

# Email Template for Winning Back Lost Customers for Your SaaS

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**Goal:** To re-engage a customer who has stopped using your SaaS product by acknowledging their departure, highlighting relevant value/improvements made since they left, offering a compelling incentive, and providing a clear, easy-to-follow call to action.

**Subject Line Options** (Choose one and A/B test for best results):

- Option A: [Customer Name], What's New at [Your SaaS Name] + A Welcome Back Offer
- Option B: Checking In: Experience the Improved [Your SaaS Name], [Customer Name]?
- Option C: Still looking to [Solve Original Problem]? See updates at [Your SaaS Name]

## Email Body:

**Subject:** [Use Chosen Subject Line Here]

Hi [Customer Name],

It's been a while since you actively used [Your SaaS Name], and we wanted to personally reach out. We understand that needs and tools change over time.

*[Acknowledge & Empathize - Select ONE approach or blend]*

- **Approach 1** (If churn reason is known/suspected): We know that [Specific Pain Point or Missing Feature, e.g., "integrating with Service X" or "our initial onboarding"] might have been a challenge when you were last with us. We took feedback like yours seriously.
- **Approach 2** (If segment churned after a specific event): We noticed you haven't been active since around the time we [Mentioned Event, e.g., "updated our pricing structure" or "released version 3.0"].
- **Approach 3** (General): We hope things are going well! We've been busy making improvements to [Your SaaS Name] based on valuable user feedback.

*[Highlight Relevant Value & Improvements - Focus on what MATTERS to THIS user/segment]*

Since you were last here, we've focused on making [Your SaaS Name] even better at helping you [Core Benefit/Job To Be Done, e.g., "streamline your project workflows" or "analyze your marketing data"]. Here are a couple of highlights you might find particularly relevant:

- **[Relevant Improvement/Feature 1]:** We've launched/significantly improved [Specific Feature Name, e.g., "our Advanced Reporting Module"]. Now you can easily [Specific Benefit, e.g., "generate custom reports in under a minute and track metrics X, Y, and Z"]. (Tip: If possible, link this directly to their previous usage or feedback).
- **[Relevant Improvement/Feature 2 (Optional but Recommended)]:** We also introduced [Another Relevant Feature/Improvement, e.g., "direct integration with Google Workspace"]. This means you can now [Specific Benefit, e.g., "sync your contacts and calendars seamlessly without leaving our platform"].
- **[Overall Enhancement Statement]:** Users are telling us these updates have made it much easier/faster/more effective to [Reiterate Key Outcome].

*[The Winback Offer - Make it Clear, Appealing, and Easy to Understand]*

We genuinely believe the current version of [Your SaaS Name] could bring significant value to [Customer's Company Name or "your work"]. To make it easy for you to experience these improvements, we'd like to offer you a special welcome back incentive:

[Your Specific Offer - Be concrete. Examples:]

- Get 30% off your first 3 months when you reactivate.
- Reactivate your account and receive 1 month completely free.
- Enjoy a complimentary upgrade to our [Higher Tier Name] plan for your first 2 months back.
- Access an extended 30-day free trial, no credit card required initially.

*[Clear Call to Action (CTA) - Tell them EXACTLY what to do next]*

Ready to give the improved [Your SaaS Name] another look and lock in your offer?

**[Click Here to Reactivate Your Account & Claim Your Offer]** -> [Link directly to account login/reactivation page, ideally pre-applying or clearly explaining how to get the offer]

*[Optional: Secondary CTA / Support Option]*

Have questions about the new features or how they could fit your current needs? Simply reply to this email, or [click here to schedule a quick 15-minute chat with our team: [Link to Demo/Booking Calendar]].

We'd be thrilled to have you back!

Best regards,

[Your Name/Team Name]

[Your Title/Company Name]

[Your Website]

*[Optional P.S. - Use for Urgency, Social Proof, or Extra Value]*

- **Urgency Example:** P.S. This special welcome back offer is valid until [Date - e.g., end of next month]. Don't miss out!
- **Social Proof Example:** P.S. See how companies like yours are using the new features [Link to relevant Case Study or Testimonial page].
- **Extra Value Example:** P.S. Reactivate now and also get our latest guide on [Relevant Topic] for free: [Link to Guide].