interweb

Generated on 13/11/2026 19:27

KNOWLEDGE BASE · PUBLIC DOCUMENT

Win-back SMS campaigns: bringing back customers who stopped coming

SEO & Marketing

CODE	VERSION	COUNTRY · LANGUAGE
RLX-MZ-KB-2566	v2026.11.13	Mozambique · English

Interweb Mozambique
RLX Holdings, S.A. · Group RLX Holdings
Tax ID (NUIT) 401 191 607 · Legal entity no. (NUEL) 105 045 974 · Economic activity code (CAE) 62022

https://www.meu.interweb.co.mz/knowledgebase/2566

Win-back SMS campaigns: bringing back customers who stopped coming

SEO & Marketing Created on **November 13, 2026** 3 min read



The short answer: put the customers who **stopped coming** into a group, send them a personal message with **a concrete reason to come back** and a deadline, and track who returns with a code of its own. If it does not work, try once more from another angle, then stop. Winning back a customer who already knows you usually costs less than finding a new one.

Who counts as inactive

It depends on the business. For a café, someone who has not been in for a month; for a gym, someone who has not trained for a month; for a garage, someone who missed this year's service. Pick the period that makes sense for you and use the records you already have (your sales system, customer cards, bookings) to see who has passed it.

Building the group

1. **Pull the list of inactive customers** from your sales system or records, with name and number.
2. **Check they agreed to receive offers.** Having been a customer is not enough. See **who you may send to**.
3. **Import the list into an "Inactive" group** in the SMS Center, or add the contacts you already have there.
4. **Refresh the group** every month: people who came back leave it, people who passed the period join it.

What to write

A win-back message is personal: use the customer's name, acknowledge the absence without blaming them, and give a reason to come back now. The parts in square brackets are placeholders for your own details.

Business	Message
Café or restaurant	`Hi {$contact_first_name}, we miss you! Come back this week and your coffee is on us. [COMPANY]. Opt out: [PHONE]`
Gym	`Hi {$contact_first_name}, there are new classes on Tuesdays and Thursdays. Come back this month with no joining fee. [COMPANY]`
Salon	`Hi {$contact_first_name}, it has been a while since your last cut. 15% off this week. Bookings: [PHONE]`
Garage	`[COMPANY]: your car's service is overdue. Book by the 15th and get 10% off the oil change. [PHONE]`

One more try, then stop

With a code of its own in each message (see **how to measure**), you know who came back. For the rest, a few days later, change the angle: instead of a discount, something new; instead of something new, a question ("what could we do better?" with a phone number or a form on your website). If that does not work either, take those numbers out of the offers group or send them far less. Pushing harder only brings opt-out requests.

Offer something only they get.
"An offer for customers we have not seen for a while" makes the message feel meant for that person, not sent to everyone.

Watch the tone.
"You have not visited us for 3 months" can sound like you are keeping tabs. "We miss you" says the same thing kindly. And never write to a customer who stopped coming because they complained, without first sorting out the complaint.

RECOMMENDED

Want to bring back customers who drifted away? See what SMS Marketing offers.

See the SMS Marketing page →

SEE ALSO

Segmenting SMS campaigns with contact groups: by purchase, area, interest and activity →

Personalised SMS with the contact's name: variables, examples and pitfalls →

Measuring an SMS campaign: offer codes, UTM links, redemptions and cost per customer →

How often to send marketing SMS without wearing out your list →

Birthday and loyalty SMS: rewarding regular customers without overdoing it →

interweb

Interweb Mozambique

RLX Holdings, S.A. · Group RLX Holdings

TAX ID (NUIT)	401 191 607
LEGAL ENTITY NO. (NUEL)	105 045 974
ECONOMIC ACTIVITY CODE (CAE)	62022
REGISTERED OFFICE	Bairro 7 de Setembro Vilankulo 1304 · CEP 0411-02, Inhambane, Mozambique
CONTACT	info@interweb.co.mz · +258 84 635 1111 · +258 86 635 1111 · www.interweb.co.mz
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

Online version of this document

RLX-MZ-KB-2566 · v2026.11.13 · Generated on 13/11/2026 19:27