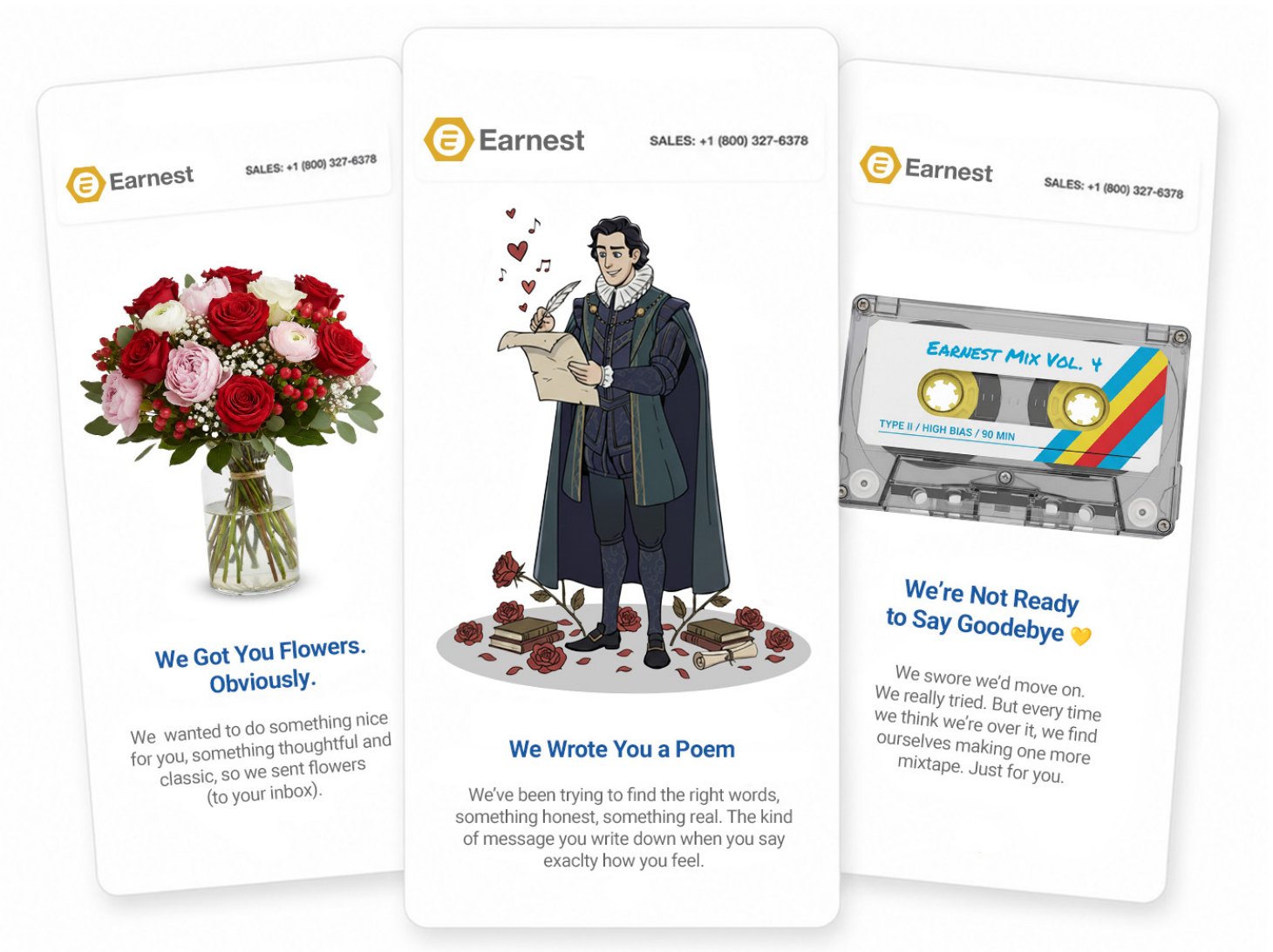


Heartbreak Campaign

An automated 16-email win-back campaign built around a playful breakup story.



THE IDEA

Instead of relying on traditional win-back emails, the campaign used creative concepts like poems, flowers, mixtapes, love notes, and increasingly heartfelt messages to tell an ongoing breakup story. Each email became another chapter designed to encourage inactive customers to reconnect.

THE RESULTS

\$1.25M+
REACTIVATED REVENUE

The campaign generated more than \$1.25 million in reactivated revenue. Based on its performance trend, it was on pace to exceed **\$2 million** in reactivated business by November 2026.

HOW IT WORKED



180 DAYS INACTIVE

Customers inactive for 180+ days automatically enter the campaign.



16 EMAIL SEQUENCE

Customers receive a timed sequence of 16 automated emails.



CUSTOMER RETURNS

Once a customer places an order, they are automatically removed.



REMOVED FROM CAMPAIGN

Customers automatically exit the campaign after placing an order.



ENTERED THANK YOU SERIES

Customers enter the "In Love Again" campaign with sales outreach and a handwritten card.

MY ROLE

- ✓ Campaign concept
- ✓ Copywriting
- ✓ Email design
- ✓ Art direction
- ✓ Automation planning
- ✓ Campaign analytics

KEY TAKEAWAY

Creative storytelling transformed a traditional win-back campaign into an experience customers remembered and responded to.

Heartfelt emails.
Real results.
\$1.25M+ in reactivated revenue.