The Email Retargeting Optimization Checklist

- [ ] Are your subject lines short and eye-catching?
- [ ] Do you speak conversationally throughout the email?
- [ ] Are you imparting a sense of urgency (especially when it comes to recovering abandoned carts)?
  - [ ] Do you provide compelling offers that encourage users to take action?
- [ ] Are you personalizing your emails based on users' behaviors, demographics, and interests?
- [ ] Do you segment your retargeting list?
- [ ] Are you using strong CTAs that you've A/B tested?
- [ ] Do you use rich text to break up large blocks of text?
- [ ] Does your media load quickly?
- [ ] Do you have an easy-to-find "unsubscribe" link in the footer?
- [ ] Are your layouts, images, and other media types optimized for mobile?
- [ ] Do you offer trust-building content, such as social proof in the form of user-generated content (UGC) and testimonials?
- [ ] Are you A/B testing your retargeting emails?

Beyond emails, you'll want to optimize your email collection processes:

- [ ] Are you using exit-intent pop-ups?
- [ ] Is it easy for site visitors to find the subscription box on your site? (Ideally, in your footer or homepage?)
- [ ] Do you offer a compelling reason for them to subscribe?
- [ ] Are you transparent about how you'll use and store their data?
- [ ] Do you use your other marketing channels (e.g., social media) to encourage followers to subscribe to your emails?

Interested in learning more about email retargeting?

We've got you covered with this guide.