

Example: creating a re-engagement campaign

Winning back disengaged subscribers

Another classic example of the use of triggered messages is campaigns aimed at [winning back disengaged subscribers](#).

The idea is that the overall level of engagement of your recipient list has a direct impact on both the ROI of your email campaigns, and your long-term sender reputation: the higher the level of engagement, the better.

Discover how to [create and deploy a re-engagement campaign](#) with MailUp.