

Win-back email

FREE TEMPLATE / EDIT BEFORE SENDING / VERSION 1.0

Editable starting point. Replace every {{placeholder}} and check your real address, links, offer terms and sending permission. Configure and test unsubscribe handling in your own email platform. Nothing is sent by this file.

Subject: We would love to see you at {{restaurant_name}}

Preheader: See what is new, then make a plan for your next visit.

Hello from {{restaurant_name}}. Whether it has been a little while or a long time, you are always welcome back at our table.

{{highlight}}

Take a look at what is new and decide whether it fits your next meal out. We would be delighted to see you again. If our emails are no longer useful, you can change your preferences below.

Plan your next visit: {{primary_url}}

Warmly,
{{sender_name}}

{{sender_address}}
Unsubscribe / message preferences: {{unsubscribe_url}}

WHEN TO USE

Choose a sensible inactive segment in your email platform. Exclude unsubscribed guests and people who have recently returned; do not infer inactivity from opens alone.

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