LIVELY BEE STUDIO · FOR HEALTH, WELLNESS & BEAUTY BRANDS

Core Flows *Blueprint*

The 10 must-have email flows we set up first for every new client, written out for you: the popup, 14 ready-to-adapt emails, the timing, and a map of every flow.

10 flows · 14 emails · Live in 3 weeks · Works with any platform · Klaviyo tips

Built by Lively Bee Studio, from the flows behind our clients' results

46	$31.9M	Since 2020
ecommerce brands served	email & SMS revenue driven for clients*	running email for growing brands

*Klaviyo-attributed email and SMS revenue across our clients since 2020, approximate.

Start here

Before you build

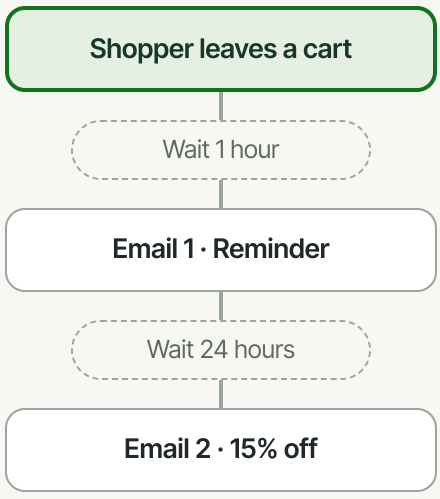
01 · THE BASICS

What's a flow?

An email series that *sends itself* when a shopper does something.

Set it up once, and it works in the background, day and night.

ALSO CALLED: Automations · Sequences · Journeys · Workflows



02 · WHY IT MATTERS

Why every store needs flows

Perfect timing

Reaches shoppers right after they sign up, browse or buy.

Sales while you sleep

Welcomes, reminds and thanks without you pressing send.

A better experience

Every customer gets a warm, consistent journey.

03 · YOUR FOUNDATION

10 must-have flows for the moments every store has

- New subscriber
- Almost bought
- First order
- Time to restock
- Drifted away

Flows are living things

Monitor and improve them, and add new ones as your audience and customer journey grow.

Subscriptions?
New subscriber, renewal and cancellation flows

Loyalty points?
Points earned, rewards waiting, VIP milestones

Frequent launches?
Back-in-stock and launch-interest flows

The most important step is to start.

Every flow you switch on starts collecting data on what your audience opens, clicks and buys. That data shows you what to improve next. Follow this Blueprint and set up your must-haves.

04 · YOUR PLAN

Get all 10 flows live in 3 weeks

Build in the order your revenue comes from: the people closest to buying first.

1

Week 1

Capture new subscribers and your warmest buyers

- Popup
- Welcome
- Abandoned Checkout

2

Week 2

Catch shoppers earlier and look after new customers

- Abandoned Cart
- Browse
- Site Abandonment
- Post-Purchase

3

Week 3

Bring customers back and keep your list healthy

- Replenishment
- Winback
- Sunset

05 · HOW TO USE IT

How to use this Blueprint

Fill the [brackets]

Swap in your brand, products, codes and story.

Copy and paste

Each email has copy buttons. The preview shows it filled in for Selvane, an example brand.

Start with 1–3 emails

Add, change or cut emails after 30 days of results. Campaigns: start at 1 a week.

When flows overlap

Closest to buying wins: Checkout → Cart → Browse → Site.

KLAVIYO TIP Turn on Smart Sending for browse and site abandonment emails so they skip people who just got another email. Leave it off for Welcome and Checkout, where timing matters.

Claims check Health, wellness and beauty copy must never say a product cures, treats or prevents anything. Describe the ritual, the ingredients and what customers enjoy. Check your copy against your product's approved claims (general guidance, not legal advice).

01

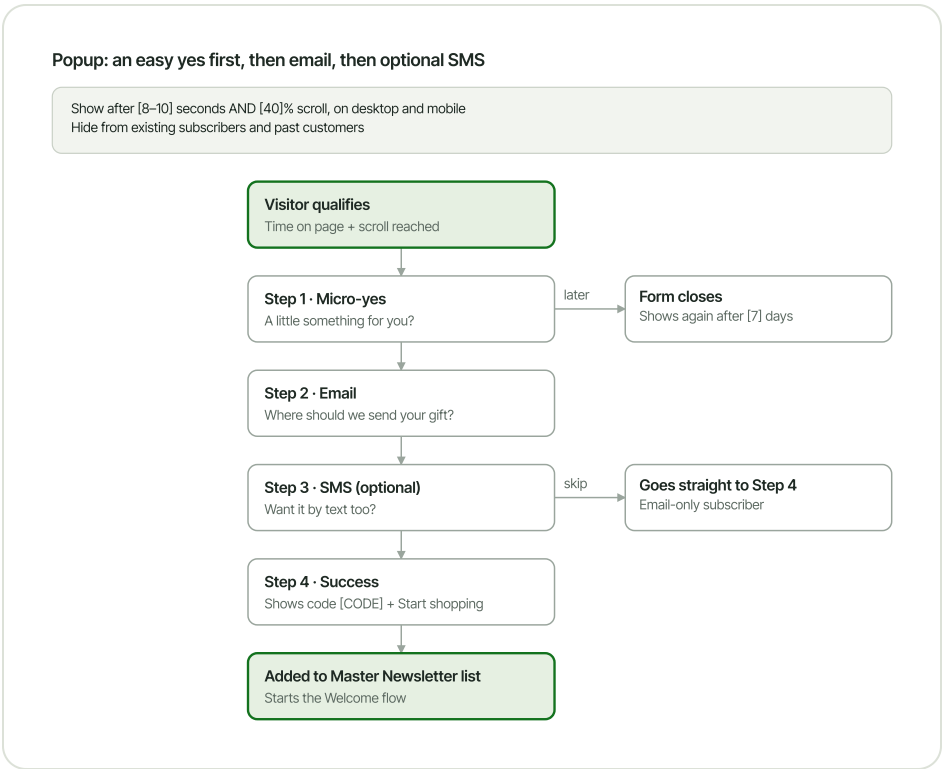
Popup

A 4-step popup that starts with an easy “yes” before asking for anything, then hands every new subscriber to the Welcome flow.

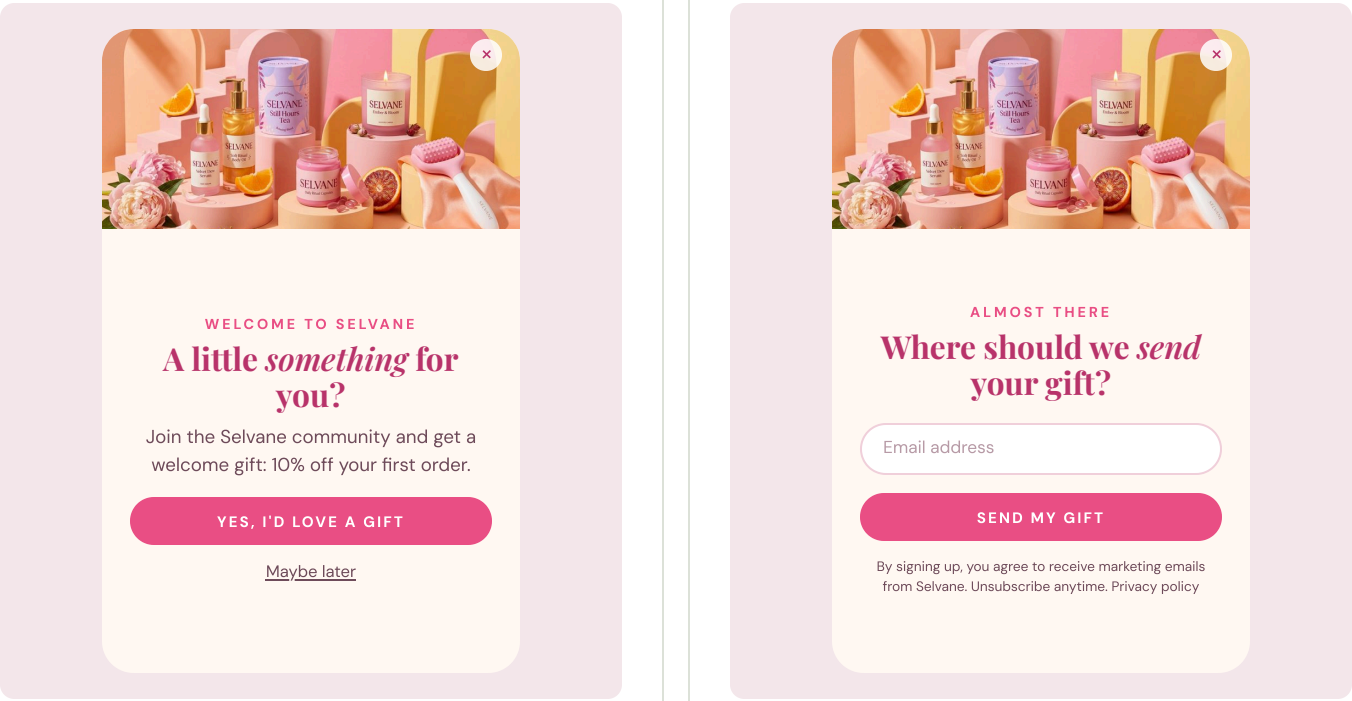
SETTINGS

Show when	After [8–10] seconds AND [40] % page scroll
Devices	Desktop and mobile (mobile as a bottom sheet)
Hide from	Existing subscribers and past customers
If closed	Show again after [7] days
Sends to	Your Master Newsletter list → triggers the Welcome flow

FLOW MAP



Step 1: the micro-yes



HEADLINE

A little something for you?

TEXT

Join the [Brand] community and get a welcome gift: 10% off your first order.

BUTTONS

Yes, I'd love a gift / Maybe later

Step 2: email

HEADLINE

Where should we send your gift?

FIELD

Email address

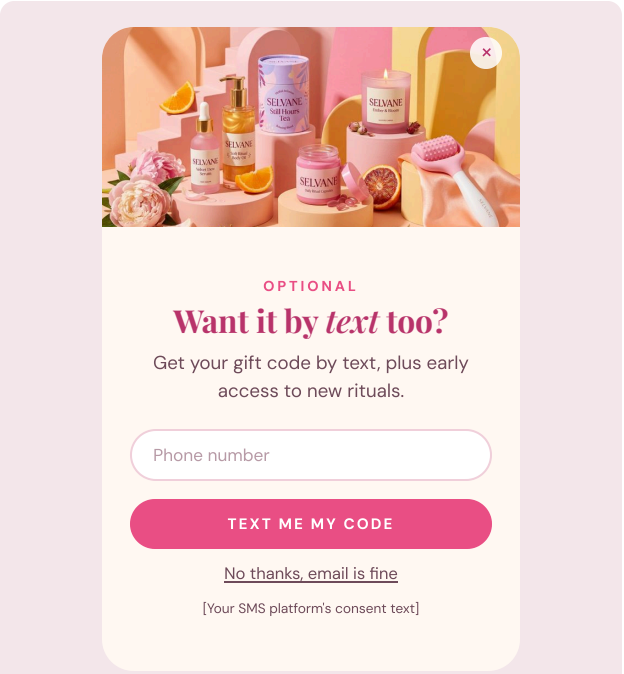
BUTTON

Send my gift

SMALL PRINT

By signing up, you agree to receive marketing emails from [Brand]. Unsubscribe anytime. [Privacy policy link]

Step 3: SMS (optional)



HEADLINE

Want it by text too?

TEXT

Get your gift code by text, plus early access to new [rituals/products].

FIELD

Phone number

BUTTONS

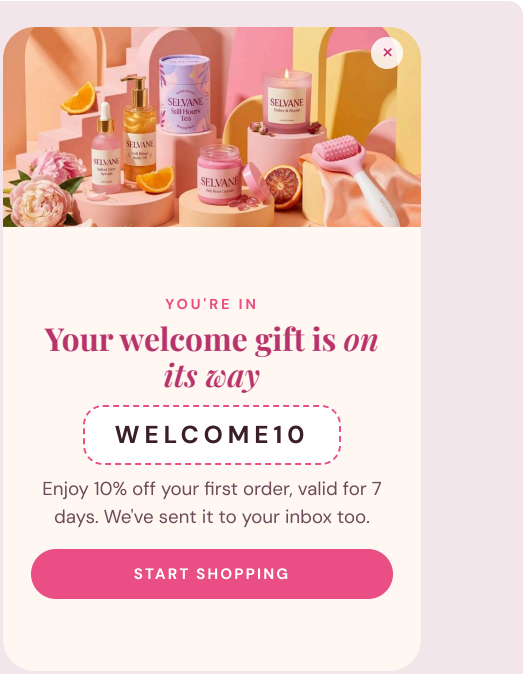
Text me my code / No thanks, email is fine

SMALL PRINT

[Your platform's SMS consent text: message frequency, “Msg & data rates may apply”, reply STOP to opt out.]

Use the exact consent wording your SMS platform provides. This is not legal advice.

Step 4: success



HEADLINE

Your welcome gift is on its way

TEXT

Here's your code: [CODE]. Enjoy 10% off your first order, valid for 7 days. We've sent it to your inbox too.

BUTTON

Start shopping

KLAVIYO TIP Build this as one multi-step signup form. Use the “Yes” button to go to the next step, and set the targeting to hide the form from people who are already subscribed.

02

Welcome flow

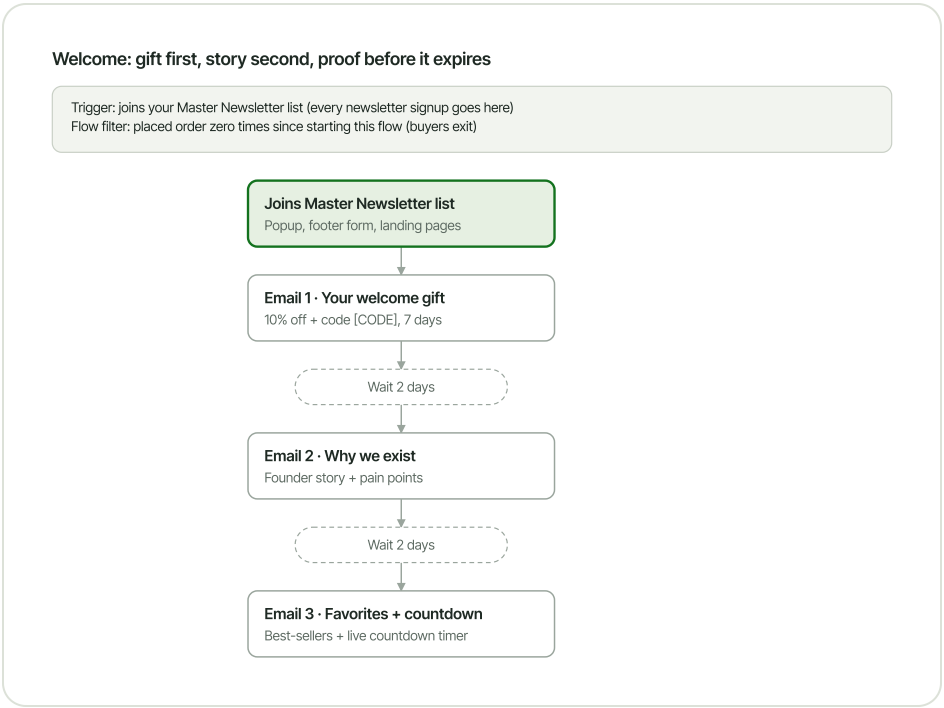
3 emails

Welcome turns a new subscriber into a first order: deliver the gift, tell the story, then show proof before the gift expires.

SETTINGS

Trigger	Joins your Master Newsletter list (popup and every newsletter signup form)
Exit	Places an order
Timing	E1 right away · E2 day 2 · E3 day 4
Offer	Welcome gift: 10% off the first order, valid for 7 days

FLOW MAP



KLAVIYO TIP

Create one Master Newsletter list and send every newsletter signup to it: the popup, the footer form, landing pages and any other newsletter form. That way every new subscriber gets the Welcome flow, and nobody slips through because they joined from a different form. Keep separate lists only for other sign-ups, like a product launch waitlist. Use a “List” trigger on the Master Newsletter list, and add the flow filter “Placed Order zero times since starting this flow”. Use unique coupon codes that expire 7 days after they're sent. For the countdown, use a timer that counts down to each subscriber's own deadline (7 days after signup), not one fixed date for everyone. If your platform has no built-in countdown block, a countdown-timer tool such as CountdownMail (countdownmail.com) works; make sure the timer counts to each subscriber's own deadline. Only use real customer reviews, quoted with permission.

Email 1: your welcome gift

Right away

SUBJECT LINE A

Your welcome gift is here: 10% off

SUBJECT LINE B

Welcome to [Brand] (and a little gift)

PREVIEW TEXT

Use code [CODE] on your first order.

EMAIL COPY

Hi [First name] ,

Welcome to [Brand] . We're so glad you're here.

[Image: Lifestyle photo · your products in a calm, real-life moment]

As promised, here's your welcome gift: **10% off your first order**. Just enter **[CODE]** at checkout.

[Button: Claim my welcome gift]

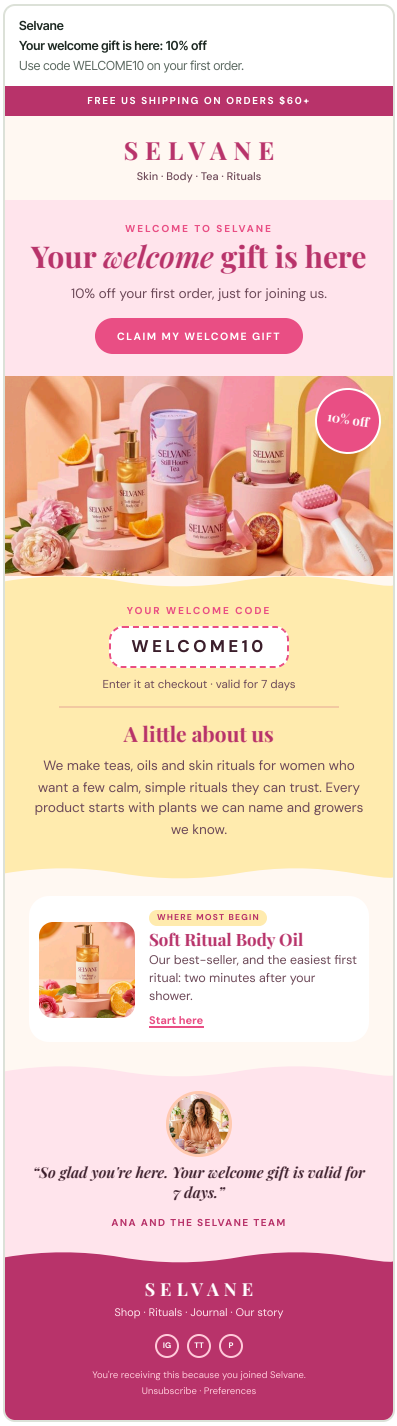
A little about us: we make [product category] for [who you make it for] who want [what they want, e.g. a few products they can trust] . Every product starts with [your ingredient promise] .

Not sure where to start? Most of our community begins with [Best-seller] .

[Founder name] and the [Brand] team

P.S. Your welcome gift is valid for 7 days.

SAMPLE PREVIEW SELVANE (EXAMPLE BRAND)



Email 2: why we exist

Day 2

SUBJECT LINE A

Why I started [Brand]

SUBJECT LINE B

If you've ever felt [pain point], this is for you

PREVIEW TEXT

The story behind everything we make.

EMAIL COPY

Hi [First name],

Can I tell you how [Brand] started?

A few years ago, I was [the pain point in your customer's words, e.g. running on too little sleep, with skin that felt as tired as I did]. I tried [what didn't work, e.g. 10-step routines and products with labels I couldn't read]. None of it fit my real life.

What I wanted was simple: [the promise, e.g. a few rituals I could trust, that took minutes, not hours].

So I started making them [one line on how, e.g. with a small team of formulators and growers we know by name].

Today, everything we make follows three rules:

1. [Rule 1, e.g. Ingredients you can read]
2. [Rule 2, e.g. Rituals that take 5 minutes, not 50]
3. [Rule 3, e.g. Made for the way you actually live]

If you've ever felt [pain point], you're in the right place.

[Button: Discover the collection]

With care,
[Founder name]

P.S. Your welcome gift (10% off) is still waiting. Code: [CODE].

SAMPLE PREVIEW SELVANE (EXAMPLE BRAND)



Email 3: favorites + countdown

Day 4

SUBJECT LINE A

Your welcome gift ends in 3 days

SUBJECT LINE B

The 3 favorites our customers reorder most

PREVIEW TEXT

Plus what they say about them.

EMAIL COPY

Hi [First name] ,

A quick reminder: your welcome gift of 10% off ends in 3 days.

[Countdown timer: Counts down live to 7 days after they signed up]

Before it's gone, here are the three products our customers come back for again and again.

[Product 1] : [one-line description, no medical claims]

★★★★★ " [Short real review] " — [Name] , verified buyer

[Product 2] : [one-line description]

★★★★★ " [Short real review] " — [Name] , verified buyer

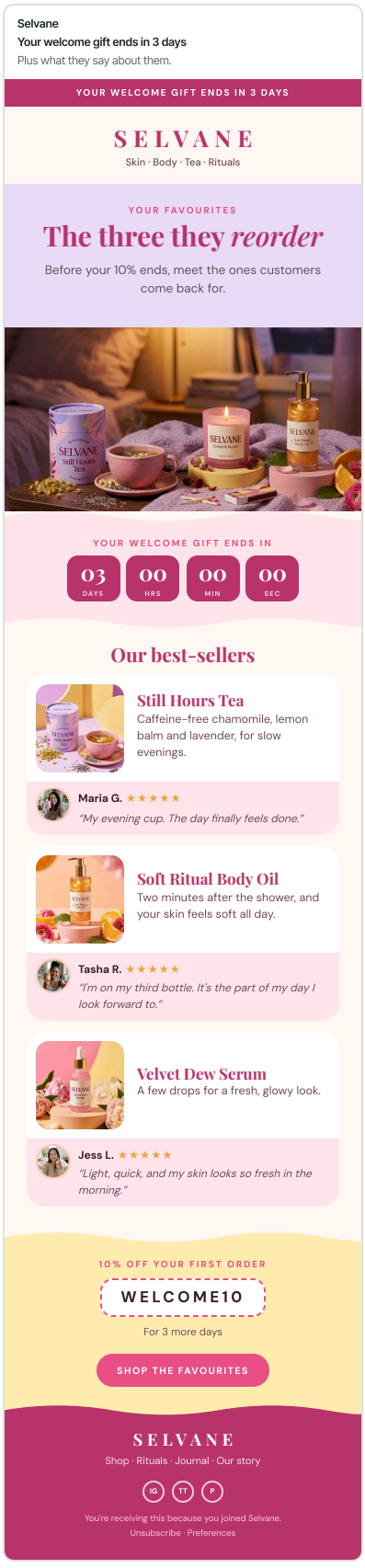
[Product 3] : [one-line description]

★★★★★ " [Short real review] " — [Name] , verified buyer

[Button: Shop the favorites]

Your code **[CODE]** gives you 10% off your first order, for 3 more days.

SAMPLE PREVIEW SELVANE (EXAMPLE BRAND)



03

Abandoned Checkout + Abandoned Cart

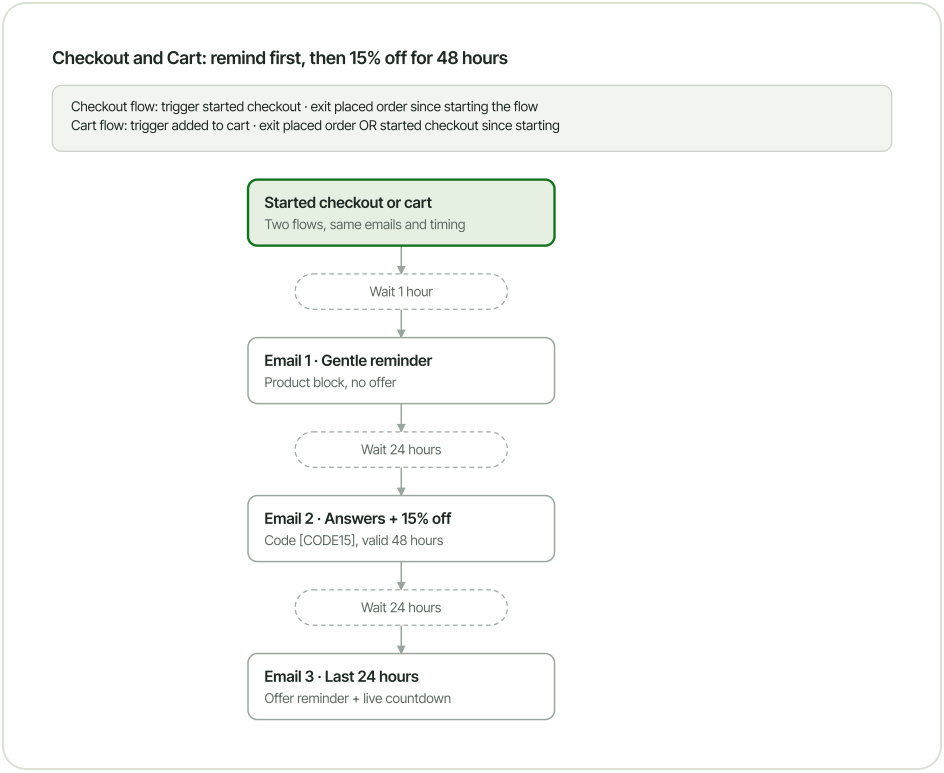
3 emails each

These shoppers are your warmest, so the flow reminds first, then pushes with 15% off for 48 hours. Cart uses the same 3 emails; only the trigger, exclusion and links change.

SETTINGS

Setting	Abandoned Checkout	Abandoned Cart
Trigger	Started checkout	Added to cart
Exit	Placed order since starting the flow	Placed order OR started checkout since starting the flow
Product block	Items from the checkout	Items from the cart event
Button link	The saved checkout link	Your cart page
Timing	E1 after 1 hour · E2 after 24 hours · E3 24 hours after E2 (the last 24 hours of the offer)	Same
Offer	15% off, valid 48 hours, from E2	Same

FLOW MAP



Build this path once for Checkout, then clone it for Cart and change only the trigger and exit filter.

KLAVIYO TIP

Use unique, single-use coupon codes that expire 48 hours after Email 2 is sent, so the offer can't be shared. Set the countdown in Email 3 to each shopper's own deadline (48 hours after their Email 2), not one fixed date; if your platform has no built-in countdown block, use a countdown-timer tool such as CountdownMail (countdownmail.com), set to each shopper's own deadline. Show the whole cart, not just one product: use a dynamic cart or table block that lists every item with its image, name, variant, quantity and price, plus the subtotal and total (check your platform's help docs for the block that pulls checkout or cart items). Build Checkout first, then clone it for Cart and swap the trigger, the exit filter, the cart block and the button link. The “Added to Cart” trigger needs on-site tracking set up for your store; check Klaviyo's current help docs for your platform.

Email 1: gentle reminder

1 hour

SUBJECT LINE A

Did something come up?

SUBJECT LINE B

Your [Product] is still waiting

PREVIEW TEXT

We saved everything for you.

EMAIL COPY

Hi [First name] ,

Looks like you were almost done. No rush, we saved everything right where you left it.

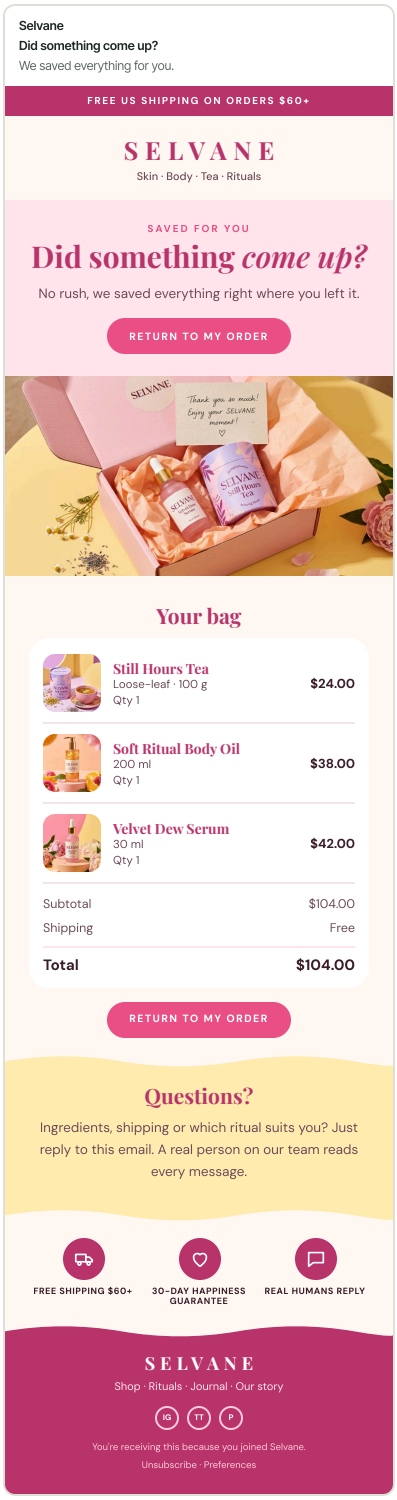
[Cart block: each item's image, name, variant, quantity and price, plus subtotal, shipping and total]

[Button: Return to my order]

Questions about [ingredients, shipping, or which product suits you] ? Just reply to this email. A real person on our team reads every message.

[Free shipping over $X] · [Your returns or satisfaction policy]

SAMPLE PREVIEW SELVANE (EXAMPLE BRAND)



Email 2: answers + 15% off

24 hours

SUBJECT LINE A

Still deciding? Here's 15% off for 48 hours

SUBJECT LINE B

15% off your order, just for you

PREVIEW TEXT

A little nudge, if you're still thinking it over.

EMAIL COPY

Hi [First name] ,

Still deciding? That's fair. Here are the questions we hear most:

How do I know it's right for me? [One line on who your products are made for, plus a link to your guide or quiz.]

How fast is shipping? [Shipping times and your free shipping threshold.]

What if it's not for me? [Your returns or satisfaction policy.]

Can I ask you something first? Of course. Just reply to this email and our team will help.

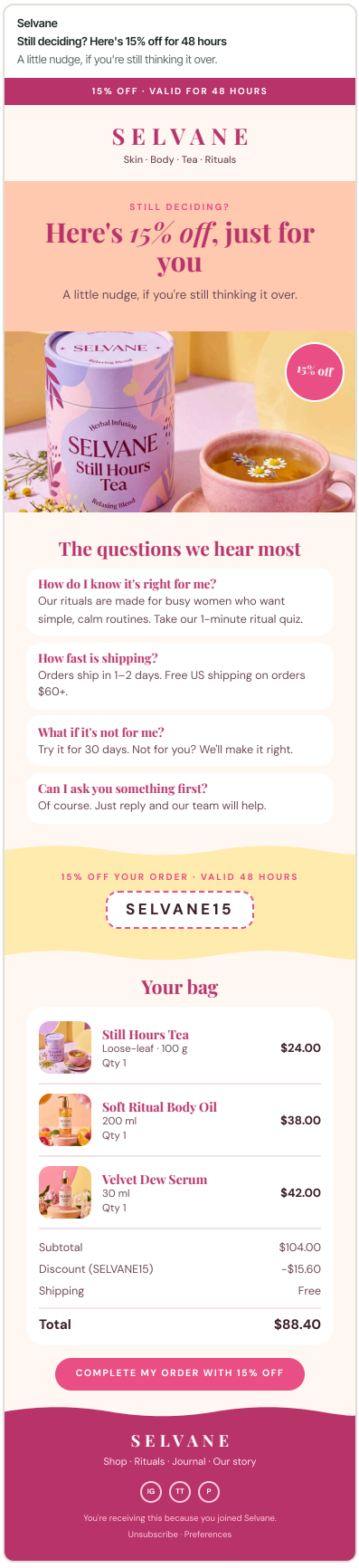
And to make it easier, here's **15% off your order, valid for the next 48 hours**.

Code: **[CODE15]**

[Cart block: items, variant, quantity and price, plus subtotal, 15% discount and total]

[Button: Complete my order with 15% off]

SAMPLE PREVIEW SELVANE (EXAMPLE BRAND)



Email 3: last 24 hours

24 hours after E2

SUBJECT LINE A

Last 24 hours: your 15% off

SUBJECT LINE B

Your 15% off ends in 24 hours

PREVIEW TEXT

Your code is still waiting, but not for long.

EMAIL COPY

Hi [First name] ,

A quick heads-up: your 15% off ends in 24 hours. After that, your order goes back to full price.

[Countdown timer: Counts down live to the end of the 48-hour offer]

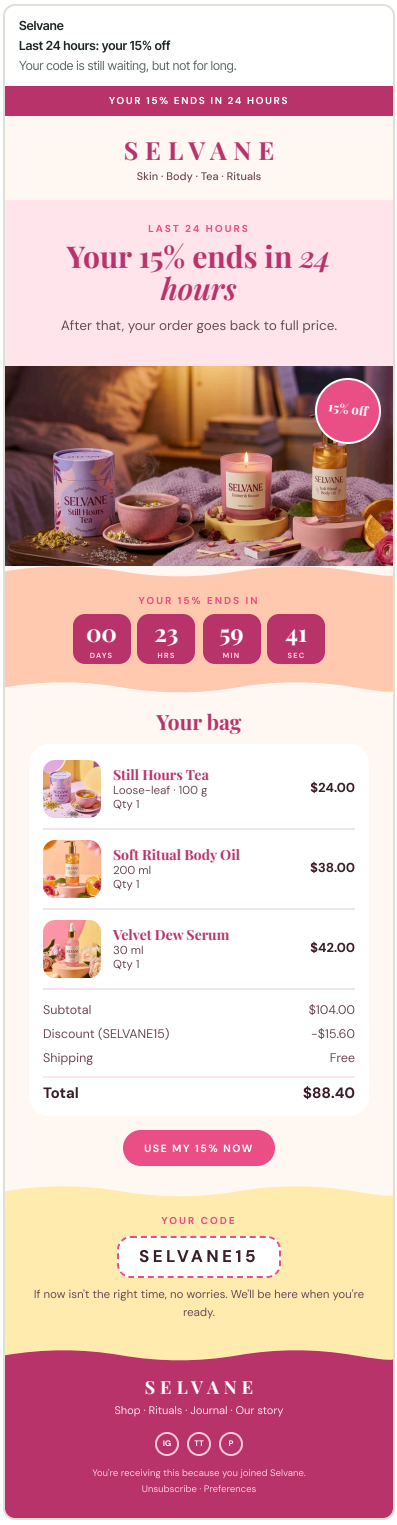
[Cart block: items, variant, quantity and price, plus subtotal, 15% discount and total]

[Button: Use my 15% now]

Code: **[CODE15]**

If now isn't the right time, no worries. We'll be here when you're ready.

SAMPLE PREVIEW SELVANE (EXAMPLE BRAND)



04

Browse Abandonment

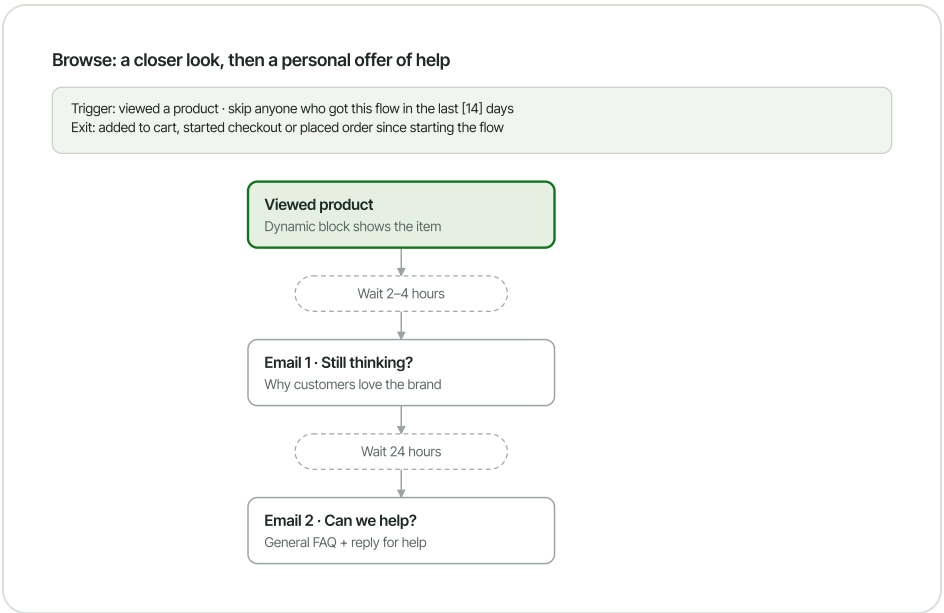
2 emails

Browse helps a curious shopper decide: the product they viewed (filled in automatically) and why customers love your brand, then a friendly FAQ with the product shown again. No discount, and nothing to personalize per product: only the product block changes automatically.

SETTINGS

Trigger	Viewed a product
Exit	Added to cart, started checkout or placed order since starting the flow
Also exclude	Anyone who got this flow in the last [14] days
Timing	E1 after 2–4 hours · E2 24 hours later

FLOW MAP



KLAVIYO TIP

Use the “Viewed Product” metric as the trigger. In Email 1 the viewed product is the hero (image, name, price and button, all filled in automatically); in Email 2 it appears as a product block under a lifestyle photo. Everything else in both emails stays the same for every product. Turn on Smart Sending for both emails.

Email 1: still thinking about it? 2–4 hours

SUBJECT LINE A

Still thinking about it?

SUBJECT LINE B

Something caught your eye

PREVIEW TEXT

Here's why our customers love [Brand].

EMAIL COPY

Hi [First name],

Something caught your eye. Here it is again, in case you'd like another look.

[Product block: the viewed product, filled in automatically]

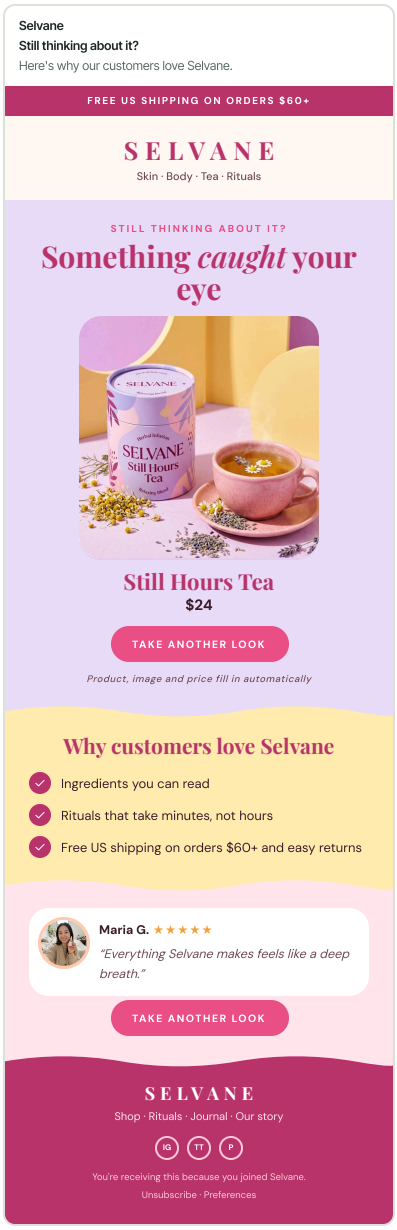
Why customers love [Brand]

- [Reason 1: your ingredient promise, e.g. ingredients you can read]
- [Reason 2: the experience, e.g. rituals that take minutes, not hours]
- [Reason 3: your promise, e.g. free shipping over $X and easy returns]

★★★★★ "[Short real review about your brand]" — [Name], verified buyer

[Button: Take another look]

SAMPLE PREVIEW SELVANE (EXAMPLE BRAND)



Email 2: can we help? 24 hours later

SUBJECT LINE A

Can we help you choose?

SUBJECT LINE B

Your questions, answered

PREVIEW TEXT

Real answers from our team.

EMAIL COPY

Hi [First name] ,

Choosing something new for your routine can take a minute. We're happy to help.

[Product block: the viewed product, filled in automatically]

How do I find the right one for me? [Point to your guide, quiz or best-sellers.]

Can I use more than one product together? [Answer. For supplements, add: if you're pregnant, nursing or taking medication, check with your healthcare provider first.]

How fast is shipping? [Shipping times and your free shipping threshold.]

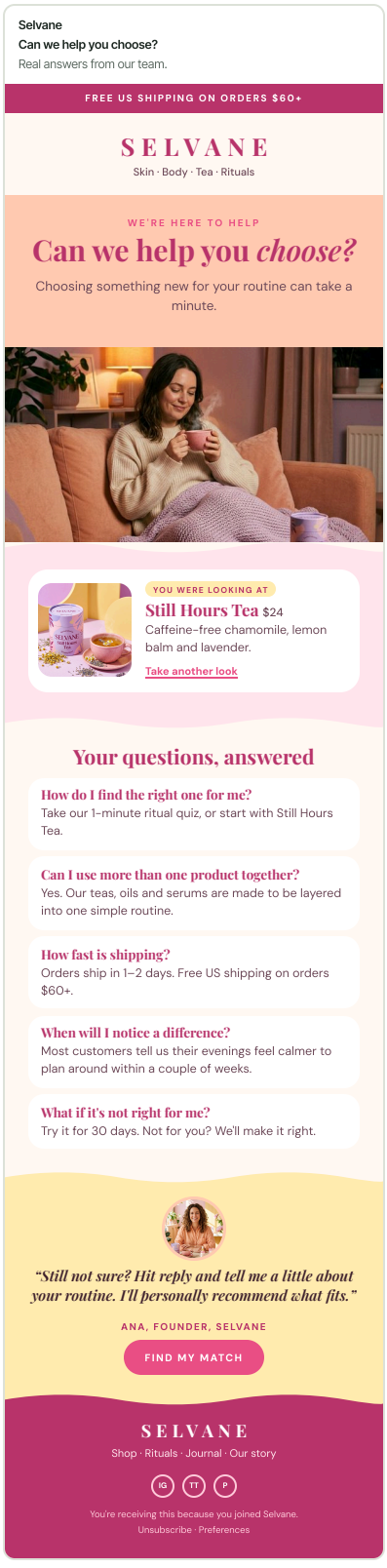
When will I notice a difference? [What customers tell you they enjoy, and when. No medical claims.]

What if it's not right for me? [Your returns or satisfaction policy.]

Still not sure? Hit reply and tell us a little about your routine. [Name] from our team will personally recommend what fits.

[Button: Find my match]

SAMPLE PREVIEW SELVANE (EXAMPLE BRAND)



05

Site Abandonment

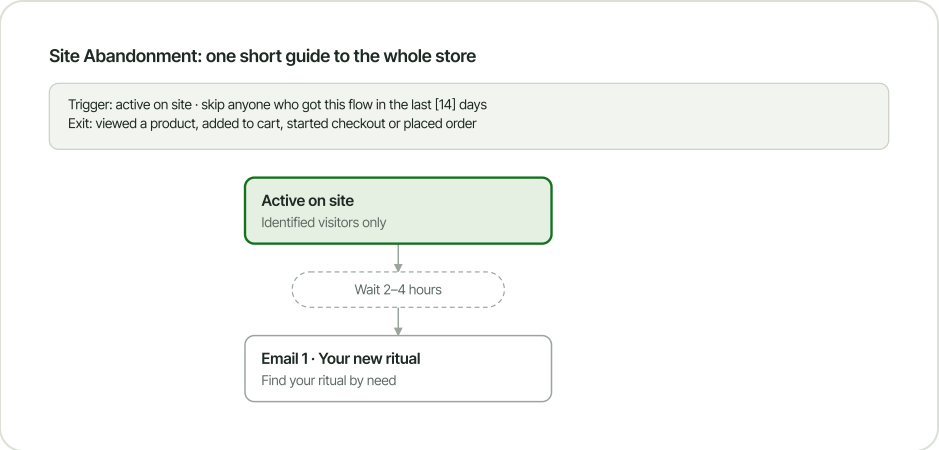
1 email

Site abandonment reaches visitors who left without viewing a product, and helps them find their new ritual in a couple of minutes. No discount.

SETTINGS

Trigger	Active on site
Exit	Viewed a product, added to cart, started checkout or placed order since starting the flow
Also exclude	Anyone who got this flow in the last [14] days
Timing	E1 after 2–4 hours

FLOW MAP



KLAVIYO TIP "Active on Site" only fires for visitors Klaviyo can identify (for example, people who clicked one of your emails before). Expect smaller numbers than your other flows.

Email 1: let's find your new ritual

2–4 hours

SUBJECT LINE A

Let's find your new ritual

SUBJECT LINE B

Your new [ritual / routine] starts here

PREVIEW TEXT

A 2-minute guide to finding the one for you.

EMAIL COPY

Hi [First name],

Thanks for stopping by [Brand]. Finding a new ritual should feel easy, not overwhelming, so here's where to start, depending on what you're looking for:

If you want [need 1, e.g. calmer evenings] → [Collection 1, e.g. Tea]. Start with [Best-seller].

If you want [need 2, e.g. a simple skin routine] → [Collection 2, e.g. Skin]. Start with [Best-seller].

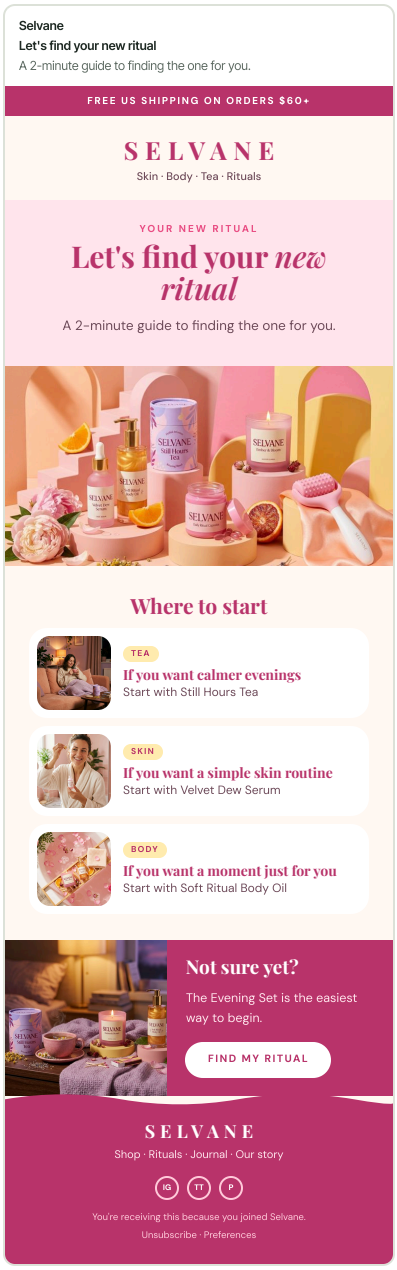
If you want [need 3, e.g. a moment just for you] → [Collection 3, e.g. Body]. Start with [Best-seller].

Not sure yet? [Your starter set / quiz] is the easiest way to begin.

Your new ritual is a few clicks away.

[Button: Find my ritual]

SAMPLE PREVIEW SELVANE (EXAMPLE BRAND)



06

Post-Purchase Follow-Up

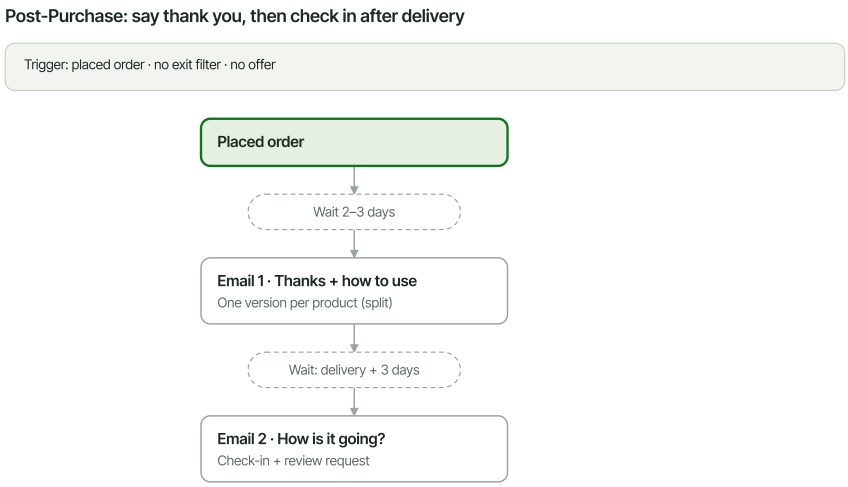
2 emails

Post-purchase makes the first order feel good: a thank-you with how to use the product, then a check-in that asks for a review.

SETTINGS

Trigger	Placed order
Exit	None
Timing	E1 day 2–3 · E2 after (average fulfillment time + shipping time + 3 days to try the product)
Offer	None

FLOW MAP



Make the how-to match what they bought

The how to use, what to expect and tip blocks in Email 1 should match the product in the order.

- **With dynamic content:** show a different version of those three blocks for each product, using the product name from the order.
- **No-code way:** write one version of Email 1 per product (or per product category), then split the flow by product right after the trigger, so each buyer gets the matching email.

Timing for Email 2

Set the wait after Email 1 to your average fulfillment time + average shipping time + 3 extra days, so customers have time to use the product and form an opinion. Example: 2 days to fulfill + 5 days shipping + 3 days = send Email 2 about 10 days after the order. If your platform tracks deliveries, build Email 2 as its own flow triggered by “Shipment delivered”, waiting 3 days.

KLAVIYO TIP

Split by product with a conditional split on the order's item names (or categories). Delivery-based triggers depend on your store and shipping integrations; check Klaviyo's current help docs for which fulfillment events your setup sends. If you offer anything in return for reviews, say so clearly in the email.

Email 1: thank you + how to use

Day 2–3

SUBJECT LINE A

Thank you, [First name] . Here's how to start

SUBJECT LINE B

Your new ritual starts here

PREVIEW TEXT

How to use it, and what to expect.

EMAIL COPY

Hi [First name] ,

Thank you for your order. It means so much to a small team like ours.

While your package is on its way, here's how to get the most from it.

How to use [Product]

1. [Step 1]
2. [Step 2]
3. [Step 3]

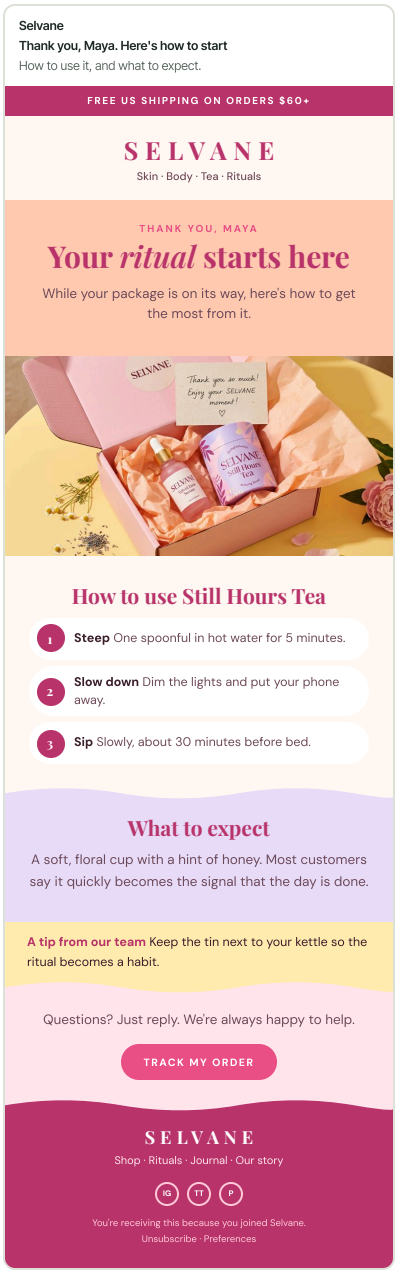
What to expect: [Describe the experience: texture, taste, scent, how it fits a routine, and what customers tell you they enjoy in the first weeks. No medical promises.]

A tip from our team: [one practical tip, e.g. keep it next to your kettle so the ritual becomes a habit] .

Questions? Just reply. We're always happy to help.

[Button: Track my order]

SAMPLE PREVIEW SELVANE (EXAMPLE BRAND)



Email 2: how's it going?

After delivery + 3 days

SUBJECT LINE A

How's your [Product] ritual going?

SUBJECT LINE B

Quick question, [First name]

PREVIEW TEXT

We'd love to hear from you (it takes a minute).

EMAIL COPY

Hi [First name],

You've had [Product] for a few days now. How's it going?

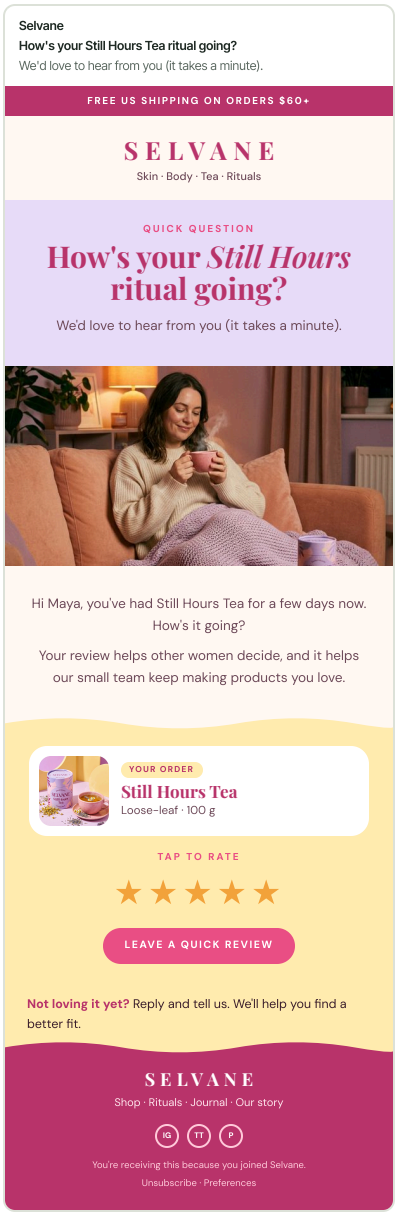
Your review helps other [customers] decide, and it helps our small team keep making products you love.

[Product block: the item they bought, so they know what to review]

[Button: Leave a quick review]

Not loving it yet? Reply and tell us. We'll help you [adjust your routine / find a better fit].

SAMPLE PREVIEW SELVANE (EXAMPLE BRAND)



07

Replenishment Reminder

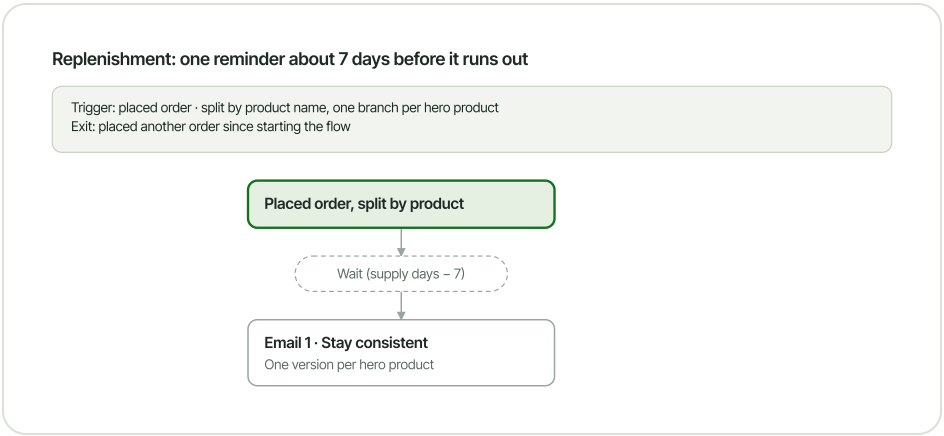
1 email per hero product

Replenishment reminds customers that consistency is what keeps a ritual working for them, about 7 days before their product runs out. One flow, split by product, with one personalized email per hero product. No discount.

SETTINGS

Trigger	Placed order
Split	By product name: one branch per hero product
Exit	Placed another order since starting the flow
Timing	Per branch: (days one unit lasts) minus 7. Example: a 30-day supply → send on day 23
Offer	None. Mention subscribe-and-save if your store has it

FLOW MAP



KLAVIYO TIP

Make the product they bought the hero of this email (image, name, price and button, filled in automatically), like Browse Email 1. Build one flow triggered by “Placed Order”, then add a conditional split on the item name, one branch per hero product. Each branch gets its own wait (supply days minus 7) and its own personalized version of this email. Start with your top 1–3 products that people use up.

Email 1: keep your ritual going

Supply days – 7

SUBJECT LINE A

Running low on [Product] ?

SUBJECT LINE B

Don't break the streak, [First name]

PREVIEW TEXT

Consistency is what makes a ritual last.

EMAIL COPY

[Hero: the product they bought (image, name, price), filled in automatically]

Hi [First name] ,

If you've been using [Product] [every day] , you're probably down to your last [week / few scoops / few drops] .

Here's the thing about rituals: the magic is in the repeat. The days you keep showing up for yourself are what turn [Product] from something nice into part of who you are. [What customers tell you they enjoy most after a few months of steady use. No medical claims.]

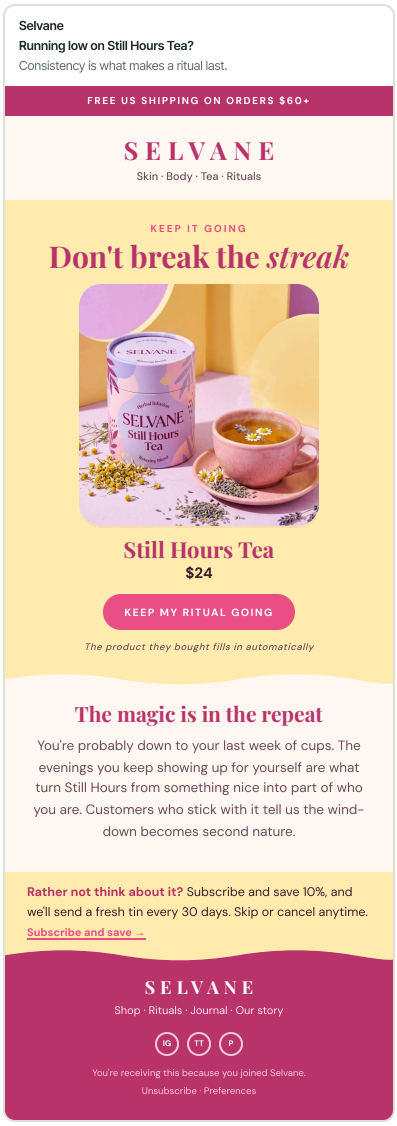
Restock now so your routine doesn't skip a beat.

[Button: Keep my ritual going]

[Optional: Rather not think about it? Subscribe and save [X]%, and we'll send a fresh [Product] every [30] days. Skip or cancel anytime.]

[Text link: Subscribe and save →]

SAMPLE PREVIEW SELVANE (EXAMPLE BRAND)



08

Winback

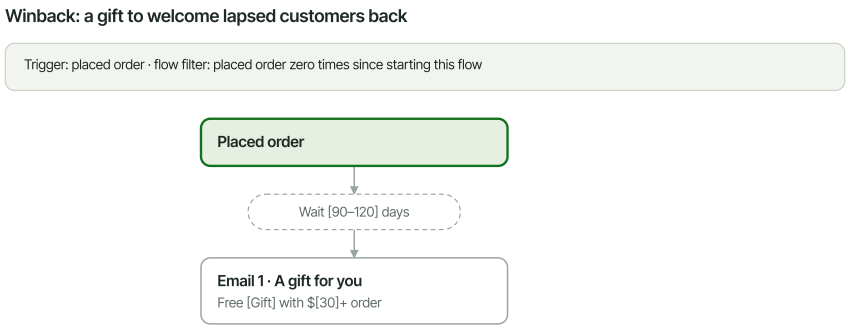
1 email

Winback invites a lapsed customer back with something new and a free gift with their next order.

SETTINGS

Trigger	Placed order, then wait [90–120] days (about 2–3× your usual reorder time)
Exit	Placed another order since starting the flow
Offer	Free [Gift] with an order of $[30]+, valid [7] days

FLOW MAP



How to set up the free gift

Create a discount code that makes [Gift] free only when it's in the cart and the order reaches your minimum (e.g. $30). On Shopify this is usually a “Buy X get Y” or free-product discount with a minimum purchase; check your store platform's current discount options.

KLAVIYO TIP

Trigger on “Placed Order”, add a time delay of [90–120] days, and add the flow filter “Placed Order zero times since starting this flow”. People who reorder during the wait drop out automatically.

Email 1: a gift with your next order

[90–120] days after the last order

SUBJECT LINE A

We miss you, [First name]

SUBJECT LINE B

A little gift to welcome you back

PREVIEW TEXT

Something small, just for you.

EMAIL COPY

Hi [First name],

It's been a little while since your last order, so we wanted to check in.

A few things have happened at [Brand] since then: [new product, new scent, new collection, or a customer favorite that's back].

To welcome you back, we'd love to send you a **free [Gift] with your next order**.

Here's how:

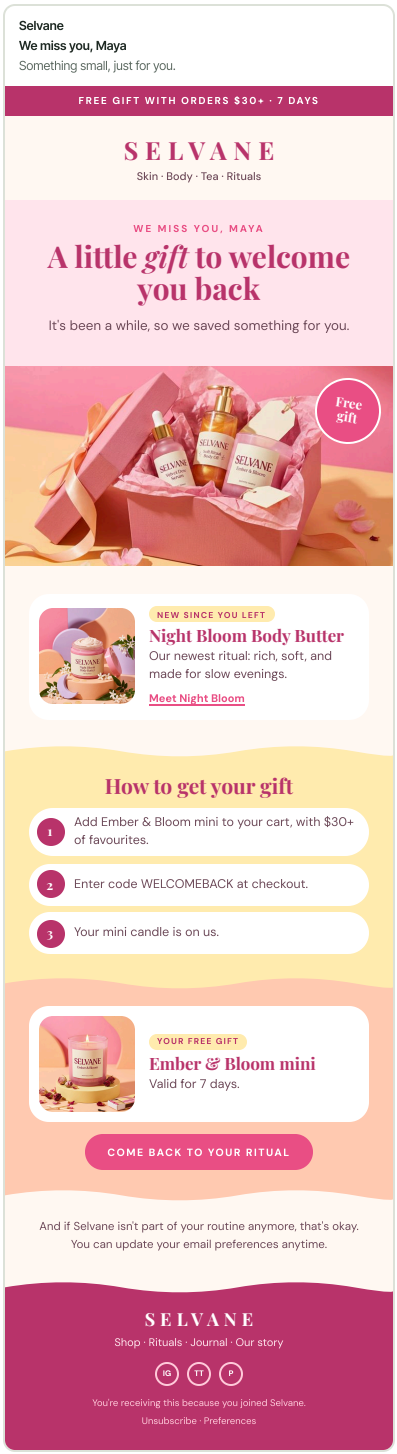
1. Add [Gift] to your cart, along with $ [30] + of your favorites.
2. Enter code **[CODE]** at checkout.
3. Your [Gift] is on us.

Valid for 7 days.

[Button: Come back to your ritual]

And if [Brand] isn't part of your routine anymore, that's okay. You can [update your email preferences] anytime.

SAMPLE PREVIEW SELVANE (EXAMPLE BRAND)



09

Sunset

1 email

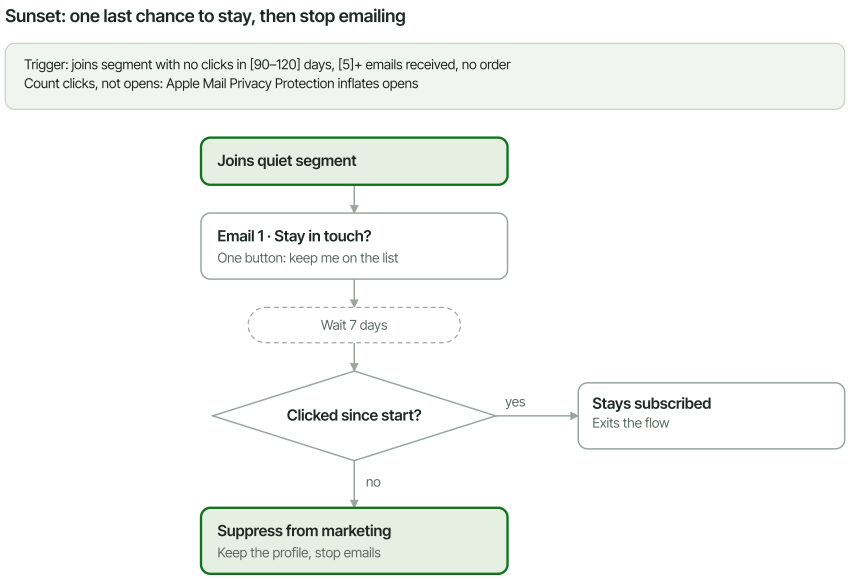
Sunset gives quiet subscribers one last chance to stay, then stops emailing them. That protects your deliverability. No offer.

SETTINGS

Trigger	Joins a segment: no clicks in [90–120] days AND received at least [5] emails AND no order in that time
Exit	Clicked any email since starting the flow
Then	No click within [7] days → suppress from marketing emails (don't delete the profile)

We use clicks, not opens: Apple Mail Privacy Protection can mark emails as "opened" automatically, so opens over-count. Check your platform's current guidance on this.

FLOW MAP



KLAVIYO TIP Build the segment first, use it as the flow trigger, then after a 7-day delay add a conditional split ("Clicked Email zero times since starting this flow") and use an "Update profile" or suppression step on that branch.

Email 1: should we stay in touch?

On joining the segment

SUBJECT LINE A

Should we stop emailing you?

SUBJECT LINE B

Still want to hear from us, [First name] ?

PREVIEW TEXT

One click keeps you on the list.

EMAIL COPY

Hi [First name] ,

It's been a while since we've heard from you, and we only want to send emails you enjoy.

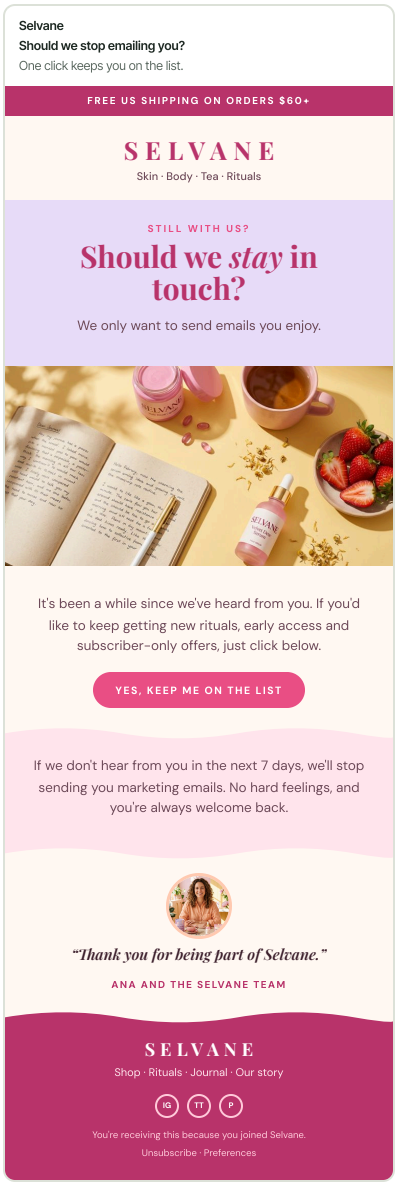
If you'd like to keep getting [new rituals, early access and subscriber-only offers] , just click below.

[Button: Yes, keep me on the list]

If we don't hear from you in the next [7] days, we'll stop sending you marketing emails. No hard feelings, and you're always welcome back.

[Founder name] and the [Brand] team

SAMPLE PREVIEW SELVANE (EXAMPLE BRAND)



After 30 days

Your 30-day workbook: check, clean, then grow

After 30 days of sending, fill in your numbers, clean your list, and only then add or cut emails. Your entries save in this browser; in the PDF, write them in by hand.

1 Check each flow

Write each flow's overall numbers for the last 30 days. Then open the flow and check it email by email: note the weakest email in the last column.

Date checked:

Popup	Submit rate	Revenue ($)	Placed order rate	Notes
Signup popup				

Flow	Revenue ($)	Placed order rate	Open rate	Click rate	Unsub. rate	Spam rate	Email to fix
Welcome							
Abandoned Checkout							
Abandoned Cart							
Browse Abandonment							
Site Abandonment							
Post-Purchase							
Replenishment							
Winback							
Sunset							

Treat open rates as a rough signal only: Apple Mail Privacy Protection can count emails as opened automatically.

2 Fix the weakest email first

Match what you see to what to try. Change one thing at a time, then check again in 2–4 weeks.

Low open rate

Test the subject line, the preview text and the send timing.

Low click rate

Work on the first screen: headline, hero image, button text and where the button sits.

Low placed order rate

Mix up the products you feature. In dynamic emails, rethink the structure: move the product block higher and make the copy more helpful, answering the questions that hold people back.

High unsubscribe rate

Look at the timing, the number of emails in the flow, or the offer.

Spam complaints

Usually too many emails, or people who didn't clearly sign up. Check your forms and consent wording.

3 Clean your list

Suppress these profiles from marketing emails (don't delete them). Fewer, more engaged subscribers protect your deliverability.

- [ ] **Spam traps and fake sign-ups**
  Never active on your site AND never viewed a product AND never placed an order AND never opened an email (all time), and can receive email marketing.
- [ ] **Unengaged all-time**
  Joined more than 365 days ago AND has never opened AND never clicked an email, and can receive email marketing.
- [ ] **Unengaged past year**
  Joined more than 365 days ago AND received at least 5 emails AND no opens and no clicks in the last 365 days, and can receive email marketing.

New store? Start with the first segment. The other two matter once your list is more than a year old; going forward, your Sunset flow keeps the list clean for you.

4 Then grow

Once the basics are working, pick one at a time.

- [ ] **Add a 4th email to your best-performing flow**
  More of what's already working.
- [ ] **Split Post-Purchase into first-time and repeat buyers**
  Welcome new customers; thank and reward loyal ones.
- [ ] **Split Abandoned Checkout and Cart into first-time and repeat buyers**
  New shoppers need reassurance; returning customers need a reminder.
- [ ] **Add a birthday flow**
  Ask for birthdays in your popup or account page, then send a little treat.
- [ ] **Add a VIP flow**
  For customers with 3+ orders or a high total spend: early access, thank-you gifts, first looks.
- [ ] **Add an immediate upsell flow for first-time buyers**
  When a first order is one item or below your average order value (e.g. under $50), send a quick "want to add something?" with a pairing. If orders can't be edited after checkout, suggest it for next time.

Work with us

Whenever you're ready for more support

$31.9M
email & SMS revenue driven for our clients since 2020 (Klaviyo-attributed, approx.)

46
brands and counting

30–50%
of our clients' attributed revenue comes from email

44.5x
average return on email (up to 62.5x)

Once the must-have flows are live, our clients' email share of revenue usually rises about 5 percentage points in the first 30 days, and about 10 by day 90.

FREE · 5-MINUTE VIDEO

Get a free audit of your email account

Not sure what to fix first? We'll record a short personalized video of your account, with your real numbers and the first things we'd fix.

Request my free audit

DONE WITH YOU

Coaching while you run it

You keep the keys; we keep you on track. Weekday Slack support, a monthly snapshot with clear action items, and a monthly call to plan what's next.

Learn more

DONE FOR YOU

We run it for you

A dedicated team (account manager, Klaviyo specialist, copywriter and designer) runs your flows and campaigns, while you approve the creatives and the strategy. Most brands start with our Deep Audit.

Learn more | See the Deep Audit

Ready for campaigns too? The 2027 Email Campaign Calendar plans 156 campaigns for health, wellness and beauty brands.

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