



AI COMMUNICATION SYSTEMS

AI Lead Reactivation



TURN OLD LEADS INTO NEW REVENUE— AUTOMATICALLY

Most businesses have thousands of unconverted leads sitting in CRMs, inboxes, or spreadsheets. The Lead Reactivation Engine finds them, revives them, and re-engages them—without any manual follow-up.

It's not just a campaign. It's a full system designed to drive ROI from leads you already paid for.

What It Does (Core Capabilities)

1. CRM Mining & Tagging

- Scans your CRM for aged leads: no-shows, non-responses, “not now” leads
- Automatically segments by last touchpoint, source, or campaign

2. Personalized Re-Engagement Sequences

- Sends custom emails or SMS messages based on lead history and source
- Adjusts tone, offers, or urgency based on lifecycle stage

3. Multi-Channel Outreach

- Email, SMS, and optional voicemail drops
- Can be triggered in timed batches or as a rolling sequence

4. Qualification + Appointment Routing

- Gathers current interest level and qualification info
- Pushes booked appointments directly to your calendar or pipeline

5. Full Analytics & Reporting

- Track open rates, click rates, reactivation conversions
- View ROI on previously dormant leads

Optional Add-Ons

1. Custom Offer Logic

- Auto-generates reactivation discounts, incentives, or limited-time CTA

2. Live Agent Alerts

- Flags high-intent replies for real-time human follow-up

3. Email Warm-Up & Deliverability Tuning

- Ensures high inbox rates for dormant domains

4. Multilingual Campaigns

- Automatically adjusts for lead language or region

5. LinkedIn Message Outreach (B2B only)

- Integrates with Sales Navigator and inbox tools





PRICING SNAPSHOT (TYPICAL RANGE)

Core Reactivation Engine

Starting At

Development: \$3,500-6,000

Monthly Retainer: \$1,200-2,000

Full CRM Clean-Up

Starting At

Development: \$2,000-3,500

Monthly Retainer: \$750-1,250

Most clients see ROI within 45 days.

Converts 5-15% of dormant leads in active campaigns.





WHY IT MATTERS

You Already Paid for the Leads: Most companies lose money by ignoring them.

You Can't Buy Consistency: This system runs 24/7 and doesn't forget to follow up.

You Get Revenue Without Ads: It's your lowest CAC source—by far.

Ideal For:

Home services & contractors

SaaS or B2B sales orgs

Medspas, clinics, and multi-location practices

Any business with a lead database older than 60 days



CRAFT **DIGITAL**

An orange line graphic that starts as a tangled knot on the left, then loops and swirls around the text, ending in a small circle on the right.

We untangle problems

From mess to meaning

