No live mailing list was accessed, no campaign was sent, and no conversion figures have been generated. Actual engagements require client authorization, a documented scope, and legal/platform compliance review.