How ConvertKit Helped Finch & Bloom Drive a 15% Boost in Sales Through Targeted Re-activation Campaigns

WORK SAMPLE FOR MARKETING NICHE

Alt text: A promotional graphical image of ConvertKit

Re-engaging Dormant Subscribers

In an increasingly crowded digital marketplace, email marketing remains a high-ROI channel for e-commerce brands. But even the best lists suffer from subscriber fatigue. Finch & Bloom, a D2C lifestyle brand known for its eco-friendly home essentials, had built an impressive email list over three years—but nearly 40% of their subscribers had gone silent. That's when they partnered with ConvertKit to run a data-driven reactivation campaign.

The result? A 25% increase in open rates, a 15% boost in sales, and a renewed relationship with thousands of once-dormant customers.

The Problem

By 2025, Finch & Bloom's once-thriving email list was showing signs of fatigue—18,000 subscribers hadn't opened a message in over six months, and open rates had slipped below 12%. Even personalized nudges like cart reminders and product launches were falling flat. The team feared continued outreach to inactive users could tank deliverability and strain their connection with engaged readers.
But re-engagement isn't about shouting louder—it's about getting smarter. The first hurdle was identifying true inactivity; some silent users still made purchases or used alternate inboxes. Then came the challenge of personalization at scale—reaching thousands without sounding like a bot. And finally, the team had to avoid deliverability traps that could harm sender reputation. Together with ConvertKit, Finch & Bloom mapped out a strategy rooted in empathy, insight, and surgical precision.

The Challenges

1. Identifying True Inactivity:
 Not all silent subscribers are lost causes. Some may be passive readers who don't open emails but still buy. Others may simply have changed their inbox habits or primary email addresses.
2. Personalization at Scale:
 With such a large list, Finch & Bloom needed to segment based on behavior without compromising email quality or tone. The messages had to feel human, not automated.
3. Avoiding Deliverability Pitfalls:
 Reaching out to disengaged users en masse can trigger spam filters and hurt sender reputation. ConvertKit and Finch & Bloom had to tread carefully.

The Solution

To help Finch & Bloom reconnect with silent subscribers, ConvertKit rolled out a three-phase reactivation strategy that matched the brand's warm, eco-conscious tone.

Phase 1: Intelligent Segmentation

Using behavioural data, ConvertKit divided the dormant list into “Ghosts” (no opens in 6+ months), “Sleepers” (inactive for 3–6 months), and “Drifters” (sporadic openers). This targeted approach enabled tailored messaging, while unsubscribers and spam reporters were excluded to protect list health.

Phase 2: The “We Miss You” Series

A 3-part email flow followed: a heartfelt check-in (“Still into sustainable living?”), a 15% discount to spark clicks, and a soft opt-out to maintain GDPR compliance. Each email was personalised using past behaviour and preferences to keep things human, not robotic.

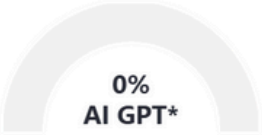
Phase 3: Win-back + Sunset

Re-engaged users were funneled into a “Revived” segment for regular content. Those who stayed quiet were respectfully sunset. A/B testing throughout refined subject lines, timing, and CTAs. The result? A reactivation effort that felt personal, purposeful, and brand-aligned.

Conclusion

In just six weeks, Finch & Bloom saw open rates soar from 12% to 37% among reactivated subscribers, with click-through rates up by 22% and sales from this segment rising 15%—many even made repeat purchases within a month. More than just numbers, ConvertKit helped them build a cleaner, more engaged email list. This wasn’t damage control—it was smart growth. With the right strategy and partner, even silent subscribers can become loyal brand advocates.

Your Text is Human written



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