




Win back your past customers with customized rewards

Not all customers left for the same reason, so they require different incentives to return.

Reason for leaving	Likely to come back?	How to get them back	Why?
Too expensive		<ul style="list-style-type: none">• Price discount• Special price for reactivation• Discounted access to features	A user's overall budget has likely not changed, though they may better understand the price to value ratio if you can expose them to new and better features by enticing them with temporary cost savings.
Product hard to understand		<ul style="list-style-type: none">• Exclusive access to educational content• Free demo or training	If a user stopped using your product/service because they found it too complicated, they may require extra guidance to realize your value proposition.
Product limitations		<ul style="list-style-type: none">• Free service until a specific feature is added	If these customers offer a high LTV, it may be worth keeping them engaged at a lower price point temporarily if their needs can be met by an upcoming feature release; however, they may have been quick to switch to a competitor.
Poor customer service		<ul style="list-style-type: none">• Free product upgrade• Free swag	These users need to feel like they are uniquely cared for and valued by your company, which may call for extremely personalized incentives.