Email Newsletters

Send: After users completed the reengagement and nurturing flows.

Email Newsletter 1

Subject: The One KPI You're Probably Ignoring
Preview Text: It's simple, powerful, and missing from many dashboards.

Body:

Hey FNAME.

There's a metric we don't see on nearly enough dashboards.

Yet it's one of the clearest indicators of what's *really* going on in your business.

Want to take a guess?

We call it: **Silent Churn**.

These are the customers who haven't technically left… but they've stopped engaging. No reorders. No logins. No clicks.

They're still on the books, but mentally? They've checked out and are already gone.

Here's why it's scary:

Most businesses don't realize someone's slipping away until the contract's up, the invoice goes unpaid, or the customer's already with a competitor.

Hey, we have some good news too: You can track it and prevent or at least mitigate that.

→ We've helped clients spot drop-offs in behavior weeks before actual churn.
→ With just a couple of filters, you can flag inactive customers and re-engage them *before* they ghost.
→ One client set up a "No Activity in 30 Days" trigger and saved *3 major accounts* within a month.

So, if your dashboard only tracks *what's already happened* (sales, revenue, churn rate)...
…it might be time to track *what's about to happen* too.

Want help surfacing "silent churn" in your own dashboard?

Just reply to this email, we'll be happy to take a quick look, or book a time with us right away.

CTA Button: Un-ghost Your Customers

Talk soon,
Martijn & the Zizia Team

Email Newsletter 2

Subject: How Not to Run a Business (But People Totally Do)
Preview Text: Can you beat this spreadsheet horror story?

Body:

Hey, FNAME.

Here's a story for the books. Try not to laugh. (We won't judge you, though.)

A small business owner came to us completely overwhelmed. She ran a rather successful ecommerce store.

…but when it came to data, she had a *system,* or creative chaos to be more precise:

→ Sales tracked in an Excel file named FINAL_v3_ACTUAL_ONE.xlsx
→ Customer data in her email inbox (because... Gmail has search, right?)
→ Inventory updates happening via sticky notes on a monitor
→ And there was mysterious Google Sheet that only her intern knew how to use, but that intern had already graduated and moved to Berlin

By the time she called us, she was spending more time trying to *find* numbers than actually acting on them.

So, we stepped in.

→ Pulled everything together in one dashboard
→ Replaced six tabs and two notebooks with a single screen
→ Set up alerts so she'd know when inventory was low *before* she ran out of her bestsellers again

Now she starts each day with coffee and a dashboard, not a scavenger hunt. (AND finishes her coffee while it's still hot.)

Moral of the story?

You don’t need *more* data—you need a better way to see it.

If your business is being held together by highlighters and hope, we’re here to help.

Hit reply and we’ll show you how we’d clean it up, Zizia-style. Or book a time with us right away.

CTA Button: Clean Up My Data Mess

Talk soon,
Martijn & the Zizia Team