

Lead Re-Engagement Playbook

Wake Up Your Cold Database

The Hidden Cost of a Cold Database

You paid to acquire every lead in your database. If 60-70% are "cold" (no engagement in 90+ days), you're sitting on wasted investment.

The opportunity: Re-engaging just 5-10% of cold leads costs a fraction of acquiring new ones.

42 Agency Benchmark:

Structured re-engagement campaigns typically see 3-8% of cold leads return to active status, with 15-25% of those converting to opportunities within 90 days.

Cold Lead Segmentation Matrix

Not all cold leads deserve the same treatment. Segment by ICP fit + recency:

	High ICP Fit	Medium ICP Fit	Low ICP Fit
Cold 90-180 days	Priority 1: Full re-engagement	Priority 2: Light touch	Monitor only
Cold 180-365 days	Priority 2: Re-engagement	Priority 3: Single touch	Sunset candidate
Cold 365+ days	Priority 3: Reactivation	Sunset candidate	Sunset

The Multi-Channel Re-Engagement Sequence

Week 1-2: Email Sequence

Email 1: "Still interested in [pain point]?"

Subject: Quick question, [First Name]

We connected a while back about [topic]. Things change fast—wanted to check if [solving pain point] is still a priority for your team this year.

If yes, I'd love to share what's new. If not, no worries—just let me know and I'll update my notes.

Email 2 (if no response): Share a relevant resource (benchmark, case study)

Email 3 (if no response): "Should I close your file?"

Subject: Should I close your file?

[First Name], I've reached out a few times without hearing back. Totally understand if priorities have shifted.

Should I remove you from future outreach about [topic], or is there a better time to reconnect?

Week 2-3: Retargeting Ads

Upload cold lead list to LinkedIn/Meta for retargeting. Show:

- New product features or capabilities
- Fresh case studies from their industry
- Upcoming webinar or event

Week 3-4: Direct Mail (High ICP only)

For high-value, high-fit leads who haven't responded: send physical mail (book, handwritten note, creative gift).

Re-Engagement Messaging Frameworks

The "What's Changed" Framework

Position outreach around what's new on YOUR end:

"Since we last talked, we've [launched X / added Y / helped Z company achieve result]. Thought it might be relevant given [their situation]."

The "Trigger Event" Framework

Reference something that happened in THEIR world:

"Saw the news about [company expansion / new hire / funding]. We've been helping companies in similar situations with [relevant solution]."

The "Valuable Resource" Framework

Lead with pure value, no ask:

"Put together this [benchmark/report/guide] for [industry]. Thought you'd find the data on [specific insight] useful. No strings attached."

Sunset Policy: When to Let Go

Not every lead is worth re-engaging forever. A clear sunset policy keeps your database healthy.

Recommended Sunset Criteria

Move to sunset/archive if:

- No engagement in 18+ months AND low ICP fit
- Hard bounced 2+ times
- Explicitly unsubscribed or requested removal
- Company no longer exists or was acquired
- 3+ re-engagement attempts with zero response (low ICP fit)

Keep attempting (with reduced frequency) if:

- High ICP fit regardless of engagement history
- Previous opportunity that didn't close
- Known champion who changed jobs

Sunset ≠ Delete:

Archive leads to a separate list. Don't delete them—you may need them for suppression lists or future reference.