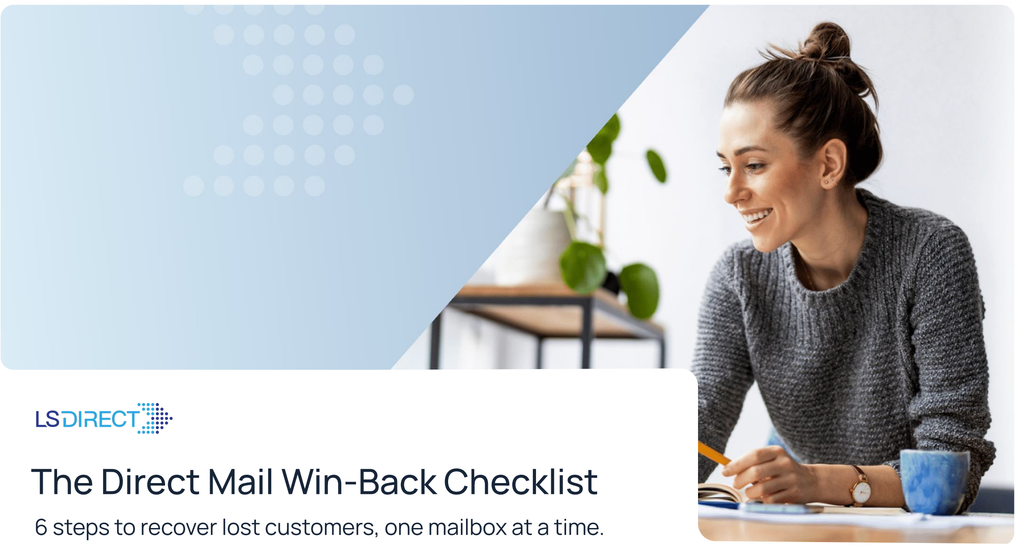

LSDIRECT

The Direct Mail Win-Back Checklist

6 steps to recover lost customers, one mailbox at a time.

01 Know Why They Left

Most shoppers leave over surprise costs, checkout friction, or trust gaps, and nearly a quarter plan to come back. Know which before you mail.

69.8%

Average cart abandonment rate

BAYMARD INSTITUTE

02 Don't Let an Unsubscribe Be Goodbye

Losing email access isn't losing the customer. If you still have a mailing address, you still have a way back in.

03 Retarget With Direct Mail, Not Just Digital

Segment your audience, personalize the message, and add a QR code or PURL so every piece connects back online.

74%

of marketers say direct mail delivers the best ROI, response rate, and conversion rate of any channel

04 Move Fast — Within 12–24 Hours

Send while your brand is still top of mind. Speed is what turns a retargeting piece into a conversion.

300–400%

Lift in conversion among cart abandoners when mail is timely & targeted

NATIONAL POSTAL FORUM

05 Personalize Down to the Individual

Know who they are, what they want right now, what's stopping them, and how your offer solves it. One size fits none.

06 Keep Them Once You've Won Them Back

Add real loyalty value, communicate what your brand stands for, and don't go quiet after the sale.

43%

of dissatisfied customers actively search for another brand the moment they feel let down

Ready to put this into practice?

Download our Playbook: Direct Mail Win-Back Strategy: Recover Lost Customers & Abandoned Carts to start winning customers back.

Get the Playbook