

HOW TO GET YOUR CURRENT CUSTOMERS TO BUY AGAIN

WHY CURRENT CUSTOMERS?



Acquiring new customers costs **5 to 10 times more** than selling to a current customer¹



Current customers pay **67% more** than new customers.²



Current customers generate **65%** of a company's business.³

WHY PERSONALIZE?



Personalization drives revenue!



Personalized emails can generate **6x higher** transaction rate.⁴



Targeted and personalized emails generate **58% of revenue**.⁵

HOW DO YOU GET THEM TO REBUY?



Transactional Emails!

- Digital receipts
- Digital packing slips
- E-comm notifications

64% of consumers think that transactional emails are their most valuable email.⁶

The average attention span for email receipts is **185% higher** than regular emails.⁷

Transactional emails have **8x more opens and clicks** than any other type of email.⁸

But **70%** of Marketers are **not personalizing** their emails.⁹

1. & 2. Business.com 3. Forbes 4. & 9. MarketingLand 5. & 7. Conversio 6. Litmus 8. Campaign Monitor