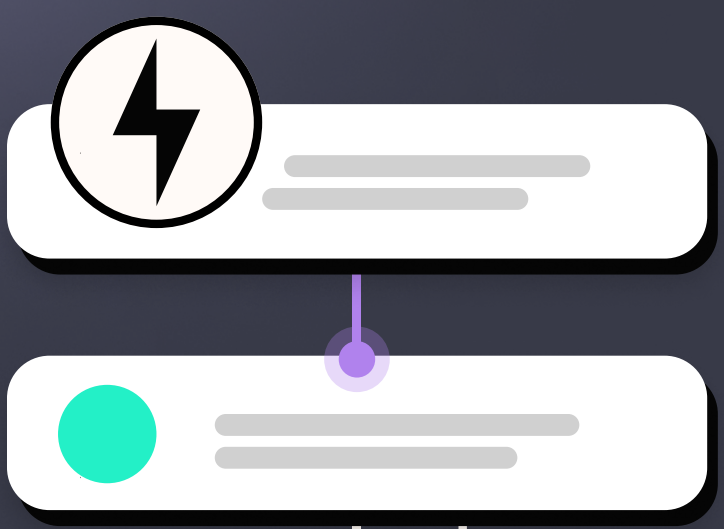
The Ultimate guide to klaviyo Flows



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Contents

Part 1: The ultimate guide to Klaviyo flows

Part 2: Create a pitch perfect welcome flow

Part 3: Strike the right balance with Klaviyo cross-sell flows

Part 4: Create added value with Klaviyo replenishment flows

Part 5: Level up your abandoned cart flows

Part 6: Retain more customers with Klaviyo winback flows

Part 7: Personalization tactics for better Klaviyo flows

Part 8: Personalized Klaviyo landing pages: everything you need to know

About Relo

PART 1

The ultimate guide to Klaviyo flows

Looking to brush up on your Klaviyo flows and improve conversion rates? You've come to the right place. With customer acquisition costs on the rise and tricky iOS updates making life harder, it's becoming more and more important to work with the existing database you've got, rather than chase the new and shiny.

In this guide, we're going to teach you the need-to-know information to engage, delight and convert your current customers with Klaviyo flows. Supported by expert insights from Klaviyo and Hawke Media.

In this section:

- The best Klaviyo email flows to set up as a DTC brand:
- Welcome flows
- Cross-sell flows
- Replenishment flows
- Cart abandonment flows
- Winback flows
- Personalization best practice tactics
- The best time to send a Klaviyo email
- Best practice tips from Klaviyo insider experts
- How to measure the impact of your flows

What are Klaviyo flows?

Klaviyo flows are a sequence of automated messages intended to nurture and engage customers. You may assume that a flow is another word for an email campaign, but there is a big distinction. Email and SMS flows differ from campaigns in the sense that campaigns are usually one-off activities - Boxing Day sales for example - whereas flows serve a longer purpose. Flows are automated, sequenced emails or SMS messages sent to particular lists and segments which are governed by rules and triggers.

Flows are designed to encourage the customer into making repeat purchases. However, not all flows are overtly transactional. For instance, you may want to create a brand awareness flow containing founder interviews and details about your mission and values.

Wondering which Klaviyo flows are the best to prioritize in the short term to maximize effectiveness? Let’s take a look at a list of tried and trusted Klaviyo flows.

The best Klaviyo flows to set up

Welcome flows

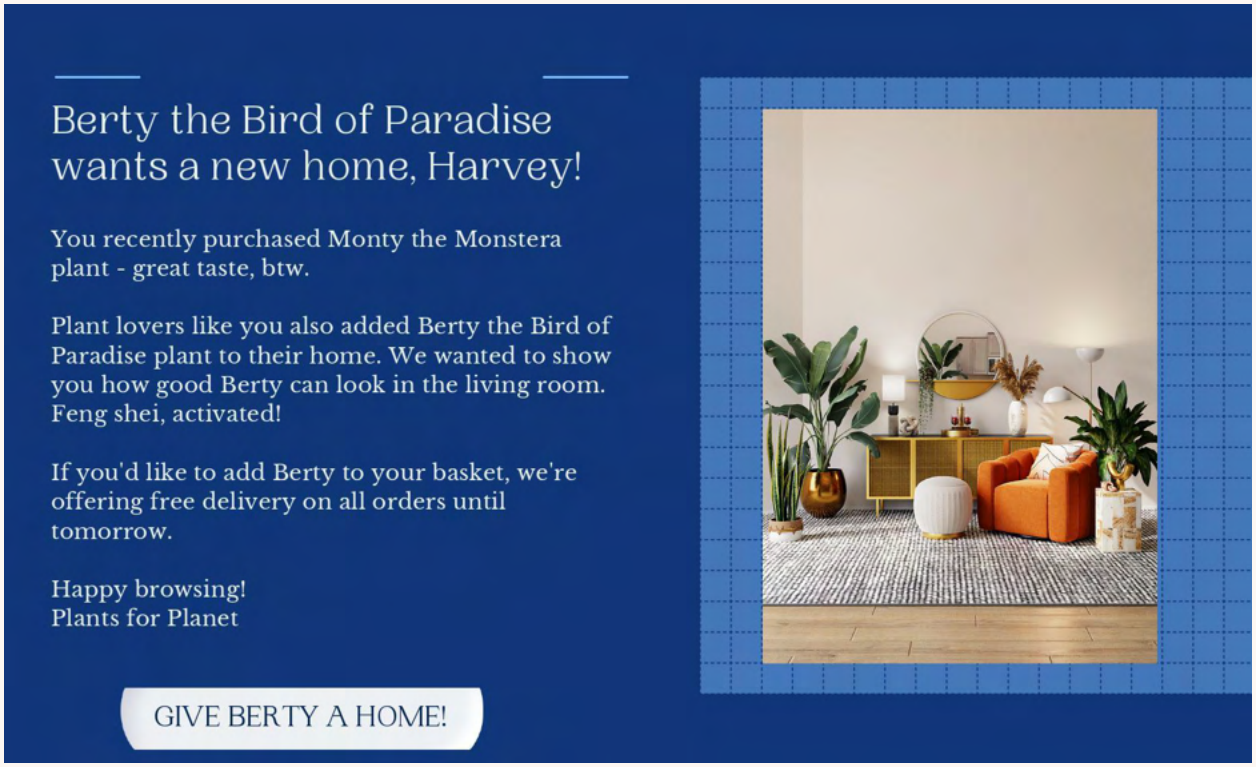


An example of how Welcome Email 1 could look

Once a customer has placed their first order with you, it's really important to keep your brand in their mind's eye. Most Ecommerce businesses hold onto around 30% of their customers. Imagine the potential for growth if you held onto just an extra 5%. A welcome flow is a crucial place to start in building that retention strategy with initial customers so they'll return and buy from you again.

The good news is that the Welcome Flow is relatively simple to implement in terms of set up. They're usually short in length and designed to greet the customer, communicate the brand value and offer a gratuitous discount code. Be wary of being overly 'selly' here though, as customers will see through it.

Cross sell flows



An example of how Cross Sell email 1 could look

Cross-selling (or upselling), involves directing customers towards similar products to what they originally purchased with the aim of increasing lifetime value. On an Ecommerce website, this often takes the form of a 'You may also like' section, but this is usually a one-size-fits-all view and is unpersonalized to the individual.

Creating cross-sell flows allows you to build a better rapport with the customer and gives you the opportunity to ramp up personalization. You may incentivise the customer with free delivery or offers.

Replenishment flows

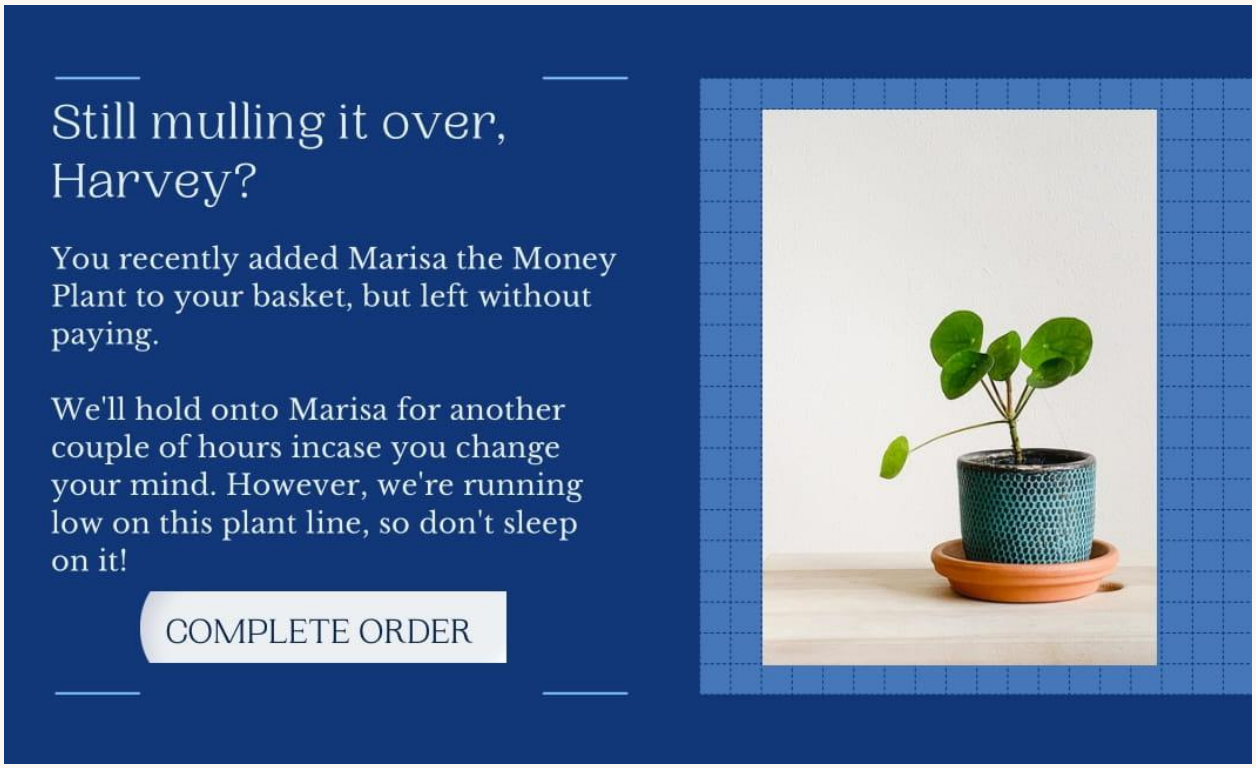


An example of how replenishment flow email 1 could look

Next on the list is the post-purchase and replenishment flow. This is your opportunity to upsell to the customer without overtly doing so. The post-purchase flow may include order confirmation emails, shipping confirmation emails, thank you emails, feedback emails and triggered replenishment emails, such as the example above. One of the main reasons that post-purchase email flows are so crucial is that they often see the highest open rates, as customers are keen to ensure their order is on the way. Jordan Bourchier-Lee, Partnerships Manager at Klavyio says “When executed well Klaviyo’s post-purchase flows see a 17% higher open rate than average email automations.”

You might be wondering how hygiene factor comms such as an order confirmation email can help you grow your dtc business. The trick is to squeeze small nuggets of brand awareness into the content. For instance, you can include your mission statement, compliment the customer or offer them a discount on their next purchase.

Abandoned cart flows



An example of how Abandoned Cart email 1 could look

Did you know that according to Klaviyo data, 25% of users add an item to their Ecommerce cart, and never checkout? Perhaps they forgot, maybe there was a financial hurdle, or they simply changed their mind. Either way, the abandoned

cart flow is your opportunity to remind them what they've left behind, and coax them back. Lowering the amount of abandoned cart users on your site by just 5% could increase your yearly revenue by hundreds of thousands of pounds, so it's an essential Klaviyo flow to prioritize.

A few abandonment flow tactics you can use to entice users back to checkout include:

- Limited stock - get it or regret it!
- USPs - this product is the bee's knees
- Social proof - sharing what others think builds trust
- Offers and discounts - everyone loves a bargain

Winback flows



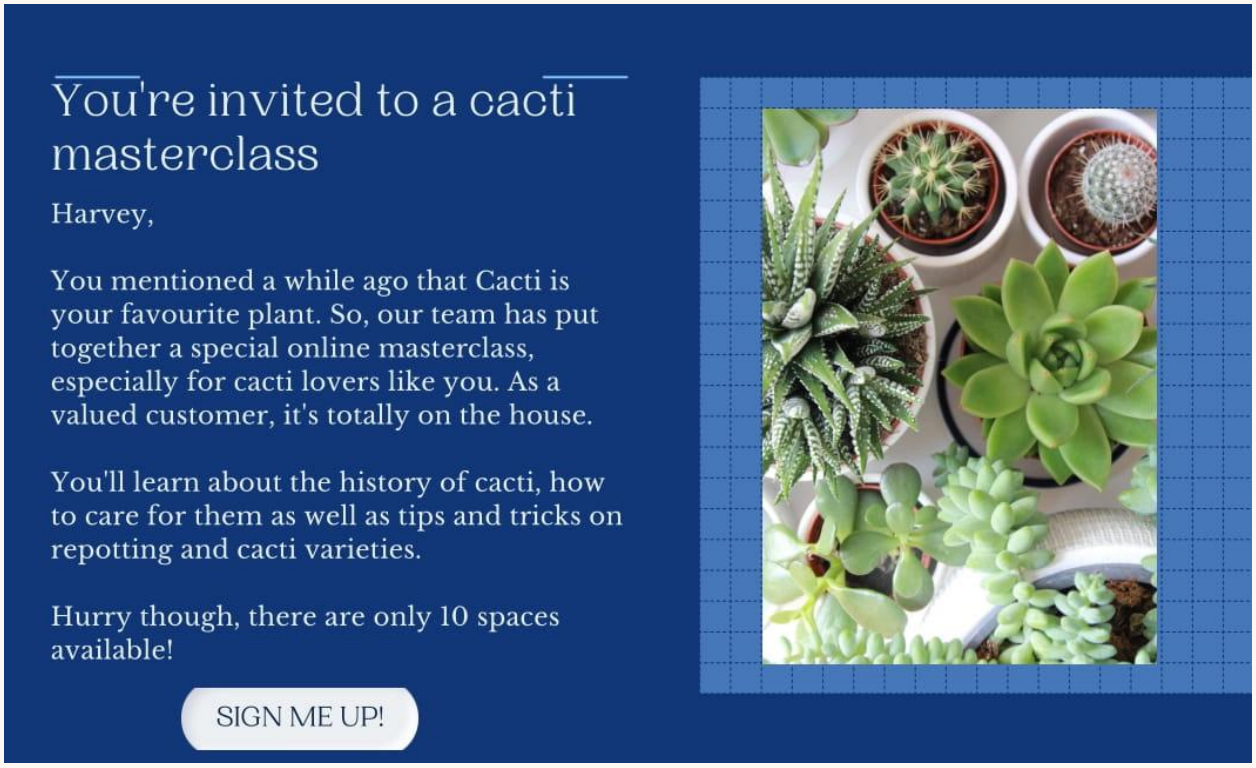
An example of how Winback Flow email 1 could look

The winback flow series is a tactic employed by DTC brands when customers have been inactive around your brand for a while and are at risk of churning. It's up to 7x more expensive to acquire a new customer than it is to hold onto an existing one, so utilizing your current database is key to driving repeatable revenue.

Winback flows are often incentivised with an offer, but you could also remind the customer of your mission and values, educate them on the provenance of products or even ask for feedback to check their absence isn't down to poor customer service. With winback flows, it's absolutely crucial to have catchy and

engaging subject lines, as the customer won't have opened your emails for some time. We explain more on this in our subsequent blog - see below.

Personalizing your Klaviyo flows



An example of email personalization

We've spoken about a variety of the best Klaviyo flows to focus on, but it's important to remember to personalize them. By going the extra mile and tailoring communication so it's aligned to the customers needs and interests, you suddenly have an edge over competitors. For instance in this example from Plants for Planet, the user is invited to a cacti masterclass because they had told the brand this was their favourite plant variety. They are also told they will receive the class

free for being a valued customer, and that there are only a few spaces, so there is an element of exclusivity.

Gathering data for personalization usually happens outside the flow (onboarding quizzes, feedback, purchasing habits etc), but it's important to utilize that data and ensure it's aligned with your communication for best in class results. We dive deeper into this below.

The best time to send a Klaviyo email flow

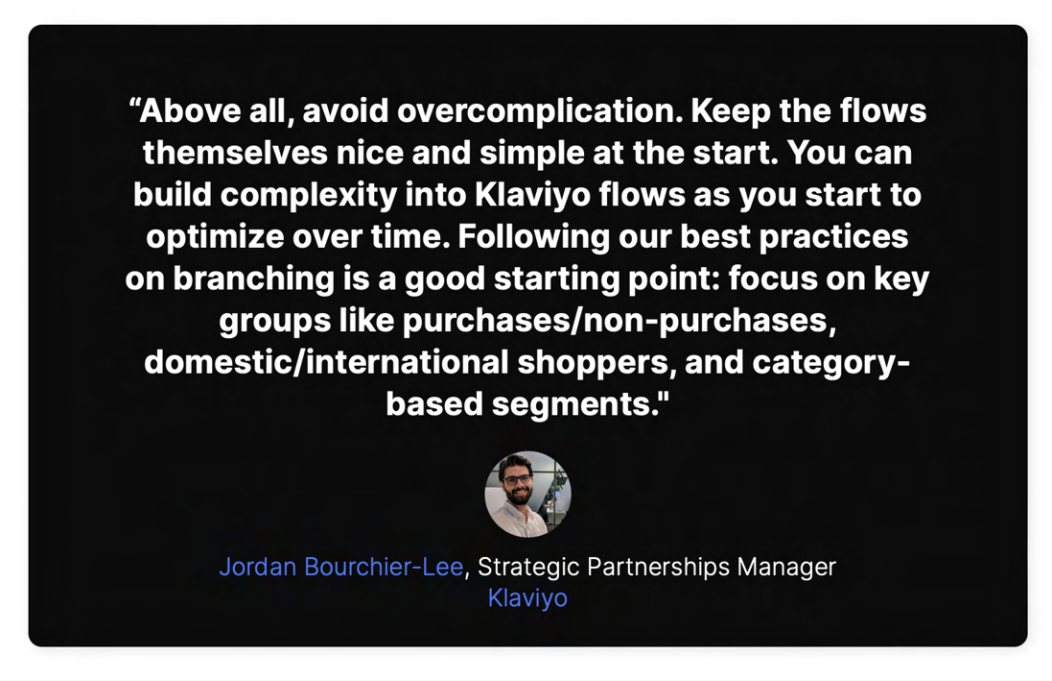
Picture the scene: you pour your heart and soul into a brilliant, creative flow, do tonnes of research around personalization and segment perfectly, but you automate your flow for anti-social times. Suddenly, all your hard work will be undone as the user won't even open the emails, let alone read them or convert.

Flows are triggered when a customer does something (such as browsing the website) or hitting a certain milestone (their 1 year anniversary or X number of days since their last purchase). However, it's important to consider the time delays between each step within the flow. The time between messages depends on the purpose of the flow. Keep in mind the customer experience and try not to overwhelm the customer with too many messages, too quickly. Testing different time delays using splits is a great way to optimize the effectiveness of your flows!

Klaviyo flow best practice with Jordan Bourchier-Lee

We could wax lyrical about Klaviyo flow best practice ourselves, but we thought this would be strongest coming from one of their in-house experts.
Jordan Bourchier Lee, Partnerships Manager recommends the following best practice tips:

1. Build out our best practice flows, outlined here, as a starting point.
2. Create simple branches, such as purchaser/non-purchaser, and use these to personalize the messaging within flows.
3. Leverage pre-built Klaviyo integrations from your wider tech stack and make use of those Metrics (triggers) and customer properties.
4. Optimize flows periodically.
5. Think about multiple channels! Leverage channels like SMS, when customers aren't engaging off the back of email flows.



How to measure the impact of your flows

Klaviyo flows are a work in progress, and it would be a mistake to set them and forget about them because you could be missing an opportunity to drastically improve conversion, open rates, click through rates, perform A/B tests etc. Once your first set of contacts have been targeted with a flow, it's time to look at the email campaign flow analytics.

We have **Ashley Scorpio** from Hawke Media with more...

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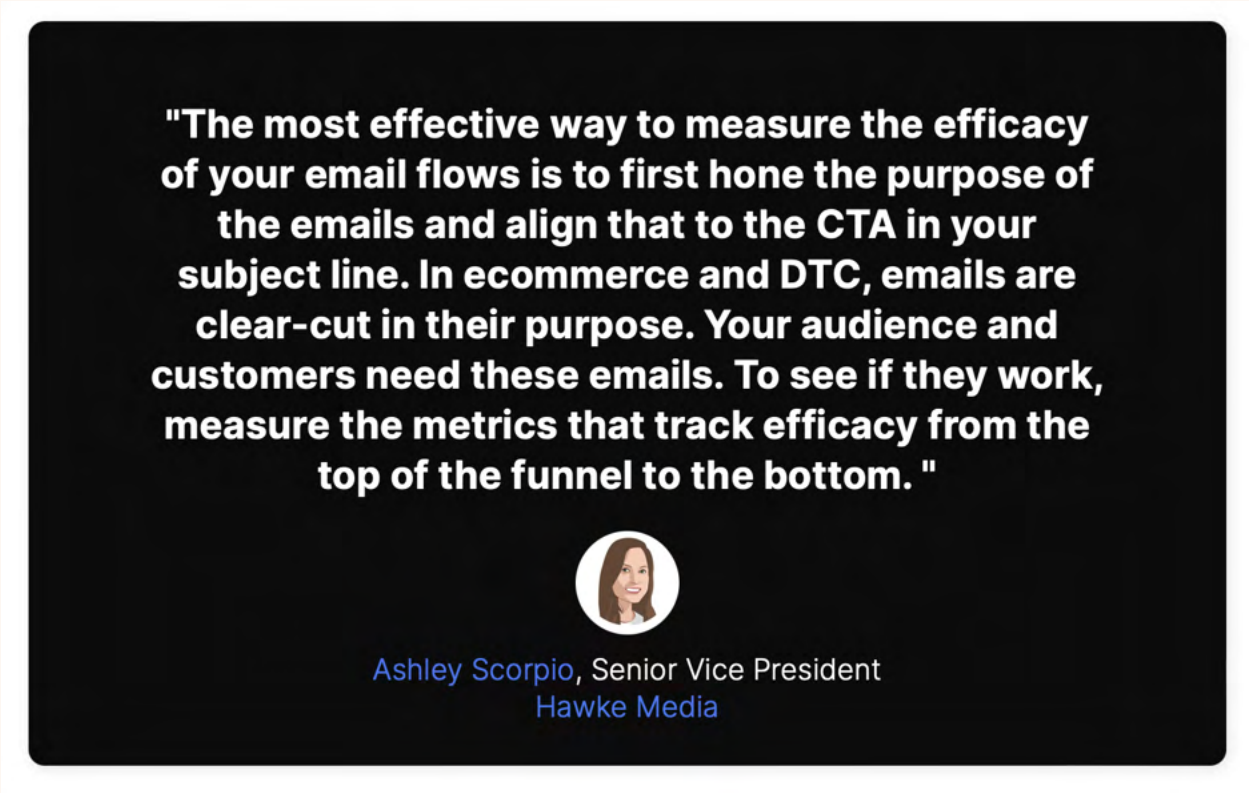
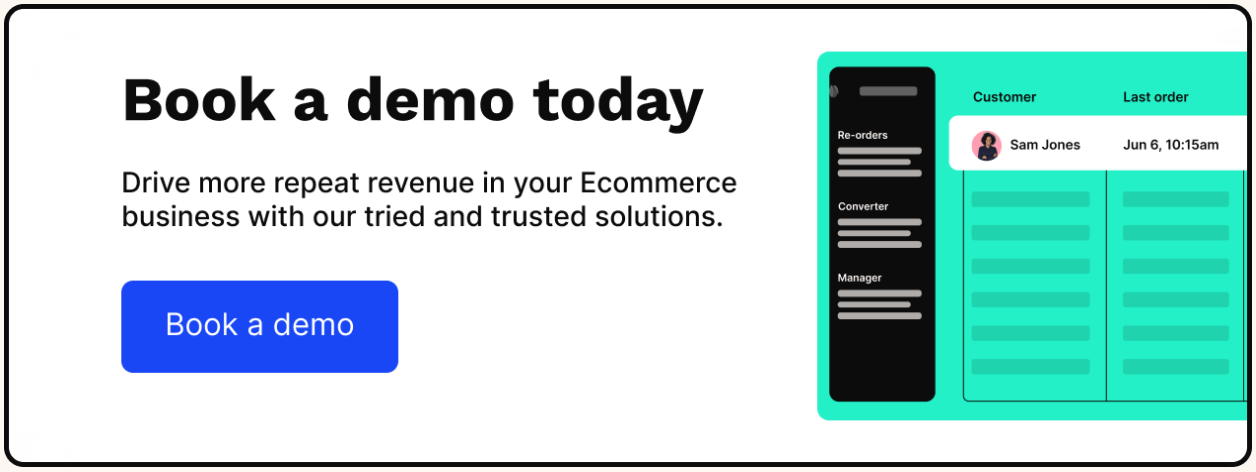


These include:

- Email delivery rate
- Bounce rate
- Open rates
- Clickthrough rates
- Conversion rates
- Customer lifetime value
- Average order value
- Cart abandonment rate

Make sure to use proper link tracking embedded into every link and CTA so you have full visibility into the entirety of your lead flow, from the email landing in the subscriber's inbox, all the way to the order confirmation email and beyond.



PART 2

Create a pitch perfect welcome flow

The welcome email flow is a crucial asset of your DTC growth. With the average Ecommerce repeat purchase rate hovering at around 30%, just 3 out of 10 customers will buy from you again after their initial order. Imagine the growth potential over a year if you were able to increase this repeat rate by just 5%.



An example of a welcome flow email

In this piece, we're going to show you how to create pitch perfect Klaviyo welcome flows that are super effective in retaining customers, improving brand awareness and simple to implement with tried and tested advice from PAASE Agency, Klaviyo and DTC brand, Mamamade.

In this section:

- The benefits of introducing Welcome Flows
- Content to include in a welcome flow
- How to implement welcome flows
- Welcome flow examples

Benefits of introducing welcome flows

According to Campaign Monitor, welcome emails have a 91% open rate and a 29% click-through rate. It's also thought that new customers are most engaged within the first 48 hours of subscribing or placing an order. Striking while the iron is hot and using this period to communicate your brand story, USP and values can keep users engaged for the long-haul.

Welcome emails are not intended to be overtly 'selly' but instead are used to educate the customer on your brand story, invite them to join the community and perhaps offer incentives later on. The main aim is to nurture the customer and make them feel part of something.

When executed well, Klaviyo welcome series emails...

Build credibility

New customers need time to familiarize themselves with your brand and develop trust. They might have learnt about you through word of mouth or a sign-up offer, but their knowledge of your brand is likely to be minimal. Show them why they should believe in you rather than competitor #1.

Build brand awareness

Do you have a USP the world needs to know about? Does your product solve a growing problem? Have you been voted the best place to work in the UK? Whatever great stories you have to tell, the welcome series is the time to do it.

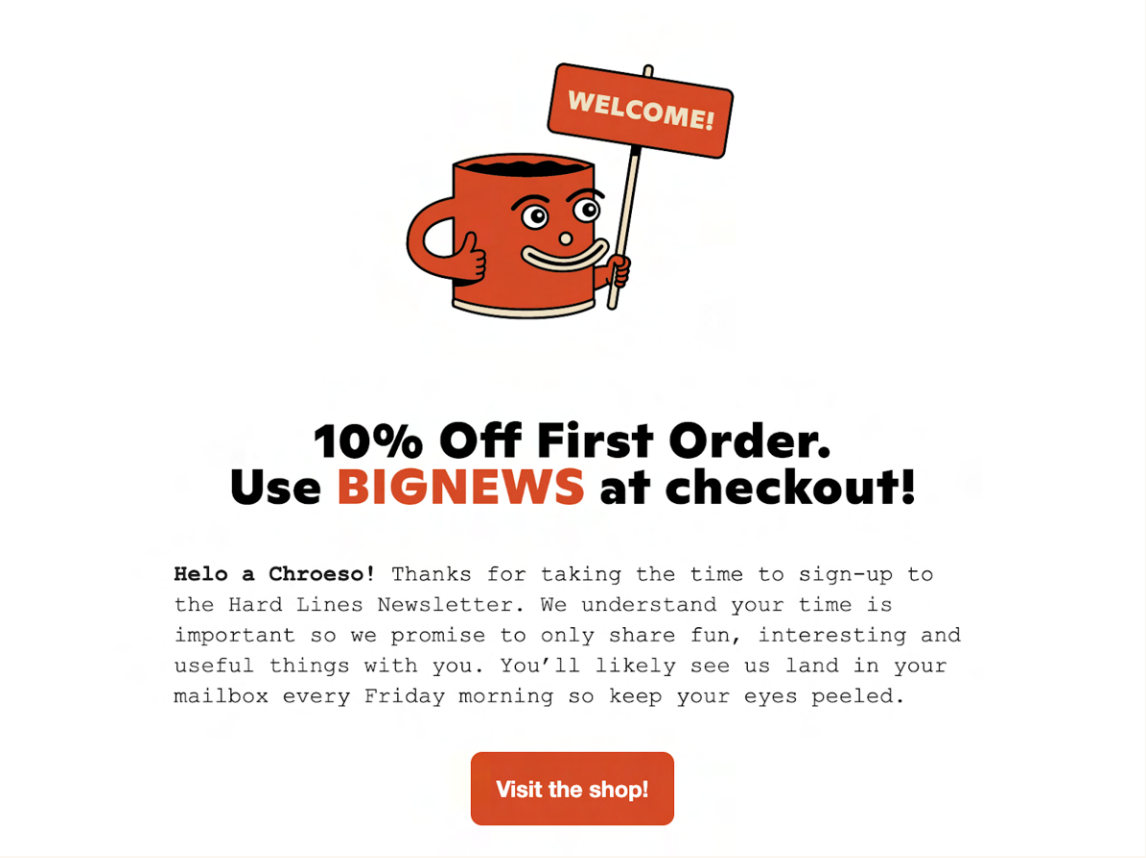
Andy Rixon, Commercial Director of PAASE Agency says,



Build superfans

Repeat customers spend 4 x more than one-time customers. With rising acquisition costs and iOS updates hampering growth, it's becoming more and more important to drive repeatable revenue from your existing base. Growing a database of engaged, superfans rather than passive customers is retention gold dust.

Content for welcome flows



An example of a Welcome Email from Hard Lines Coffee

When creating content for your welcome flows, it's important to have a specific goal in mind. Although increased sales are the long-term goal, if the customer has recently made a purchase then think of the welcome series as more of a slow burn and set quick win goals such as increasing followers or website visits in the initial phase.

Examples of a welcome flow for a new customer include:

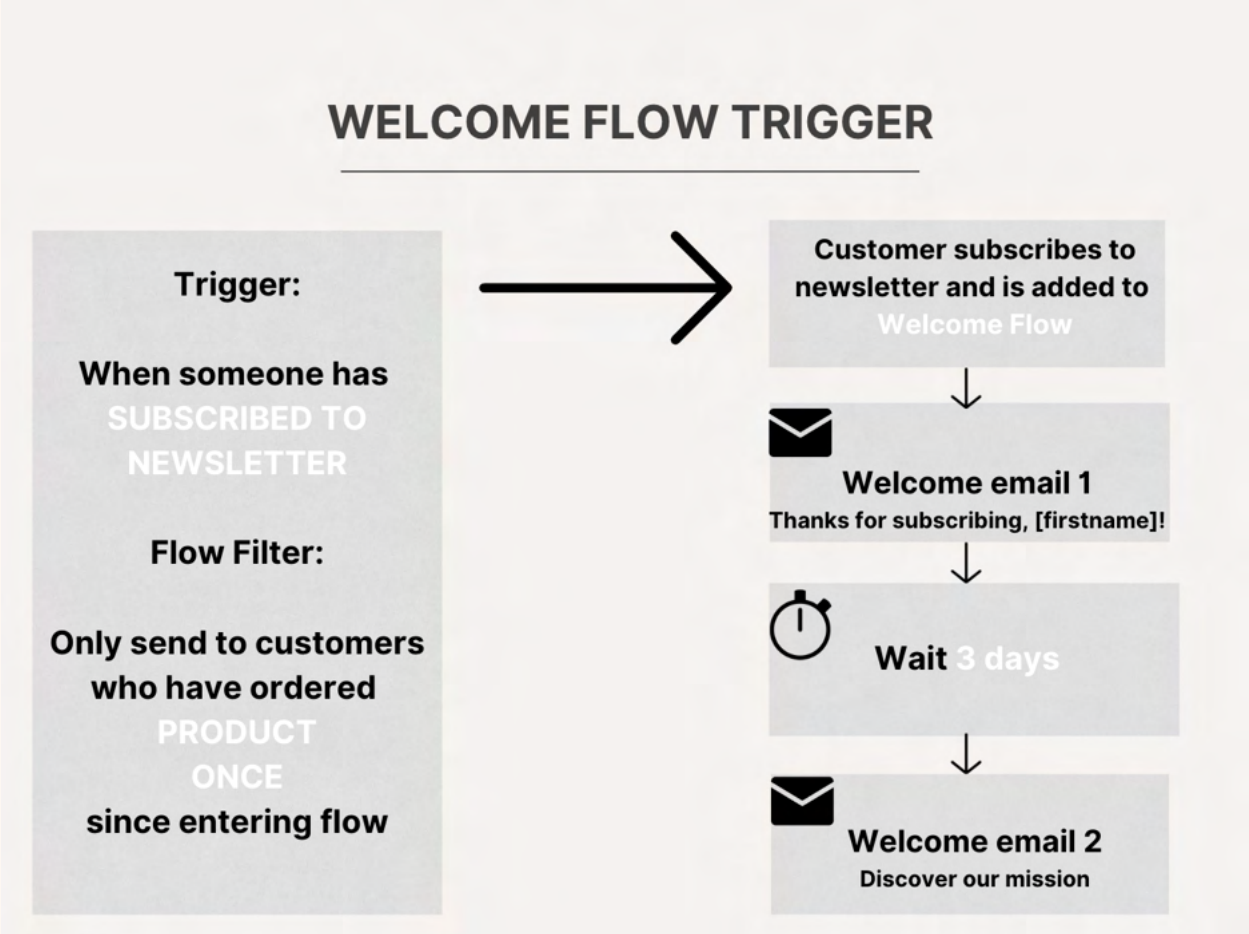
- Email 1 - Discover our mission → Goal: Website visits
- Email 2 - Join our community → Goal: Social followers
- Email 3 - Why [Brand]? → Goal: Read rate, website visits
- Email 4 - Leave a review and get 10% off → Goal: Review form fills
- Email 5 - Give £5, get £5 - Goal: Referrals

If the user has subscribed (perhaps to the newsletter) but hasn't made a purchase yet, the goals are different as you want to convert that user to a customer.

Examples of a welcome flow for a subscriber who hasn't purchased include:

- Email 1 - Thanks for subscribing! Here's 10% off → Goal: conversions
- Email 2 - Discover how [Brand] works → Goal: Website visitors
- Email 3 - Find out why we're rated 4.5 → Goal: Read rate, website visits
- Email 4 - Enjoy 10% off 2nd order → Goal: Conversions

How to implement welcome flows



An example of a Welcome Flow trigger

Klaviyo makes it super simple for you to implement Welcome Flows using their standard flow. Alternatively, you can also build your own. Welcome flows are triggered by lists which you'll need to connect to Klaviyo to start the automation. We asked Klaviyo's in-house expert, Jordan to explain more.

1. Add contacts to a list

There are 4 key ways that new contacts can be added to a welcome list:

- Subscribing through a page (newsletter list, mailing list)
- Signing up through a form (sign up form, survey form)
- Manually (collating addresses and adding them to Klaviyo)
- Through an API

2. Use conditional splits to segment

Once the list has been added to the flow (as seen in the example pictured above) the automation can begin. You can add more segmentation in the conditional splits section of Klaviyo. For instance, you can split by customers and non-customers or gender and split content for each.

3. Add SMS for better reach

98% of texts are opened. If you'd like to expand the reach of your welcome flow, Jordan recommends using Klaviyo to send SMS messages as part of the flow. Obviously you won't be able to squeeze in long-form content such as your brand story into an SMS, but you can use it to redirect people to your website or communicate bite-sized information. Jordan recommends using SMS to communicate the following:

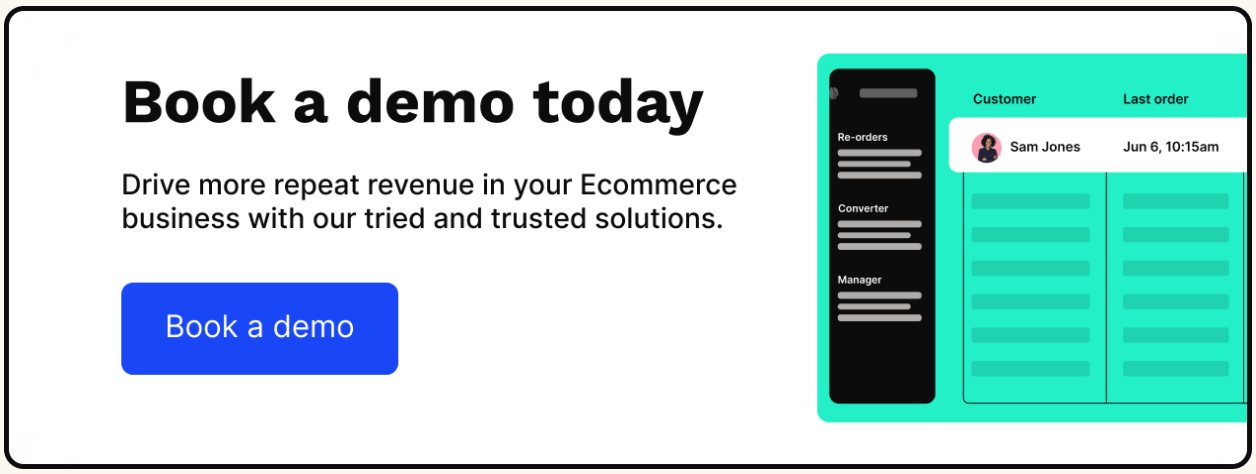
- Shipping and delivery notifications
- Reviews and feedback
- Customer support
- Exclusive discounts
- Product early access
- Product release drops

4. Use the ‘browse ideas’ feature

Unsure how to get started with your welcome flows? You can find plenty of inspiration for your Klaviyo welcome flows in the ‘Browse Ideas’ section of Klaviyo which include best practice and how to target customers vs. non-customers.

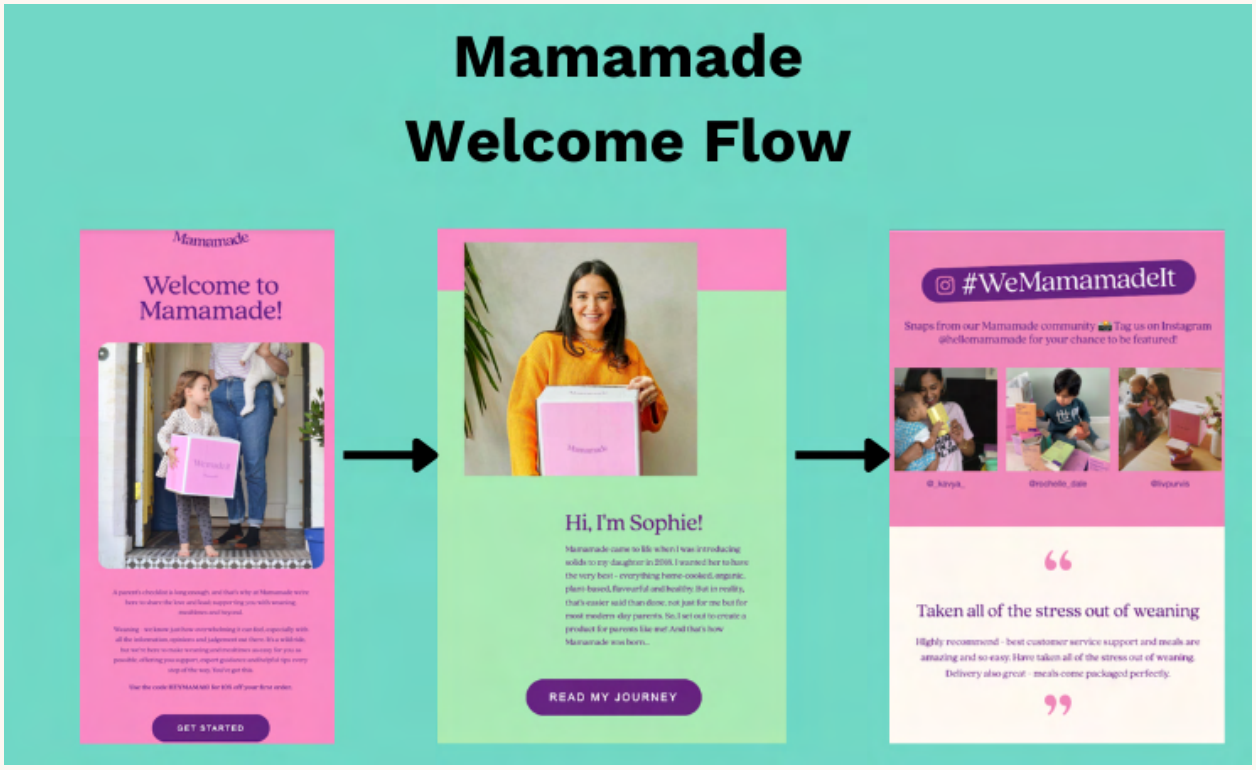
5. A/B test

With all marketing activity, Klaviyo welcome flow automations start off as experiments. Jordan says, “A/B testing is a fantastic way to understand what people like and respond to. You can A/B test subject lines, dynamic content and segment by different audiences to find out what works.”



Welcome flow examples

To showcase best practice Klaviyo welcome flow examples, we've called on Katie Walker, Growth Marketing Manager at Mamamade. Since introducing the welcome flow (pictured) the brand has achieved a 52.7% open rate - 6.7% above the industry benchmark. The order rate is 3.05% - 2% above industry averages.



Mamamade welcome flow example

Katie says: One of our best Klaviyo flows is our welcome flow. As a brand - our focus is on building our community of parents and really helping them feel welcome, supported and part of our 'Mamamates' wider community. Our welcome flow really aims to tick all of those boxes.



The content and language within our Welcome flow is friendly, on-brand and inclusive and offers lots of useful information about the brand that they might not already know and offers ways that we, as a brand can add value to them as a customer.

The email flow features a welcome from our founder, Sophie, as well as tips about how to make the most of their subscription and finally, social-proofing to hopefully make their path to purchase as frictionless as possible. These customers are still prospects so it's important we don't lose their attention.

In addition, we offer a welcome 10% off a first purchase so it's important the customer can easily see that discount code as it's likely that's why they signed up.

This flow is clearly working as Katie says, “In the last month (June 2022), 31% of our overall revenue has come via Klaviyo, with 14% of that specifically from flows, and our Welcome flow is by far the biggest revenue driver of all our flows.”

PART 3

Strike the right balance with Klaviyo cross-sell flows

In the last section, we discussed how to perfect the replenishment flow and get one-time customers to order from you again. Both replenishment flows and cross-sell flows form part of the wider post-purchase journey but we thought they deserved to be split into standalone pieces due to their differences.

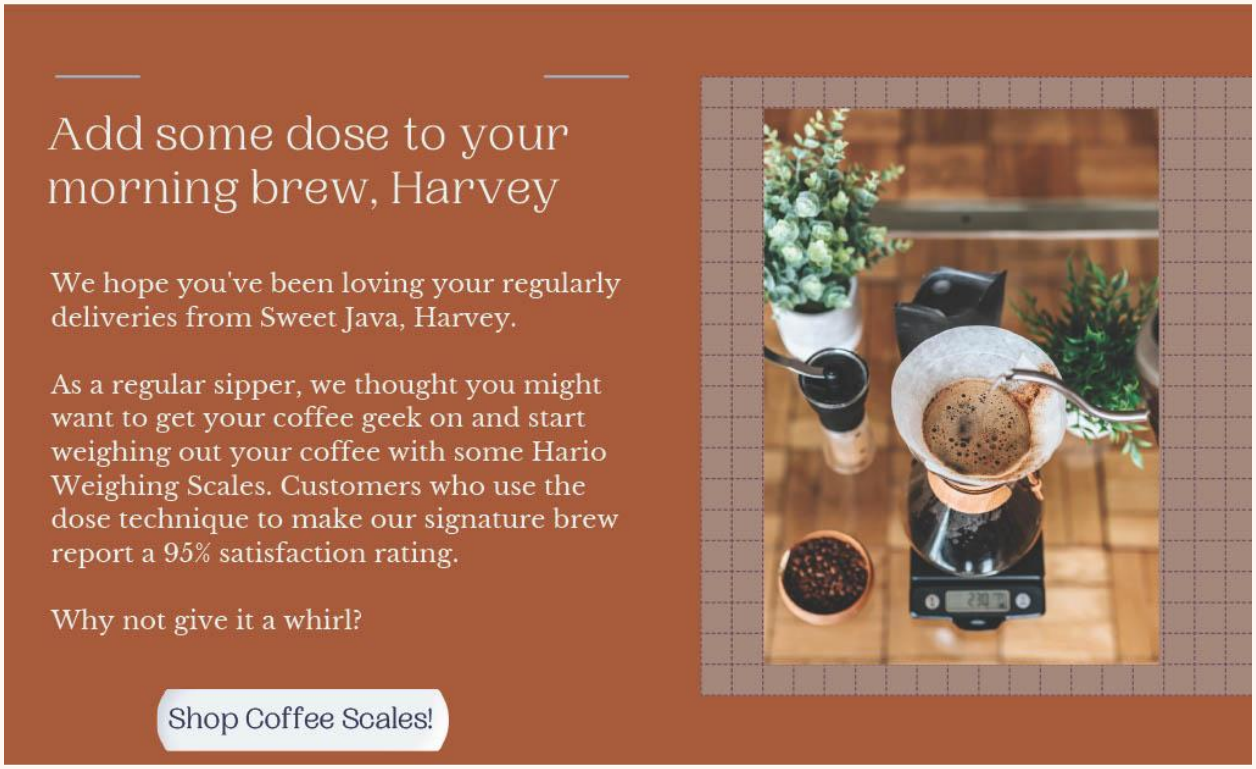
In this Klaviyo section you'll learn everything you need to get started with Klaviyo cross-sell flows with advice from Sarah from Swanky Agency, and Jordan from Klaviyo.

In this section

- The difference between replenishment and cross-sell flows
- Klaviyo cross-sell flow strategy
- Klaviyo cross-sell example templates
- Klaviyo cross-sell subject lines

Difference between replenishment flow and cross-sell flow

In a nutshell, replenishment flows are all about getting the customer to order the same item again, while cross-selling entails generating additional revenue from the customer.



An example of a cross sell flow

A good example of a cross-sell would be selling a customer a 250g bag of coffee, but asking if they needed any brewing equipment to go with it. Upselling is slightly different and could entail persuading the customer to upgrade from their usual replenishment coffee to a Limited Edition or premium range.

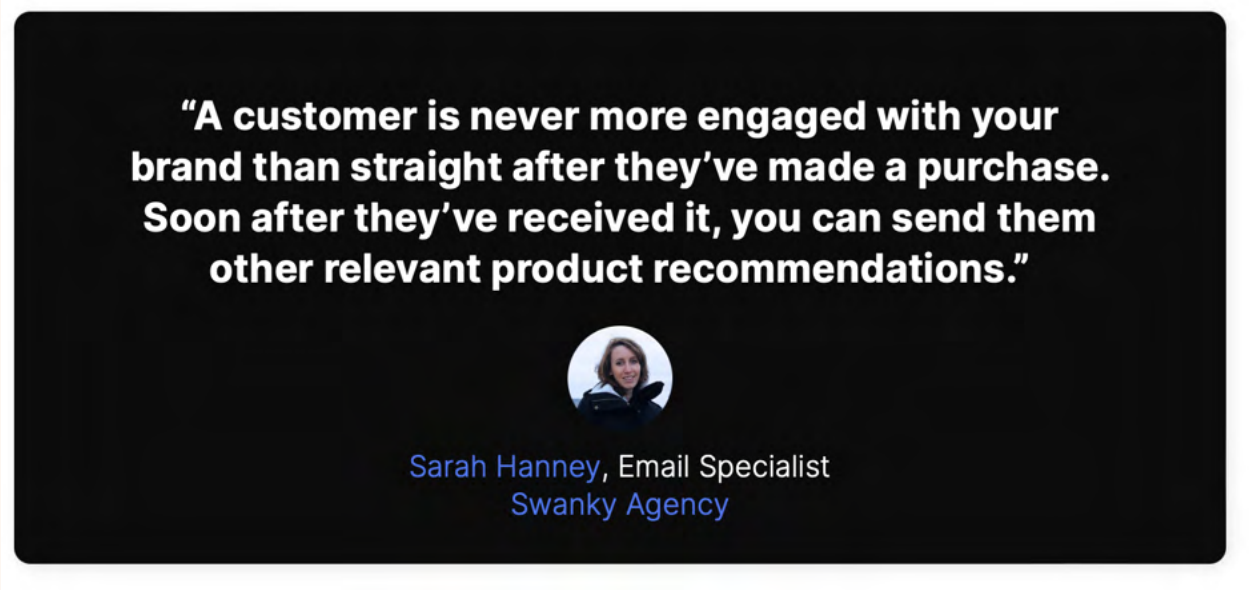
These flows form part of the wider post-purchase journey, an essential piece of your growth puzzle which Jordan from Klaviyo estimates “delivers a 217% higher open rate, over 500% higher click rate, and 90% higher revenue per recipient than your average email campaign."

Klaviyo cross sell flow strategy

We asked Sarah Hanney from Swanky Agency to share her expertise on achieving Klaviyo cross sell flow success.

Strike while the iron is hot

Although you should wait until the customer has had the time to take their first product out of the box and try it out before hitting them with additional temptation, you don’t want to leave it too long. Sarah Hanney, Email Specialist at Swanky says,

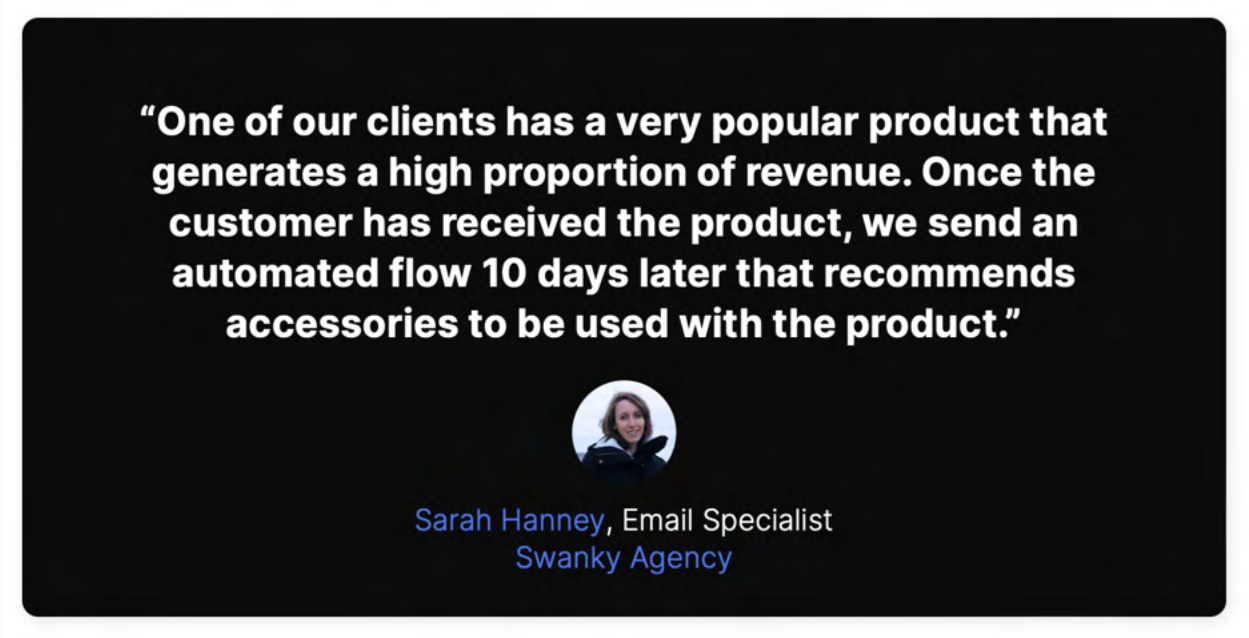


10 days - the sweet spot

The best time to start sending your customer cross-sell flows is around 10 days after the initial purchase. Sarah says, “You want to leave enough time for delivery delays and for them to experience the product, but not so much that they forget about your brand for good.”

Recommend similar products

When asked about high-performing cross-sell flows, Sarah references one of Swanky’s top clients.



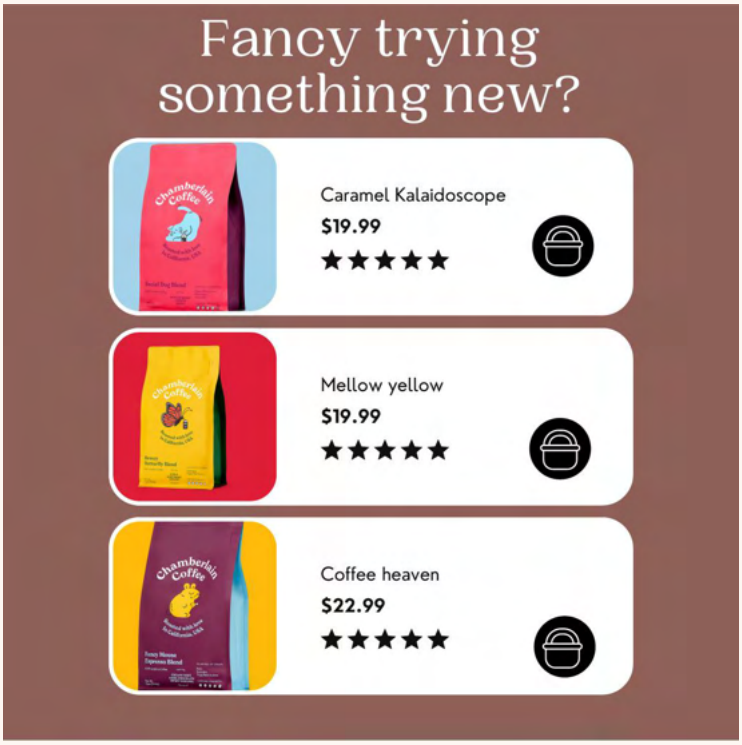
It’s simple advice but the results of this flow are staggering. Since introducing it, Swanky’s client have generated over $50,000 additional revenue, the engagement rates are well above the industry average - 60.2% open rate, 15.8% click-through rate and it continues to be the clients best performing flow month-on-month.

Upsell

Increasing average order value and driving more recurring revenue from your existing customer base is the best way to grow your DTC business. If you have the opportunity to sell your customer a more expensive version of the product they already have, it makes sense to target them with an upsell.

Jordan Bourchier-Lee from Klaviyo says,

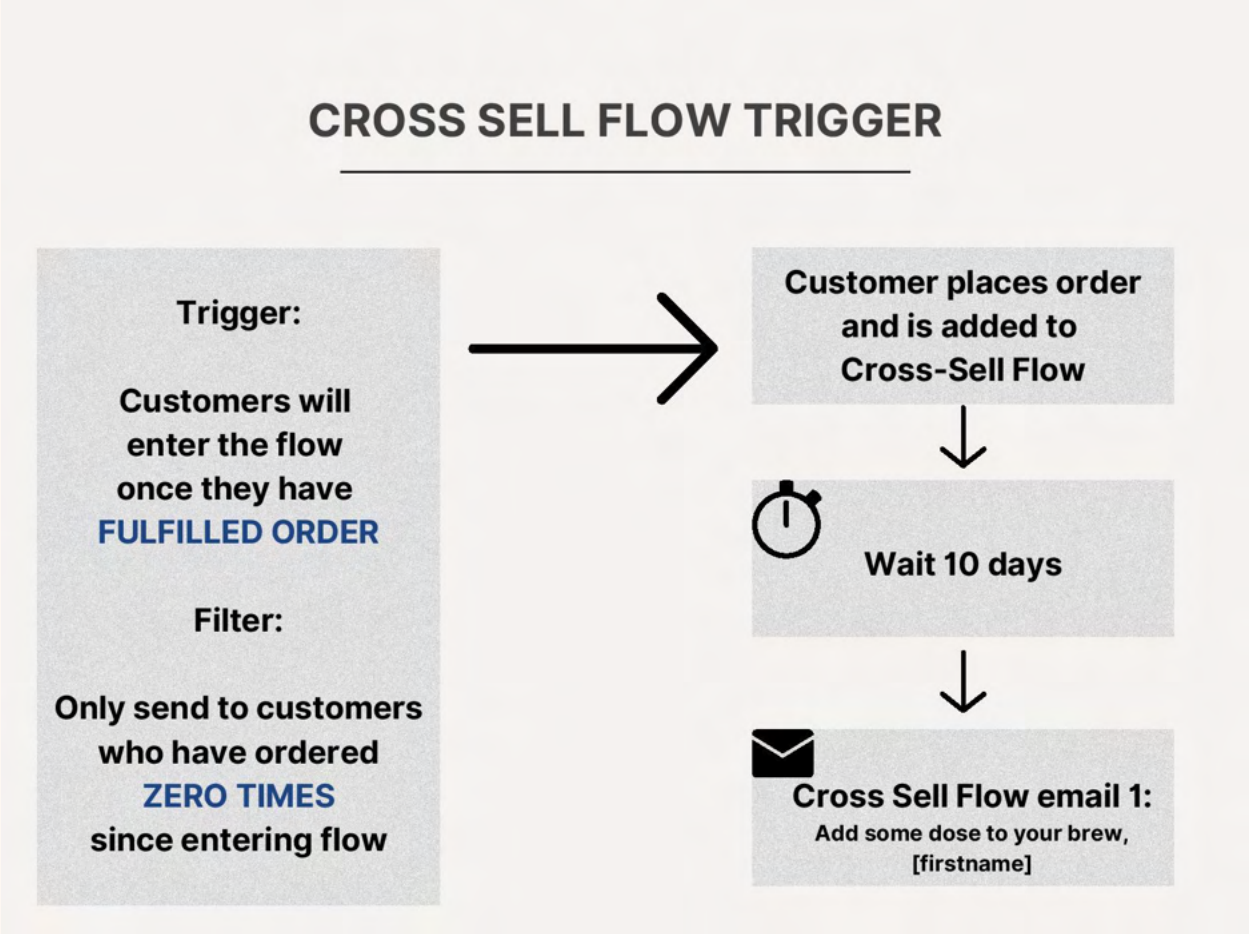
“Upselling can mean different things for different businesses. For instance if you offer replenishable goods then upselling could be converting a habitual customer to a subscription. The important thing with any upsell flow is to make the benefits super clear for the customer. They should be able to understand the added value in seconds with an easy route to purchase.”



Brands often have tiered products and upsell accordingly

Implementing Klaviyo cross-sell flows

Klaviyo cross-sell flows are generated by flow triggers which allow you to select the number of days in-between purchases and segment your audience based on their purchasing habits.



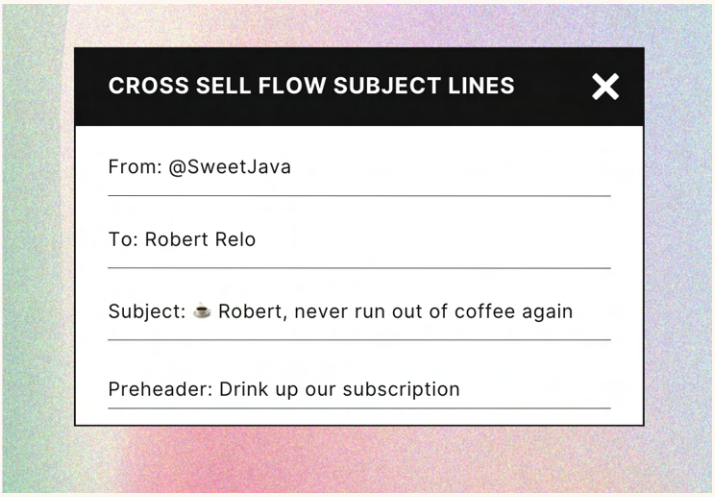
An example of a cross sell trigger

In the example above which is modelled on Klaviyo's own cross-sell flow triggers, you will see that the flow is activated when you input the specific trigger and filters relating to purchase history and number. Klaviyo allows you to trigger by 'fulfilled order' (when the item has been shipped) and 'placed order' (when the item has been purchased.) Although you can trigger your cross-sell flow for either, we would recommend choosing 'fulfilled order' as you don't want to bombard the customer with more things to buy straight away before they've even had a chance to try the first product out. Instead, use the time to nurture them on your brand, benefits and values as we set out in our Welcome Flow blog.

Klaviyo cross-sell subject lines

With any email flow you introduce, it's important to pay special attention to the subject lines. Imagine spending hours agonizing over the perfect graphics, the size of the CTA button and the best offer just to write a slapdash subject line and have nobody open the email.

To help you perfect your cross-sell subject lines, we asked Jordan Bourchier-Lee from Klaviyo to share his expertise.



Klaviyo cross sell subject line examples

1. Keep it 30-40 characters

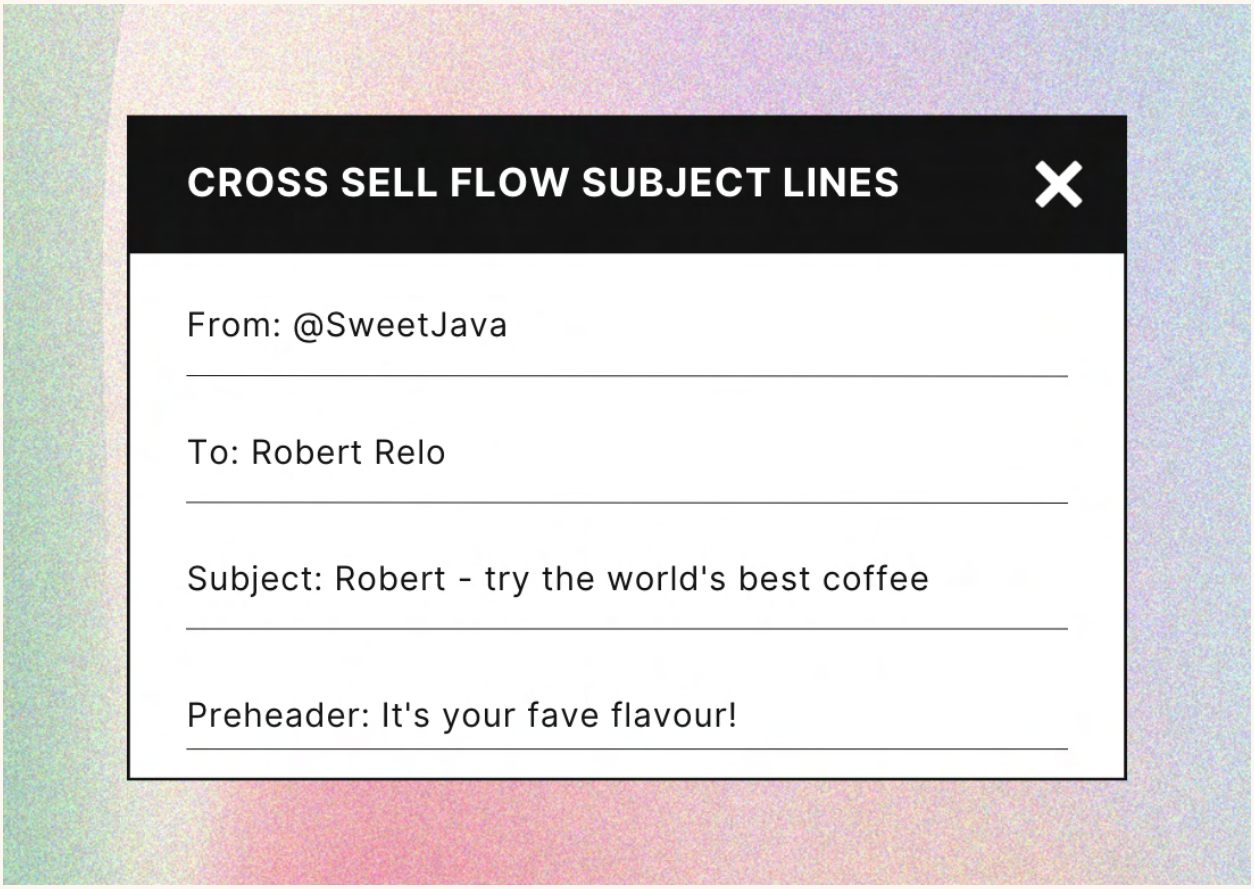
Once the character count goes over this number, it can be cut off on mobile. With an estimated 70% of users opening emails in a mobile app, it makes sense to stick to best practice. If you're really struggling, Jordan recommends making use of the pre-header function to add more copy.

2. Avoid using ALL CAPS

While it might be tempting to try and stand out from all the other DTC brands vying for your customers' attention, using all caps tends to have a negative impact. Jordan estimates that emails which don't use all caps perform around 12% better overall than those which do.

3. Use emojis sparingly

Using the odd emoji is absolutely fine, but be wary of going overboard, especially given the limited space you have. As with everything, emojis are subjective and the success of using them depends on your specific customers. If in doubt, A/B test using emojis vs. not using emojis.



Klaviyo cross sell subject line examples

4. Get personal

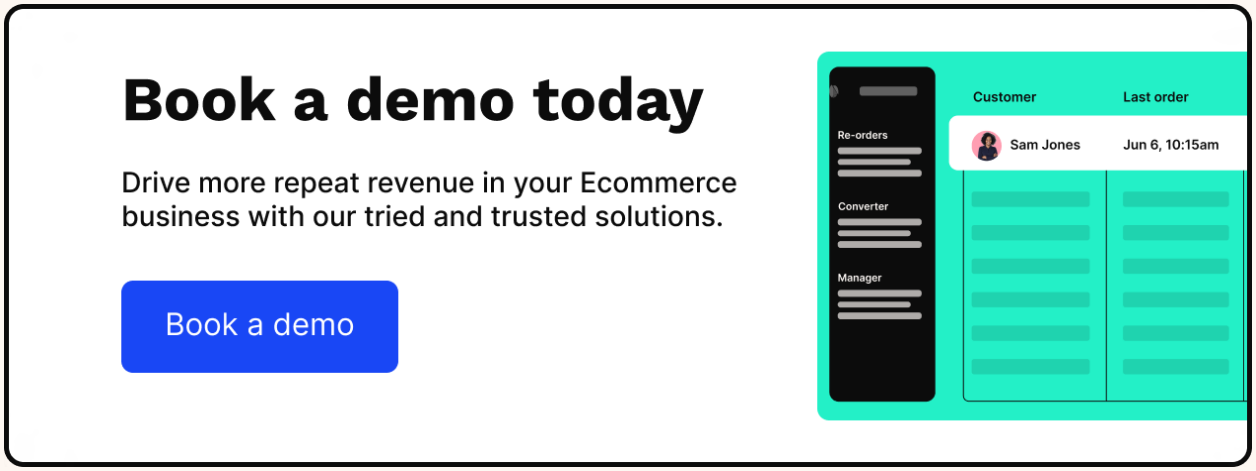
78% of customers are more likely to buy again from a brand that personalizes. Even the simplest tactics such as adding a customers first name can garner a 12% increase in open rates, but we suggest going deeper than this and checking out Klaviyo's customer profile feature. This feature allows you to segment customers by likes, interests and purchase history around your brand, allowing better personalization opportunities.

PART 4

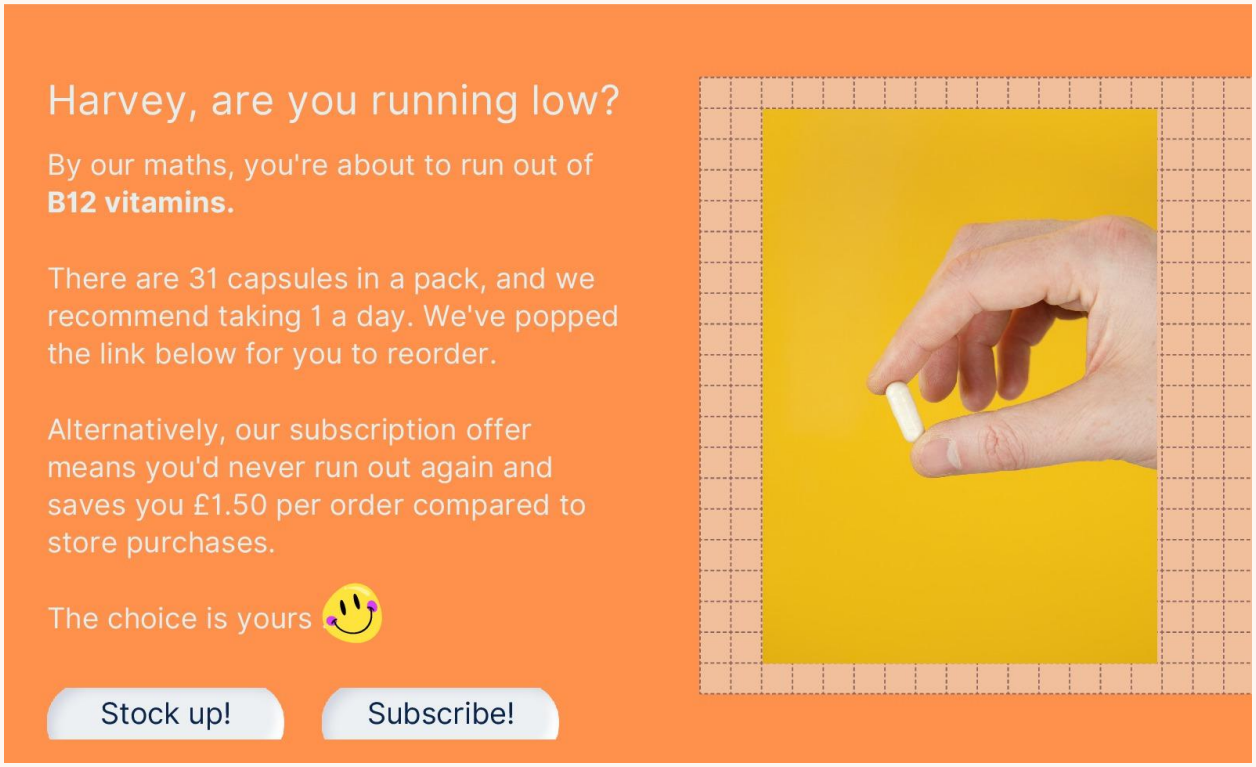
Create added value with Klaviyo replenishment flows

In addition to Relo insights, we've invited Georgie Carter from lifecycle marketing agency, Pepped and Klaviyo expert, Jordan Bourchier-Lee to contribute to this article. You'll learn...

- What a Klaviyo replenishment flow is
- Strategy for a successful Klaviyo replenishment flow
- How to build Klaviyo replenishment flow automation
- Replenishment flow template examples
- Crafting Klaviyo replenishment flow subject lines

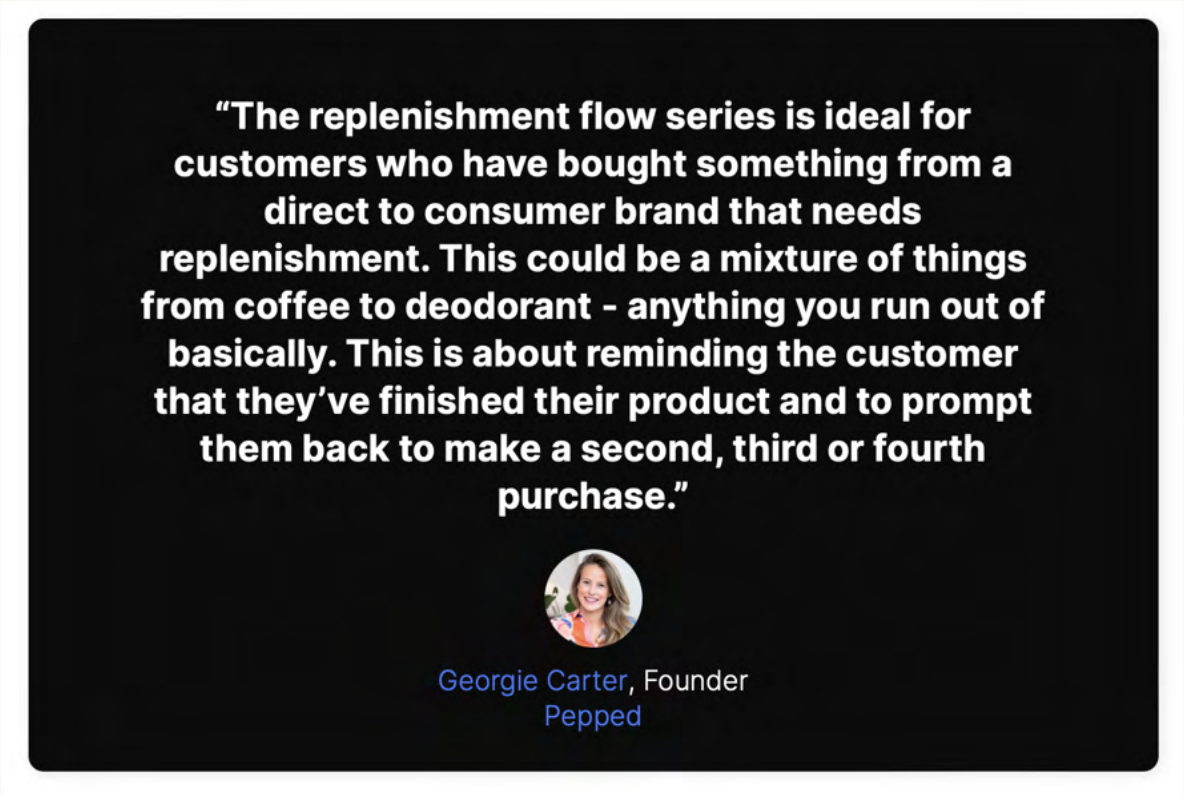


What are Klaviyo replenishment flows?



An example of a Klaviyo replenishment flow email

Georgie, founder at email marketing agency, Pepped says,



Although replenishment flows seem an obvious way to generate additional revenue from your current base, Georgie is surprised by how many brands don't have one in place. "Many brands simply forget or think 'they'll remember to come back' but you have to keep in mind that customers have so many other things going on in their lives and they're being bombarded every single day with offers and messaging from other brands. Setting up a replenishment flow is crucial."

Klaviyo replenishment flow strategy

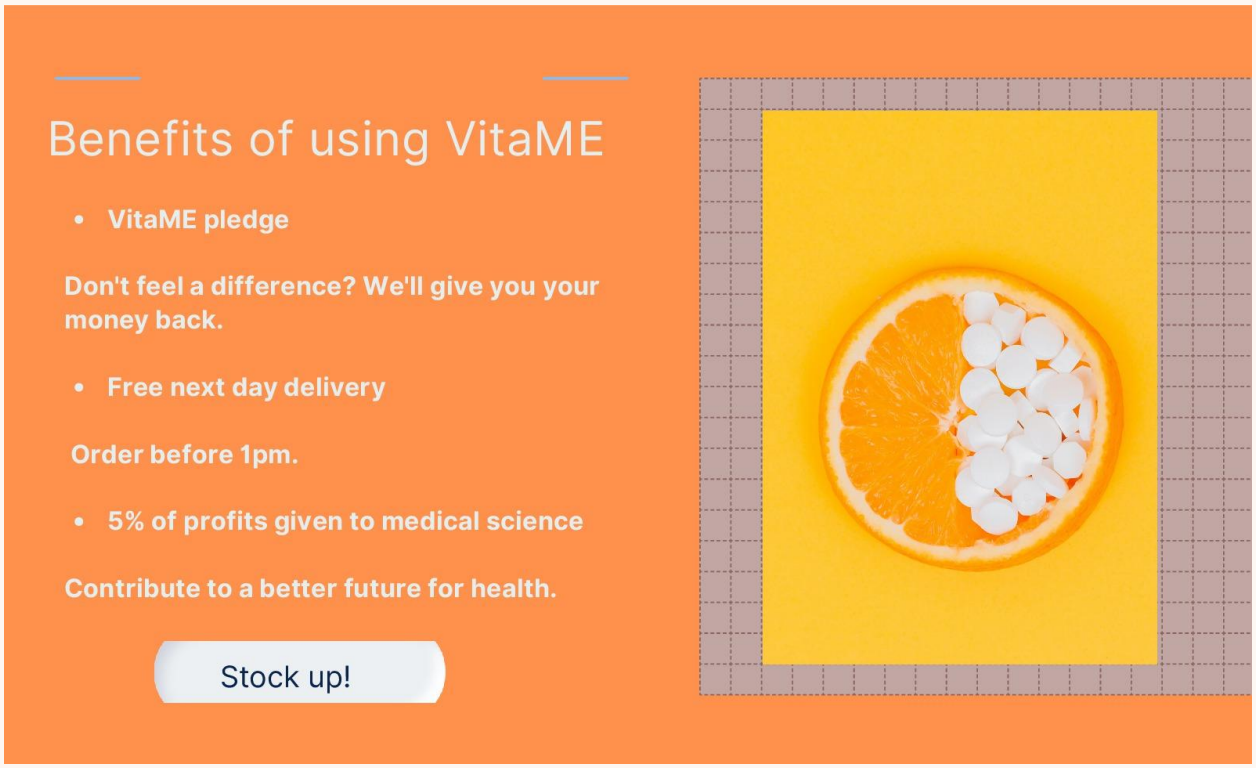
Now that we understand replenishment flows are kind of a deal breaker, how should DTC brands go about creating them? We asked Georgie to take over this section.

1. Keep your replenishment flows short and sweet

The main aim of Klaviyo replenishment flows is to remind customers that their product is running out and they need to restock. Georgie advises brands to “keep these flows, short, sweet and to the point.”

2. Remind customers of your USP

Although you will want to keep the replenishment flow succinct, Georgie believes this is prime time to communicate ‘brand-focused messages.’ For instance if you are selling vitamins, you’ll want to communicate the benefits of using the specific vitamins over a certain-time. There are various reasons why customers may have chosen your brand including affordability, unique benefits, sustainability and values. Klaviyo’s segmentation feature allows you to segment customers based on purchase history, location and discounts.



An example of a Replenishment Flow email

3. Target customers at exactly the right moment

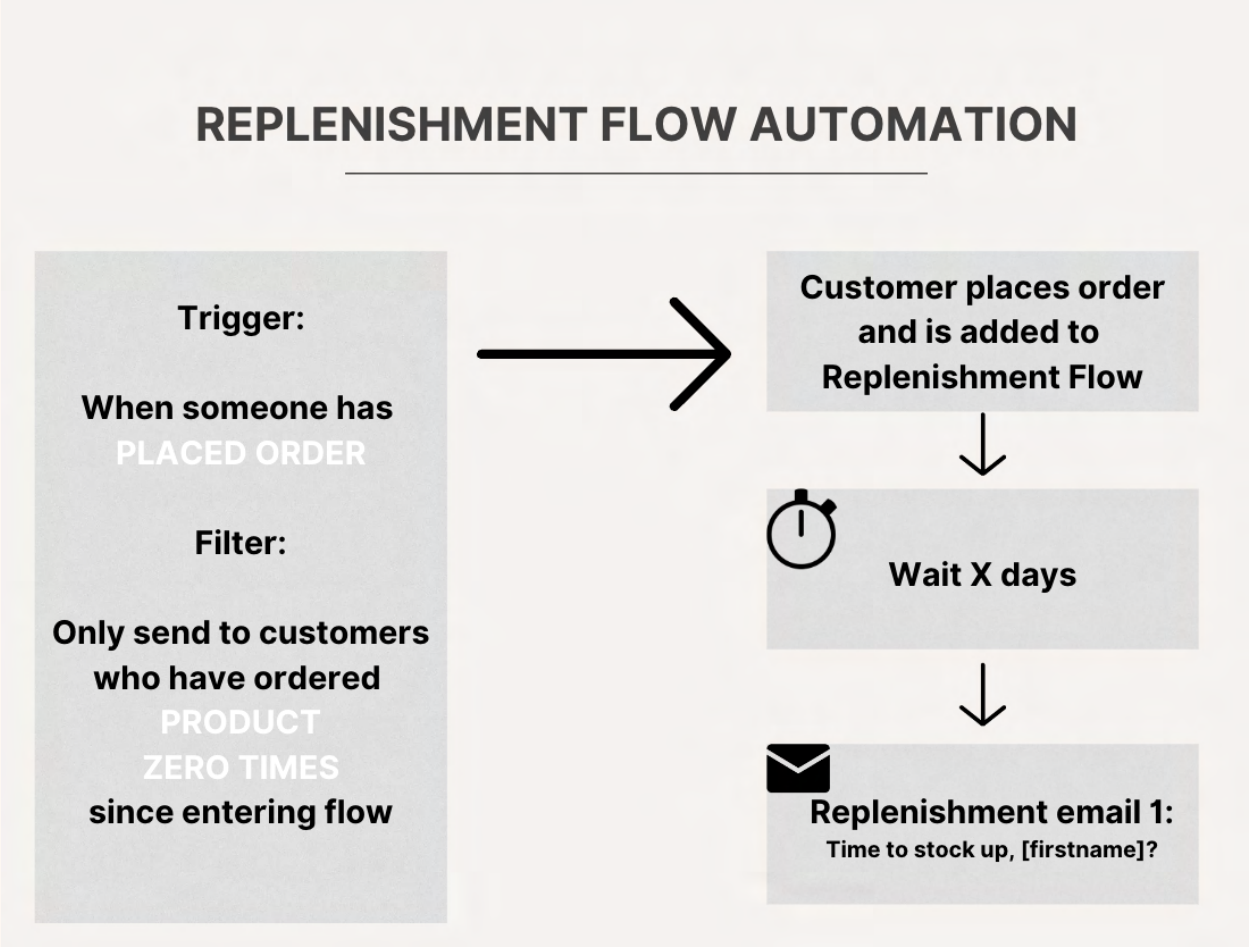
Georgie says, “timing is absolutely critical. Be sure to take advantage of Klaviyo’s predictive analysis feature so you can start to learn more about your individual customers and send them messages at the right time rather than generic comms which go out to all customers.”

4. Add 3 emails to the flow

In terms of how many emails to add to the flow, Georgie recommends 3 as the sweet spot.

- Email 1 - send when customer is predicted to be running out
- Email 2 - send 24 hours later with different subject line
- Email 3 - send 48 hours after and include an offer incentive

Building a Klaviyo replenishment flow automation



An example of Klaviyo Replenishment Flow Automation

To explain how setting up replenishment flows work, we've asked in-house Klaviyo expert, Jordan Bourchier-Lee for his advice.

1. Set up the trigger

All Klaviyo flows are activated by a ‘trigger’ - this is simply a set of rules which prompts the flow to start. With a product replenishment flow, you want to ensure that the customer has not repurchased the item since buying it for them to enter the flow. You can do this by selecting the specific product, and indicating that the customer has bought it zero times since starting the flow.

2. Select the correct cadence

The time lag between the customer entering the flow and receiving the first replenishment email depends on the specific product, but you’ll want to leave extra time for delivery and any delays. As Georgie mentioned, you can use Klaviyo’s predictive analysis to do this.

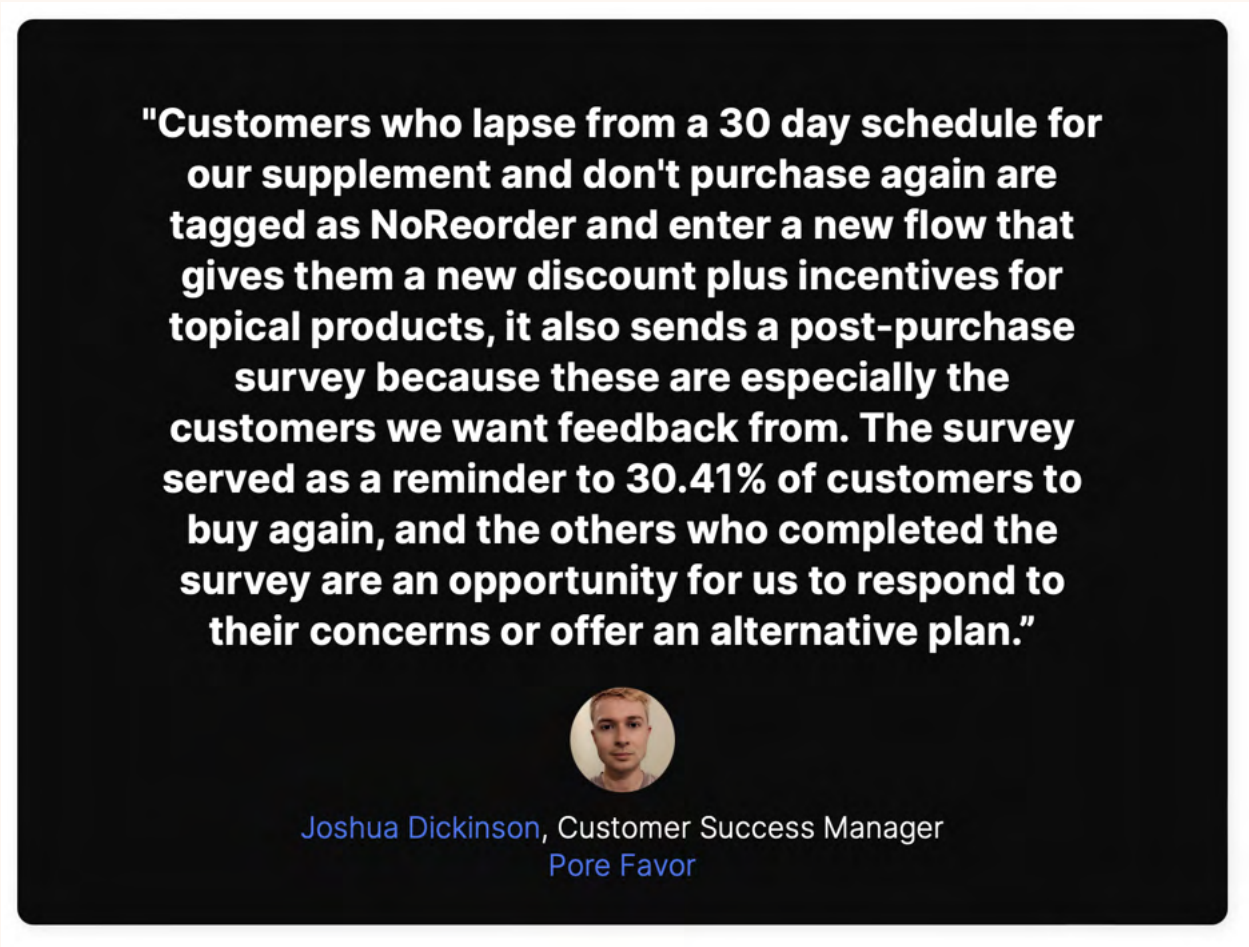
Read more: Discover how Relo’s Repeat Buy helps you target customers at the right time

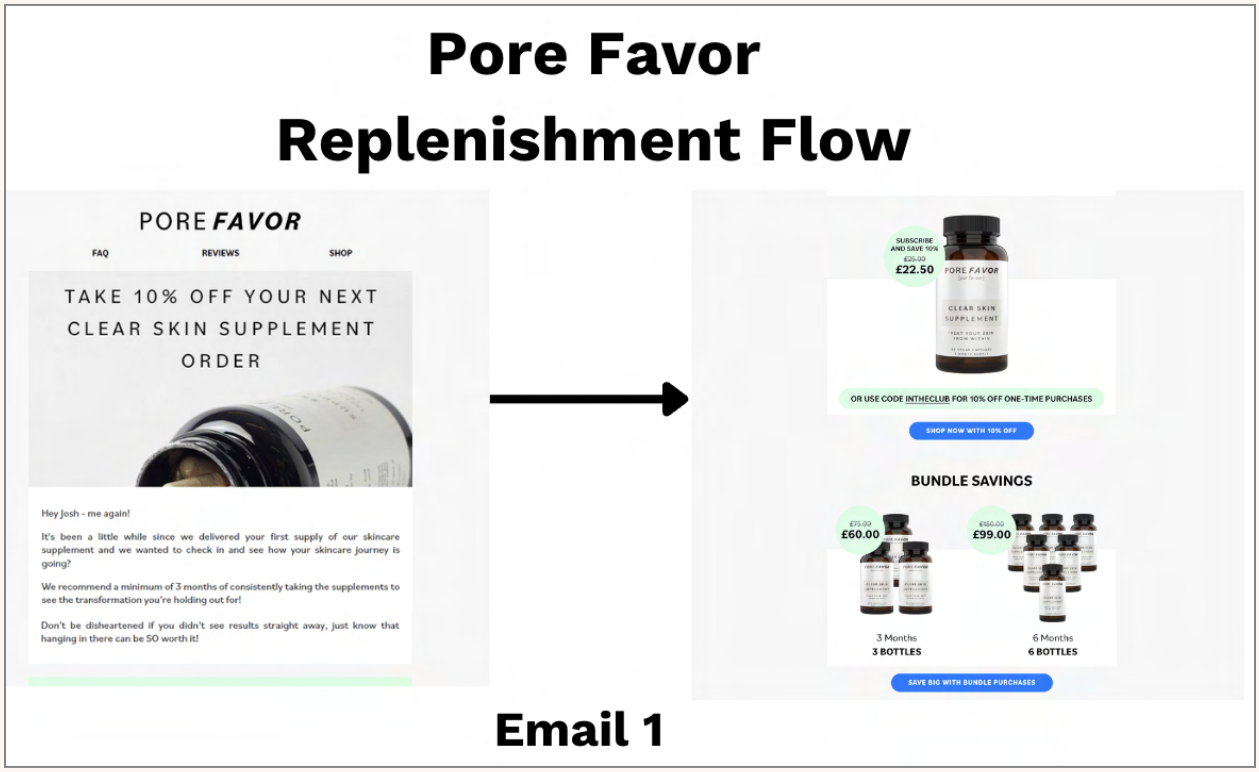
3. Be aware the customers behavior may change

Humans are always in-flux, and so is their behavior. Keep checking the data to determine when your customer is likely to reorder, and optimize appropriately.

Klaviyo replenishment flow examples

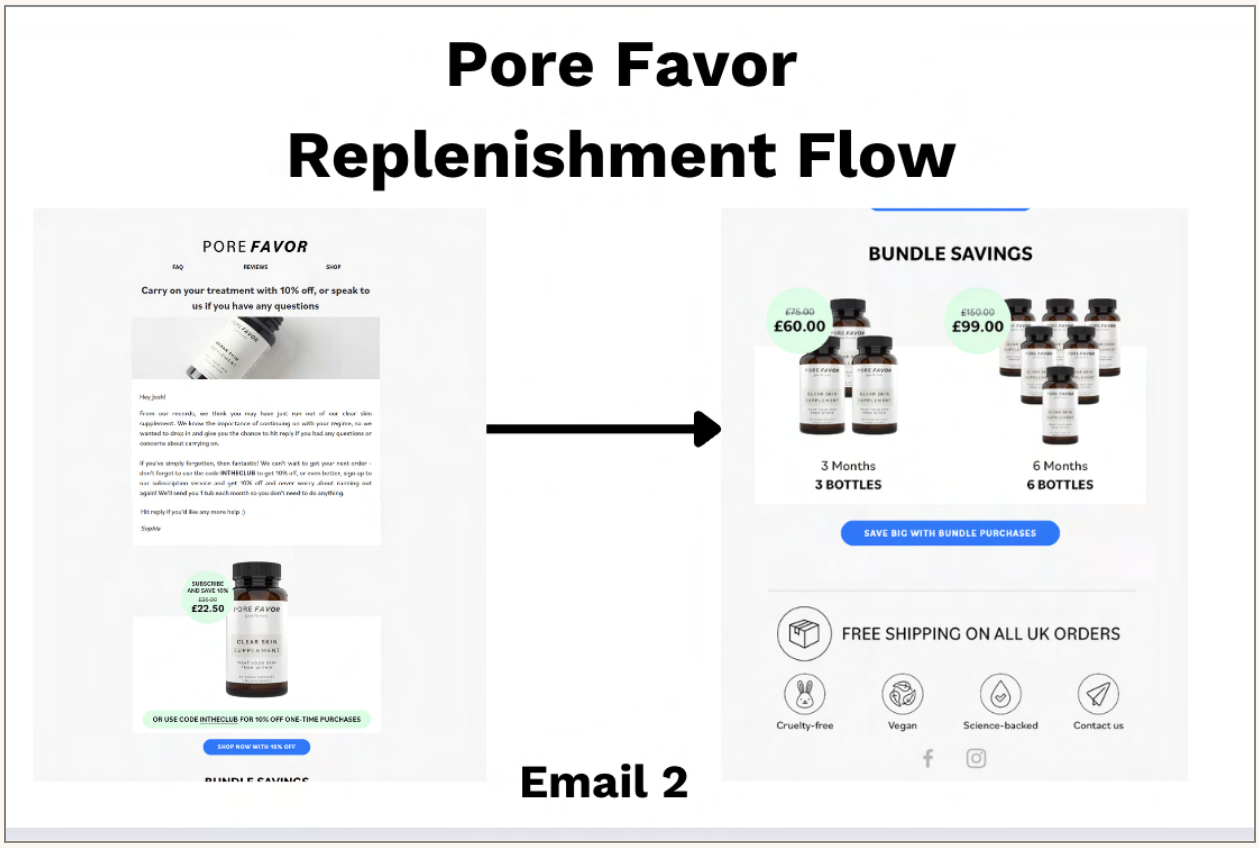
To showcase best practice Klaviyo replenishment flow examples, we've called on Joshua Dickinson, Customer Success Manager at Pore Favor. Joshua says,





Pore Favor replenishment flow email 1

He continues, "Our capsules are part of a monthly recurring course that work best when people are able to use us for at least 3 months. By having a replenishment flow for customers who only buy 1 tub, we can remind customers to buy more to continue their course."

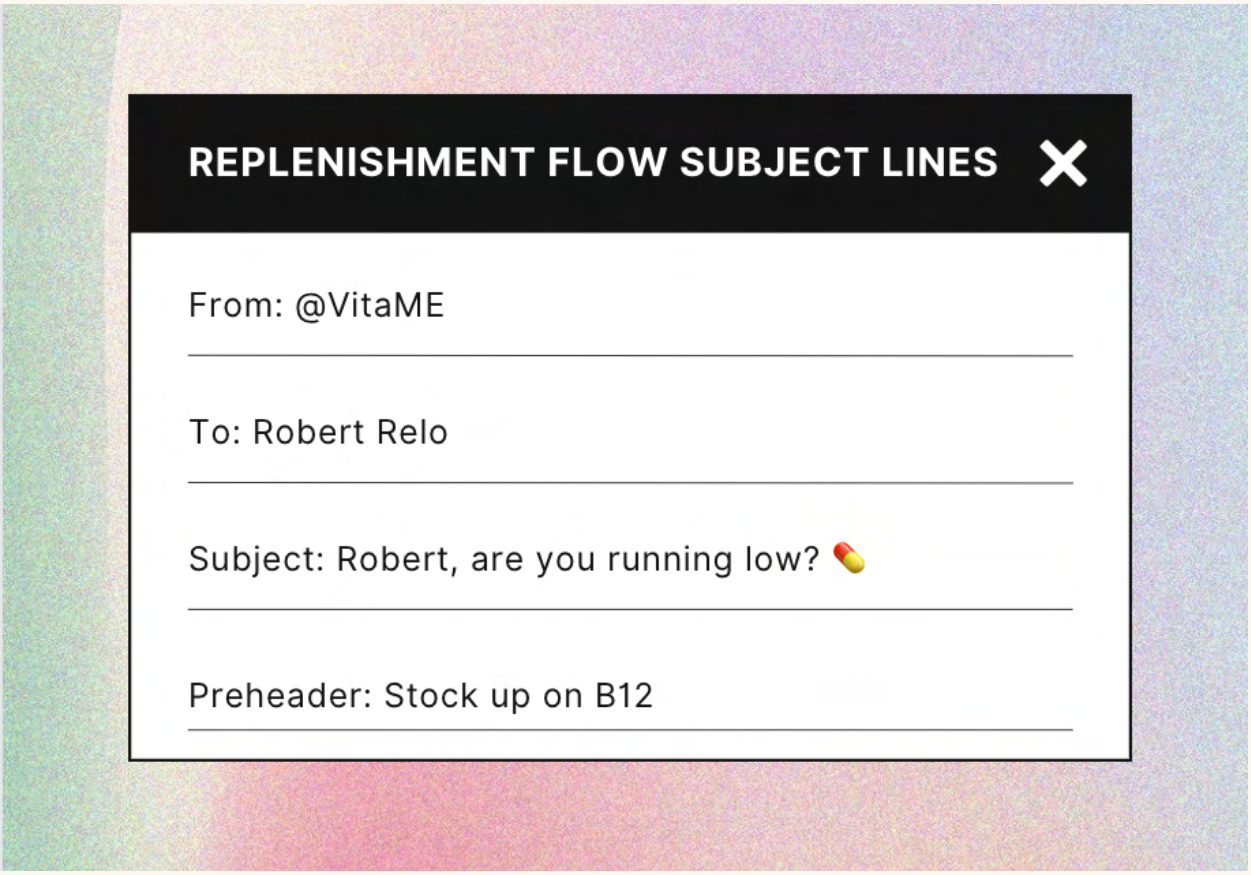


Pore Favor replenishment flow email 2

We try to drive people to our subscription service which increases lifetime value by over 150%. We also use these emails as an opportunity for people to ask us questions. We find our customer service to be one of our best methods of getting customers to continue their course (always avoid using a noreply@ email address!), and replenishment acts as a great time for people to get in touch if they have any reservations about reordering.

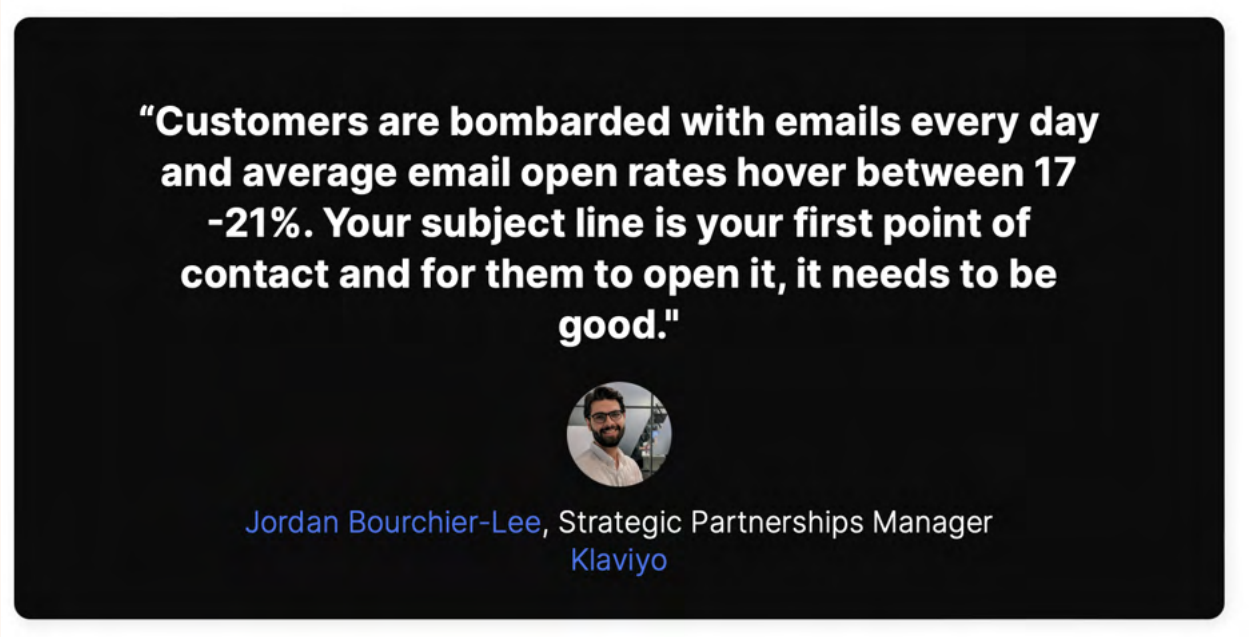
Since introducing the flows, Pore Favor's replenishment emails have a £ per recipient of £5.76, an open rate of 51%, and a click rate of 16%.

Perfecting Klaviyo replenishment flow subject lines



Klaviyo replenishment flow subject line example

Creating a click-worthy subject line is just as important as the strategy and email creative. Jordan says,



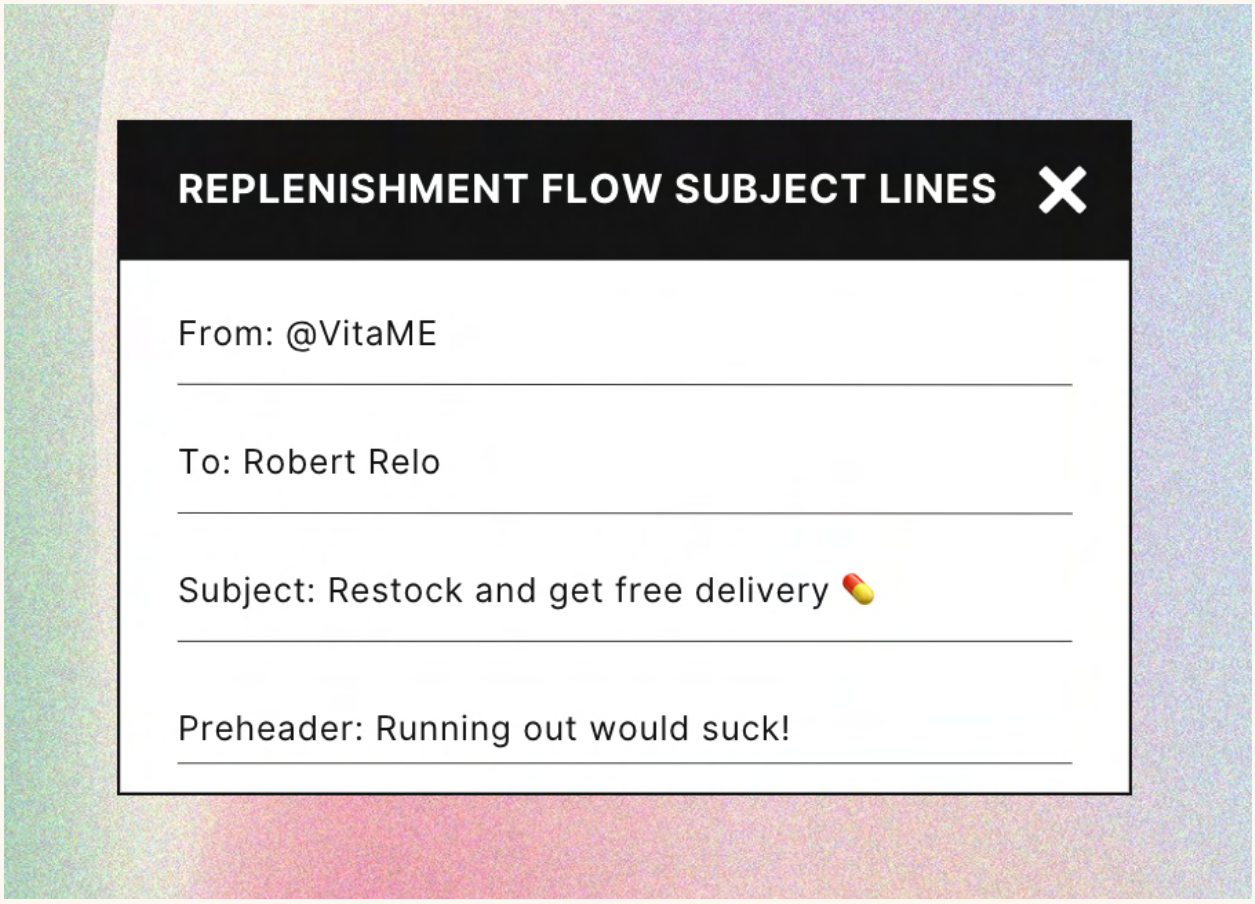
With this in mind, the top things to remember are...

Make it snappy

Best practice guidelines stipulate that email subject lines should be 40 characters or under. Over 70% of emails are opened on a mobile app, and any more than 40 characters is likely to be cut off on mobile. Take a look at our image examples for an idea of how 40 characters looks in practice.

Use the pre-header function

Got a lot to say? Cut the message into slices by using the pre-header function. Think of your subject line as your high-priority message and your pre-header as your secondary message. Again, below 40 characters is the sweet spot.



Klaviyo replenishment subject line example

A/B test for success

Whether it's trying out the use of emojis vs. plain text or a risque subject line vs. a safe bet, A/B split testing is a fantastic way to understand your audience and what works better. Klaviyo explains how to A/B test your content in its help section.

PART 5

Level up your abandoned cart flows

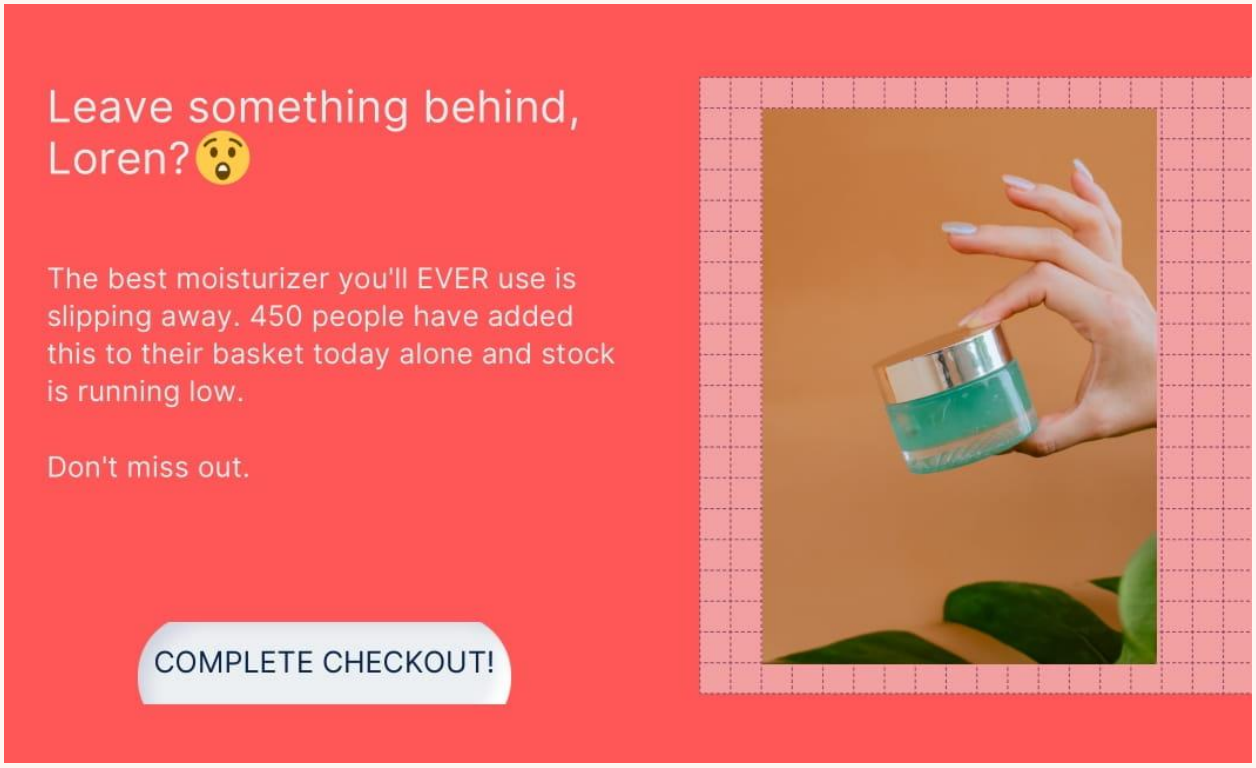
Approximately 7 out of 10 customers never complete their transaction, so implementing an abandoned cart email flow is a quick win way to drive more repeat revenue from your existing customer base. In this piece, we're going to show you how to level up your Klaviyo abandoned cart flows that are super effective in retaining customers and simple to implement.

With sage advice from lifecycle marketing agency Founder, Georgie Carter of Pepped, Ashley Scorpio, Vice President of Hawke Media, Sarah Hanney from Swanky Agency and Klaviyo.

In this section

- Abandoned cart email strategy
- Abandoned cart template example
- How to implement Klaviyo Abandoned Cart flows
- Abandoned cart best practice
- Abandoned cart subject lines

What is a Klaviyo abandoned cart flow?



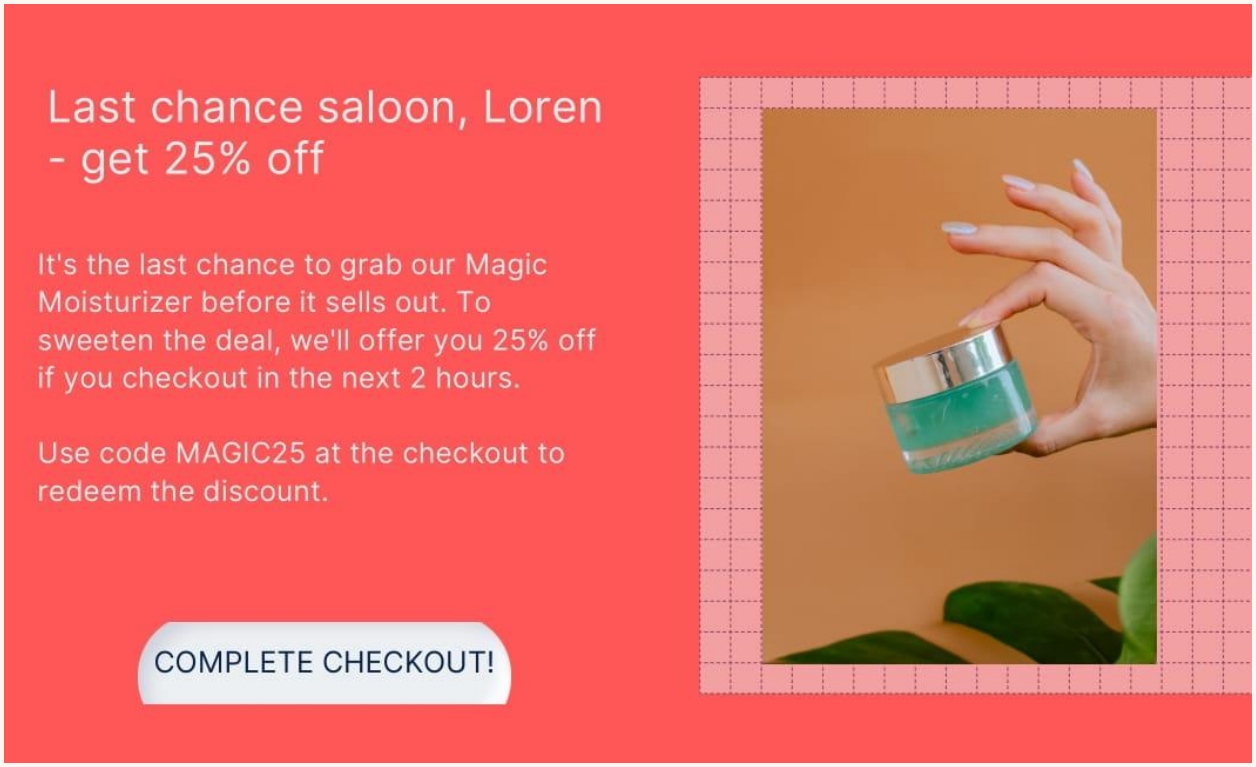
Example of a Klaviyo cart abandonment flow email

Unlike bricks and mortar shopping, it's common for online shoppers to add items to their basket and simply leave your website without checking out. The advent of Ecommerce means shoppers can browse your website 24/7, and there are so many reasons they might abandon ship. Common reasons include:

- High shipping costs
- Account obstacles
- Change of mind
- Found cheaper elsewhere
- Distracted

Regardless of the reason, implementing an abandoned cart flow is a great way to remind those 7 out of 10 browse abandonment customers that their goods are still in the bag.

Abandoned cart email strategy

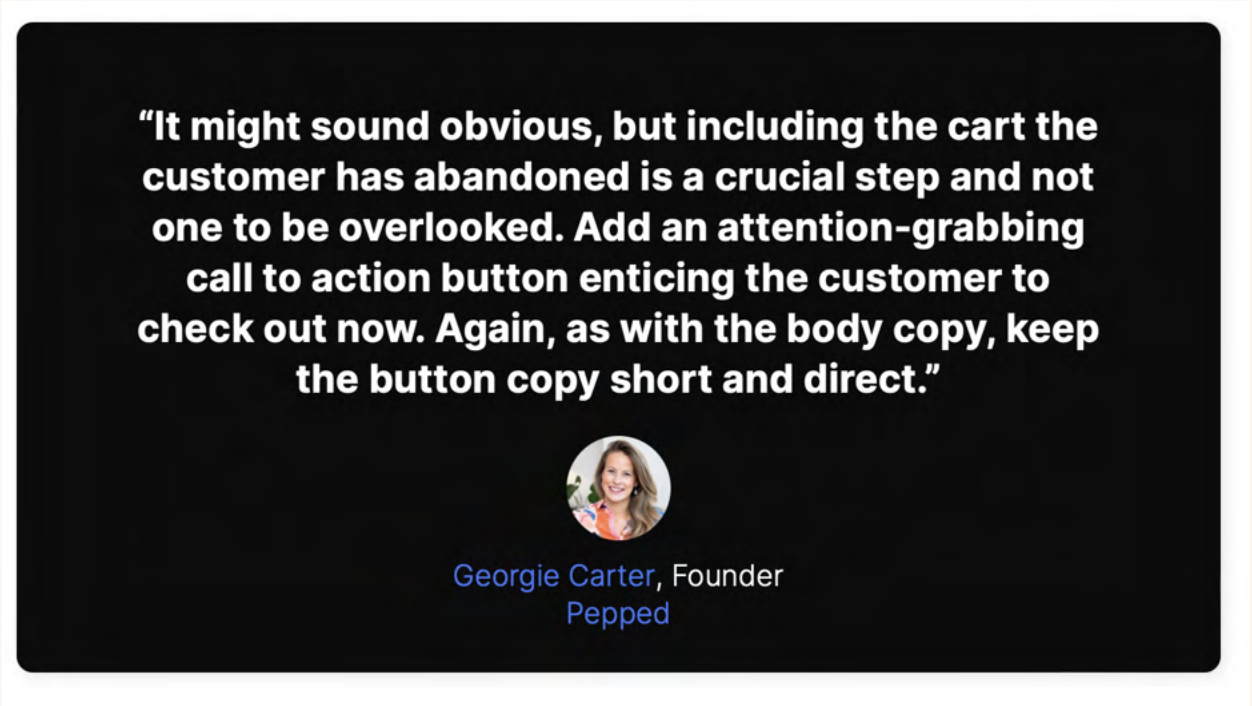


Example of Klaviyo abandoned cart email

To distill Abandoned Cart Strategy, we've called upon Georgie Carter, Founder of lifecycle marketing agency, Pepped to share her expert advice.

Georgie's tips for a successful Klaviyo cart abandonment flow are...

1. Always include the cart



2. Time it right

Many DTC brands make the mistake of delaying the abandonment cart follow up. Georgie recommends sending the first message early on. There are many reasons why people abandon their cart - doorbell ringing, card left upstairs etc. Usually timing the email for an hour after the carts have been abandoned is a really effective method.

3. Avoid fluff

This is not the time to add lengthy, copy-heavy creatives. Cart abandonment email flows should be really short and direct. Get straight to the point and add 1-2 sentences of persuasive copy about the brand maximum.

4. Send 3 emails maximum

Georgie recommends setting a maximum of 3 cart abandonment emails in the flow. These can be set up in the following way:

- Email 1 - send 1 hour after abandonment, remind customers of the cart
- Email 2 - send 24 hours after abandonment, different subject line
- Email 3 - send 48 hours after initial abandonment. Include a time sensitive incentive.

Email 3 is really a last chance saloon attempt to get that customer over the line. Georgie suggests getting creative with the incentives you offer and instead of a standard discount offering free shipping or a gift.

How to implement Klaviyo Abandoned Cart flows

To explain how setting up browse abandonment flows in Klaviyo work, we've asked in-house Klaviyo expert, Jordan Bourchier-Lee for his advice.

1. Set up the trigger

All Klaviyo flows are activated by a 'trigger' - this is simply a set of rules which prompts the flow to start. With an abandoned cart flow, you want to ensure that the customer has Started Checkout but not completed it, to add them to the flow.

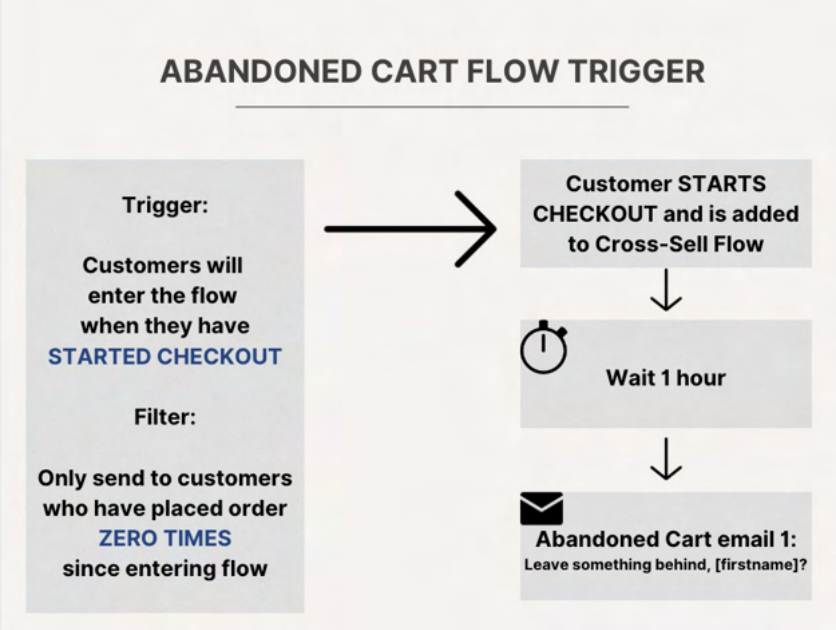
2. Set the correct cadence

As Georgie mentioned earlier, there are a hundred reasons why a customer may abandon their cart. It's best to strike while the iron is hot and send the first cart abandonment email an hour after purchase.

Read more: Discover how Relo's Repeat Buy helps you target customers at the right time

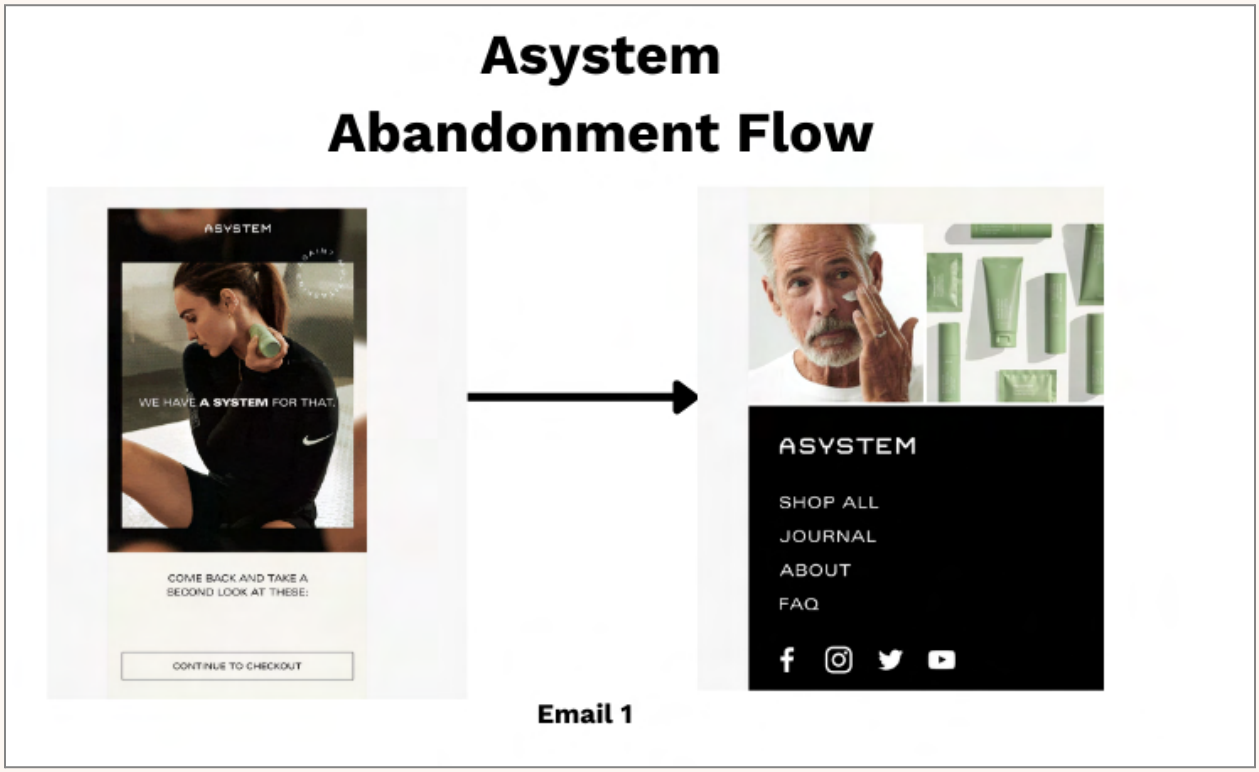
3. Incentivise, but not straight away

Although it's tempting to incentivise immediately, don't put all your eggs in one basket. Let the customer see your initial emails pinging through so they are reminded of your brand, and if they still aren't converting, then come through with the offer.



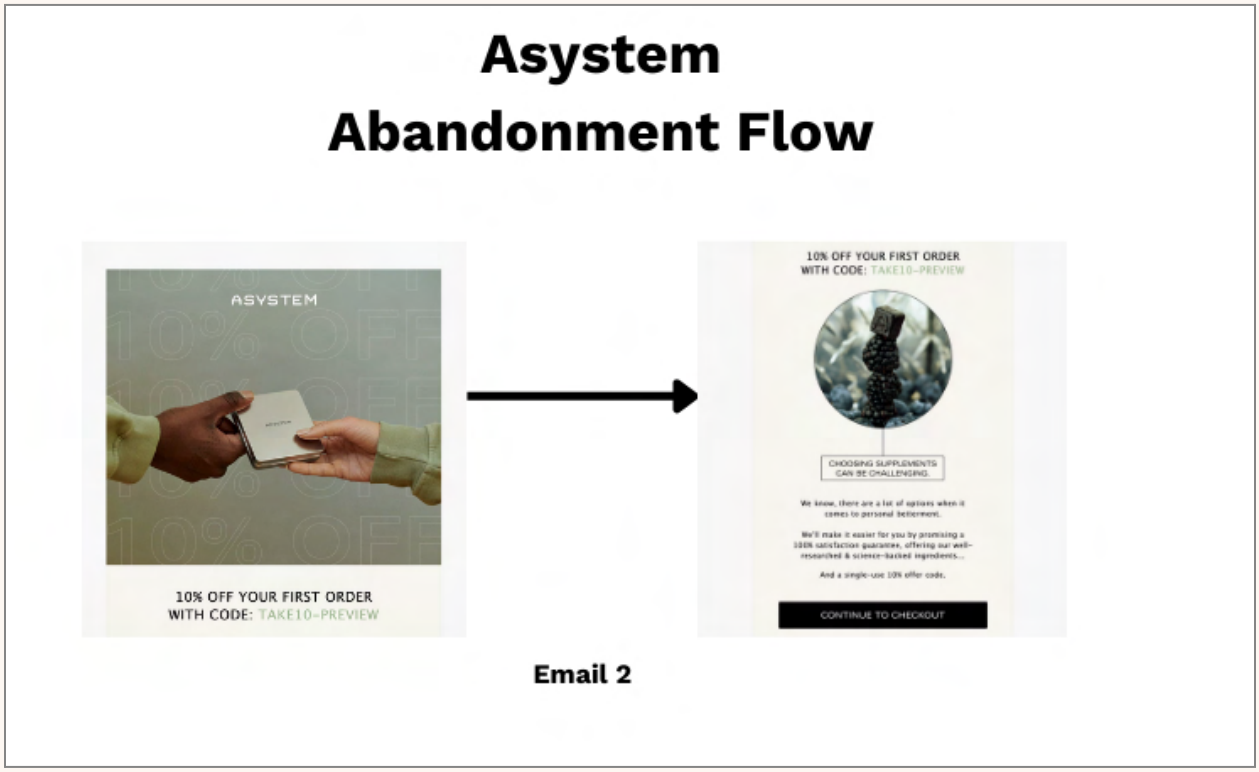
Example of an Abandoned Cart Flow Trigger

Abandoned cart email templates



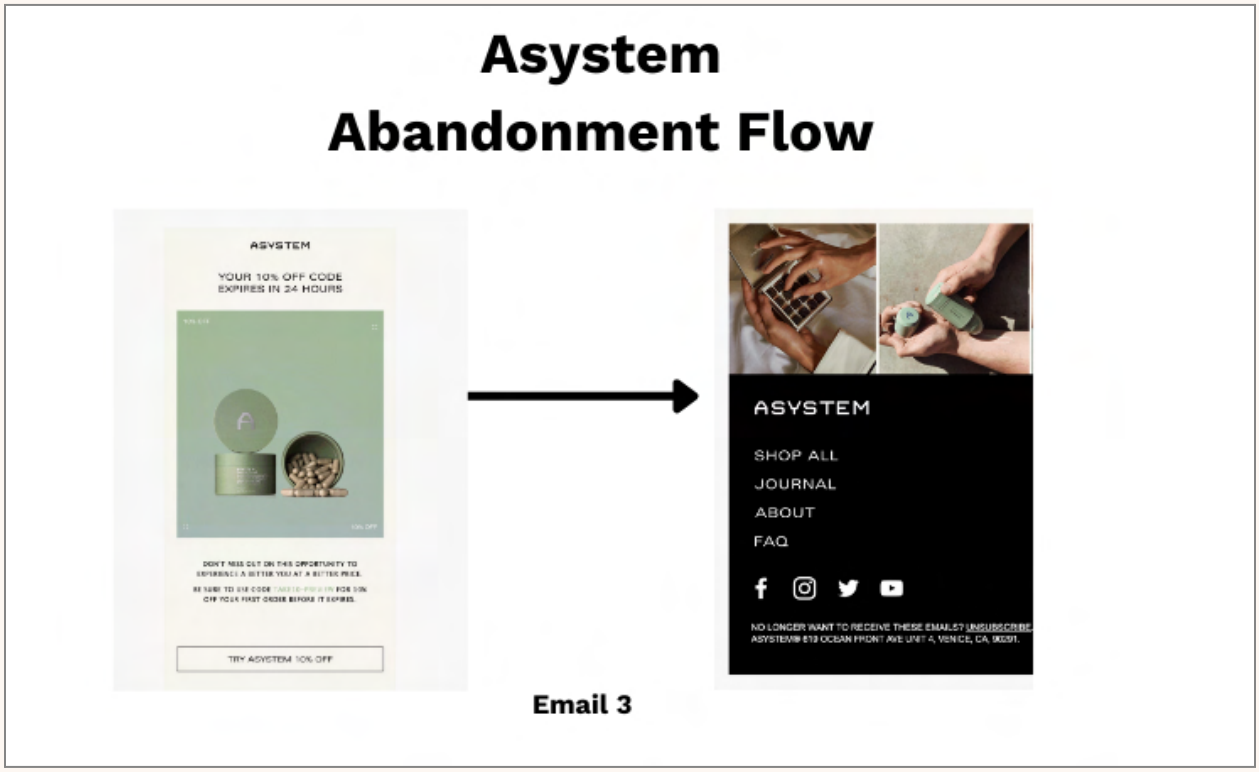
Asystem cart abandonment email flow 1

To showcase best practice Klaviyo abandoned cart email templates, we've called on Arsh Sidhu, Director of Ecommerce at Asystem. Arsh says,



Asystem cart abandonment email flow 2

The brand has increased its repeat revenue by 4% using Klaviyo cart abandonment flows.



Asystem cart abandonment email flow 3

Abandoned Cart Email Best Practice

We asked Sarah Hanney of Shopify agency, Swanky to take over this section and give us the lowdown on browse abandonment best practice. Sarah's advice is:

1. Create a sense of urgency

As the customer abandoned their cart in the first place, there needs to be a good reason for them to return. Try different creatives such as stock running low, other customers are viewing this product and social proof to build momentum. If in doubt, run A/B tests to determine the best route. Klaviyo allows you to easily perform flow tests on subject lines, creatives, plain text and discounts and apply

weight percentages to each test. Take a look at their A/B test guidelines for more information.

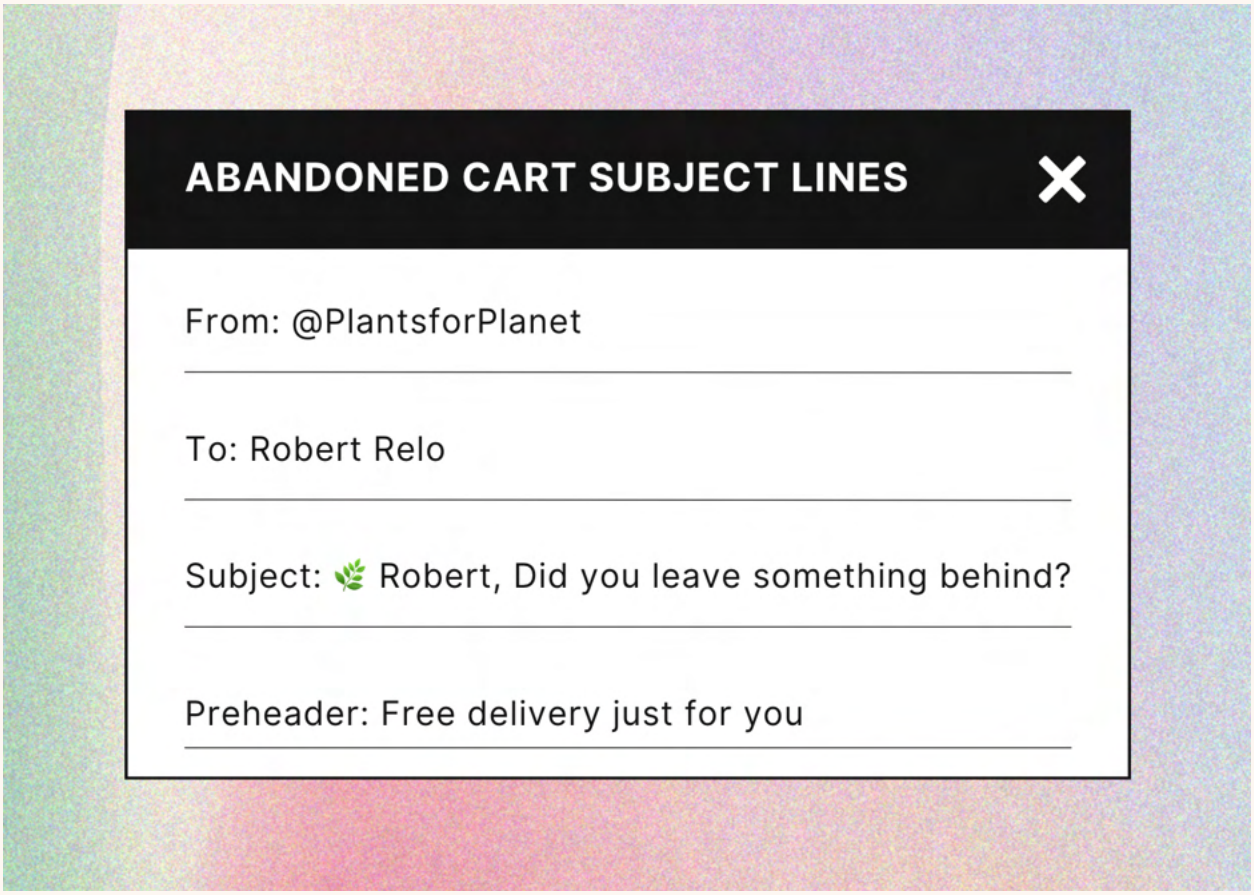
2. Seize the opportunity to cross-sell

You could use the abandoned cart flow as an opportunity to cross-sell other related items that the customer may be interested in. This can be as simple as a 'you might also like' carousel under the abandoned cart product. As Georgie mentioned earlier, adding an incentive is a great way to get them over the line.

3. Sign post customer support

Doubts or questions over a product may have caused the initial barrier to purchase. Be sure to provide links to customer support in your cart abandonment flow, making it clear you are ready to help.

Abandoned cart email subject lines



Example of Abandoned Cart email subject lines

Last but not least in this browse abandonment Klaviyo flow blog, it's important to perfect your subject lines. Subject lines are arguably the most important component of any email flow since the success of them depends on emails being opened in the first place.

We asked Ashley Scorpio from Hawke Media to share her top tips for subject line perfection.

Ashley continues with some questions to ask and answer as you craft subject lines for automated email nurture flows:

What are the overall goals of this email?

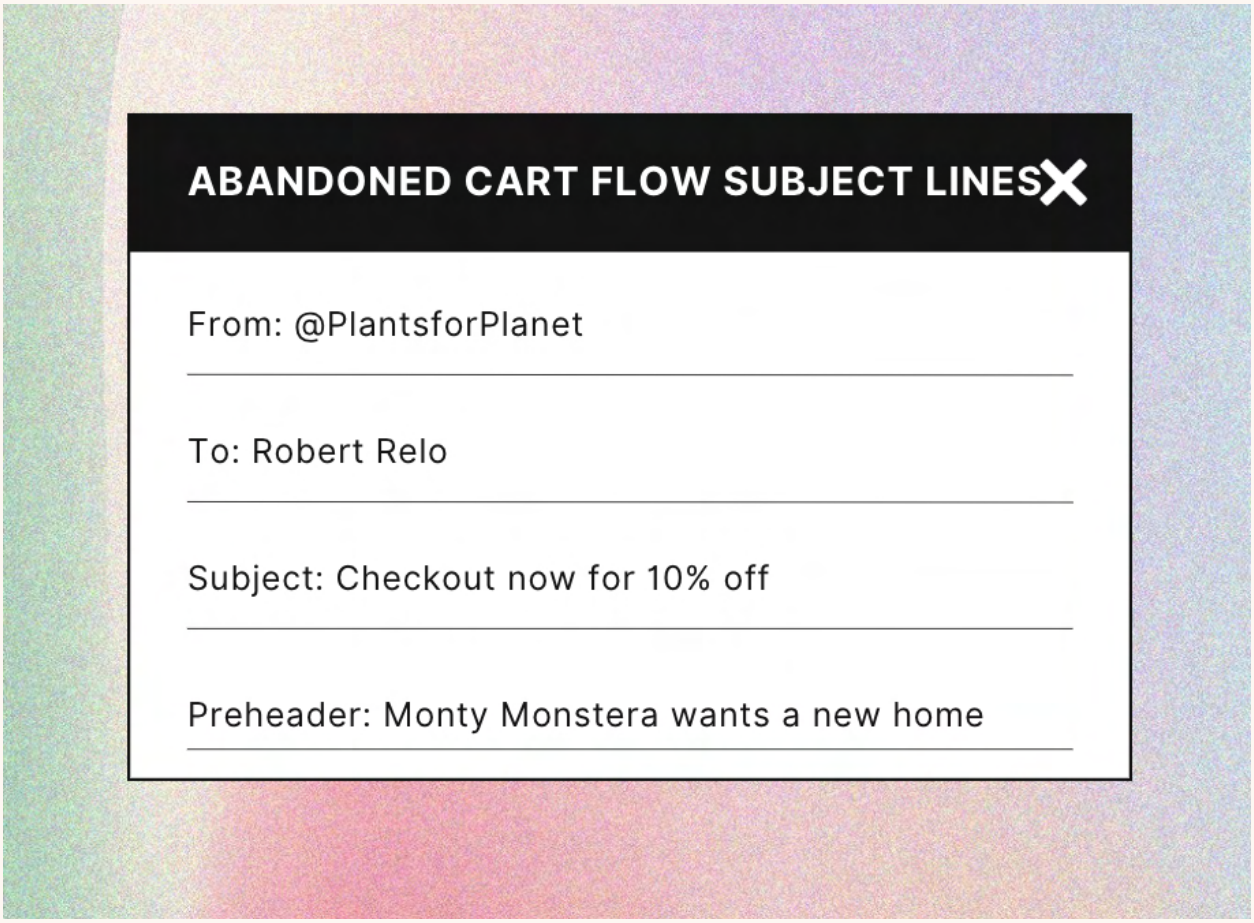
Be sure to create email with a cause. What are you looking to achieve by sending this email? You may be looking to increase customer lifetime value (CLTV) with a win-back email or encouraging a user to educate themselves on their problem in a welcome email.

What action do you want the audience to take?

Consider what you're pointing to. You could want them to buy one of your cool new products or encourage them to educate themselves on the product they just purchased.

Is the CTA stated in the subject line?

Don't bury the lead. Make sure the user is clear on why you're sending the email so they are that much more likely to engage with it. Users want useful emails, which should include enabling them to take actions you both want them to take.



Examples of Abandoned Cart subject lines

Is there urgency in this subject line?

Not all emails are urgent, but often, timing is critical. Immediacy makes flows like welcome, cart abandonment, and win-back emails work that much better. Making your audience feel immediacy is an effective way to drive engagement as a DTC brand.

Does this sound pushy, cold, or spammy?

It's 2022 and collectively, we have been getting ads in our emails for a long time. Sure, most emails are functional, but that doesn't mean they have to be cold. Ditch the Do Not Reply email for something more welcoming and have emails be direct but not pushy. Keep an eye out for stereotypically spammy words that trigger spam filters.

Is this subject line personalized to an action-based trigger or a demographic data point?

Personalization starts with sending the right emails to the right people at the right time. For DTC brands, there are a lot of transactional and functional emails that need to be set up to ensure a smooth customer experience. Make sure this is reflected in those emails' subject lines.

Is using the individual's name effective personalization in this subject line?

At best, it is eye-catching or sometimes functional to get an email with your name on it. Other times, it's unnecessary or even "creepy." Consider if setting up name-based personalization in the subject line is effective for the type of email you're sending.

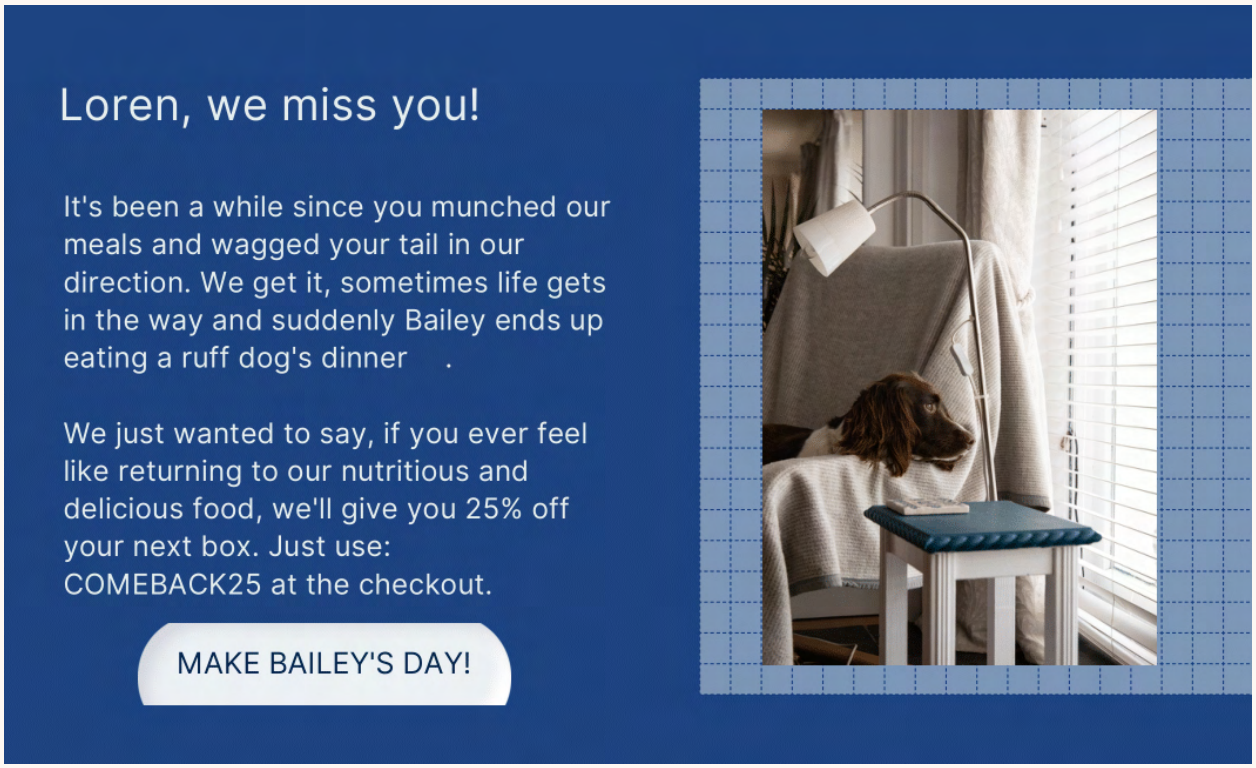
Will capitalization play a role in this subject line?

Remember, all caps can trigger a spam filter. Other than that, stick to using sentence or title case from your subject lines. The trendiest brands can even get away with all lower case. Test different capitalizations and see what your audience responds to.

PART 6

Retain more customers with Klaviyo winback flows

Retaining customers is thirsty work. It's estimated that 7 out of 10 customers will never buy from you again. But with soaring acquisition costs becoming the new normal, it's better to work with the customer base you've got than chase the new and shiny. Klaviyo winback flows are a quick win way to achieve this. They're relatively simple to introduce, low cost to implement and aside from some optimisation you can set them and leave them.



An example of a winback flow email

In this piece we're going to help you retain more customers with customer winback flows featuring advice from Klaviyo, Swanky Agency and PAASE. We'll cover

- Winback flow strategy
- Winback flow examples
- Measuring the effectiveness of your winback flows

What are Klaviyo winback flows?

The clue is in the name, but winback flows are essentially automated email flows designed to 'win back' customers that have lapsed. A lapsed customer is someone who hasn't made a purchase or interacted with your brand in a set time period. This could be a one-time customer who hasn't returned, or a lapsed subscriber. The time period of what defines a lapsed customer varies, but usually 3-6 months of inactivity is a good indicator.

You might assume that there's no point in trying to win back a customer who has lapsed, but retaining an extra 2% of your existing customer base can generate thousands of pounds of additional revenue and considerably increase lifetime value. Klaviyo's in-house expert, Jordan tells us that "winback email flows typically have an open rate of 29% and as many as 45% of customers who open winback emails will continue to open emails from your brand afterwards."

It's also worth noting that winback flows are different to abandoned cart flows, which usually take place before a customer has ever placed an order. If that's what you're looking for, you can read more on abandoned carts in a relevant blog post below.

Winback flow strategy

We asked Sarah Hanney, Email Specialist at Swanky Agency to share her ingredients of a successful customer winback flow in Klaviyo.

Make it personal

Rather than bulk-sending a generic email to all lapsed customers, use segmentation and data feeds (e.g. purchase history/browsing history) to target recipients with relevant messages.

Incentivise

Introducing a small discount may encourage some shoppers to re-engage with your brand. This doesn’t have to be huge - 10% off or a free gift is a good place to start and work out from here based on the results.

Gather feedback

People like to offer their opinion even if they're not planning to buy. So asking for feedback in your winback flow is a great opportunity to collect valuable information that can help with future marketing strategies.

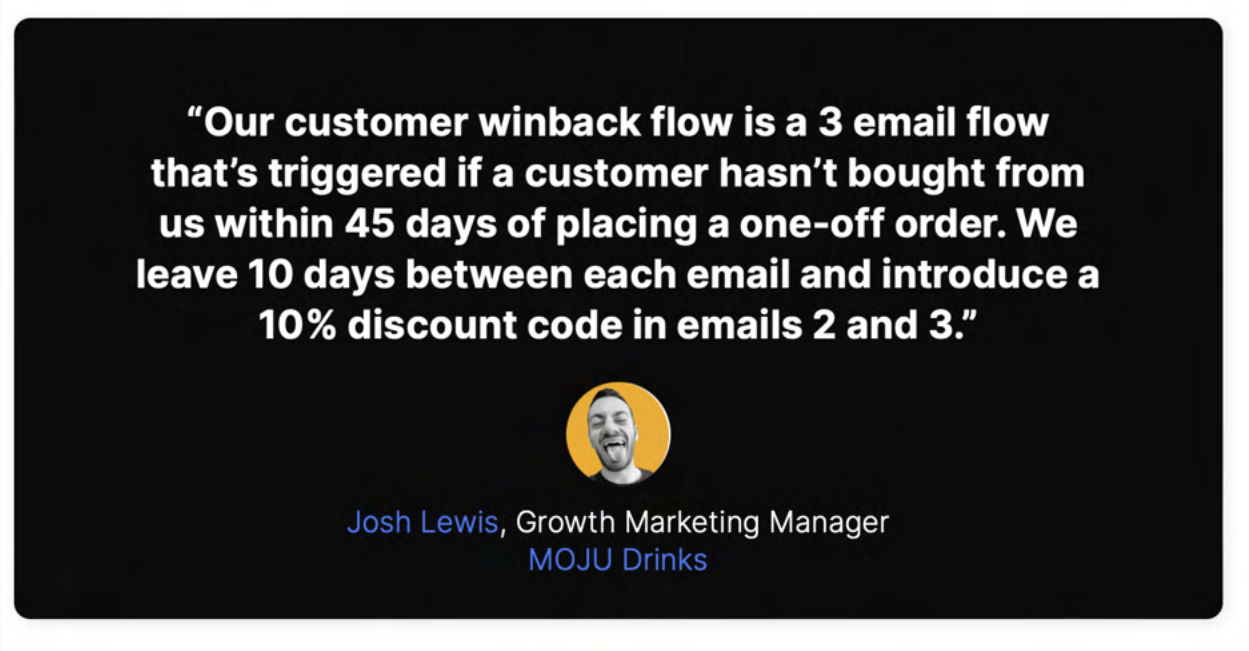
Winback flow examples

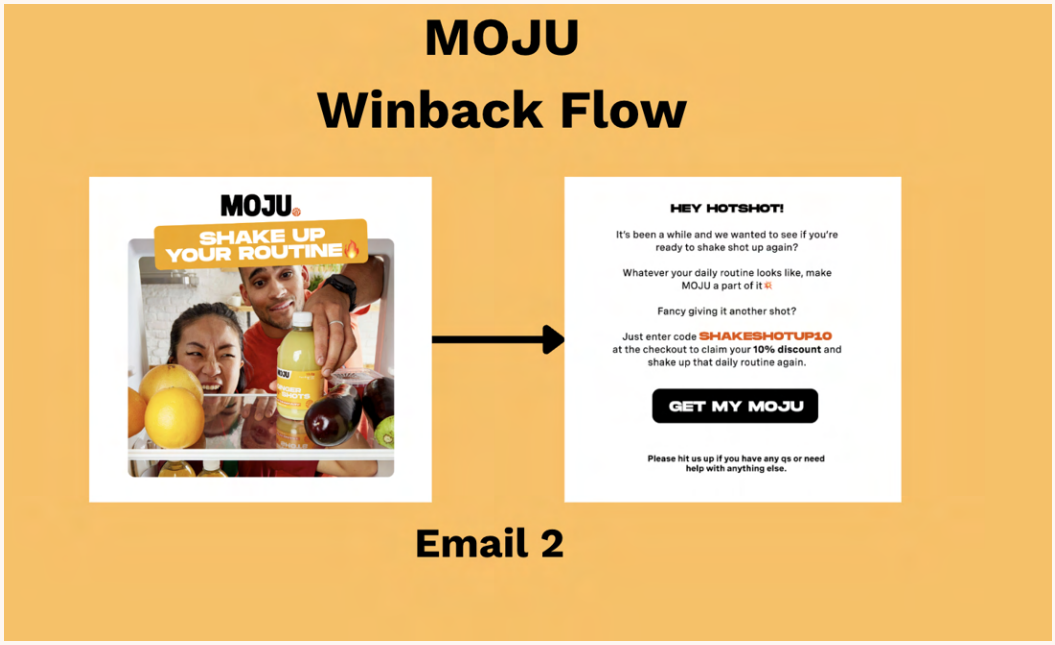
To showcase best practice customer winback examples, we've called on Josh Lewis, Growth Marketing Manager at DTC brand, MOJU Drinks.



MOJU winback flow email 1

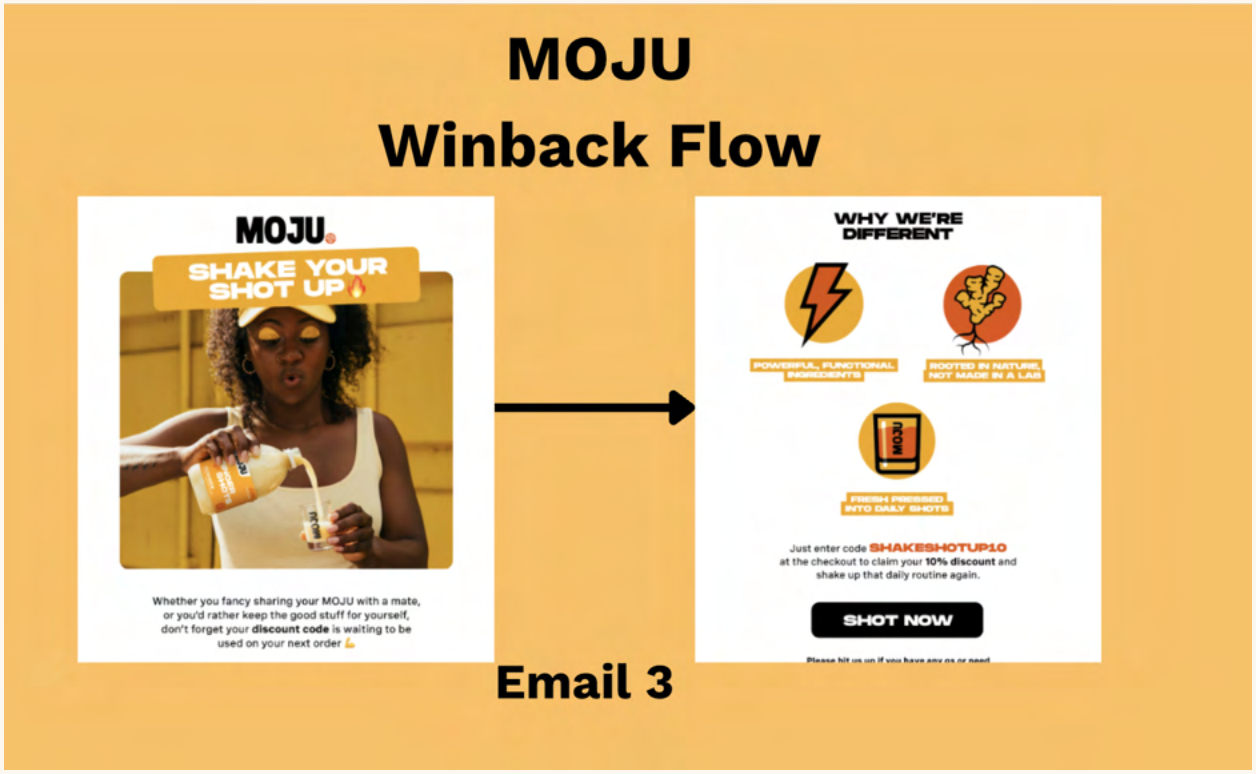
Josh says,





MOJU winback flow email 2

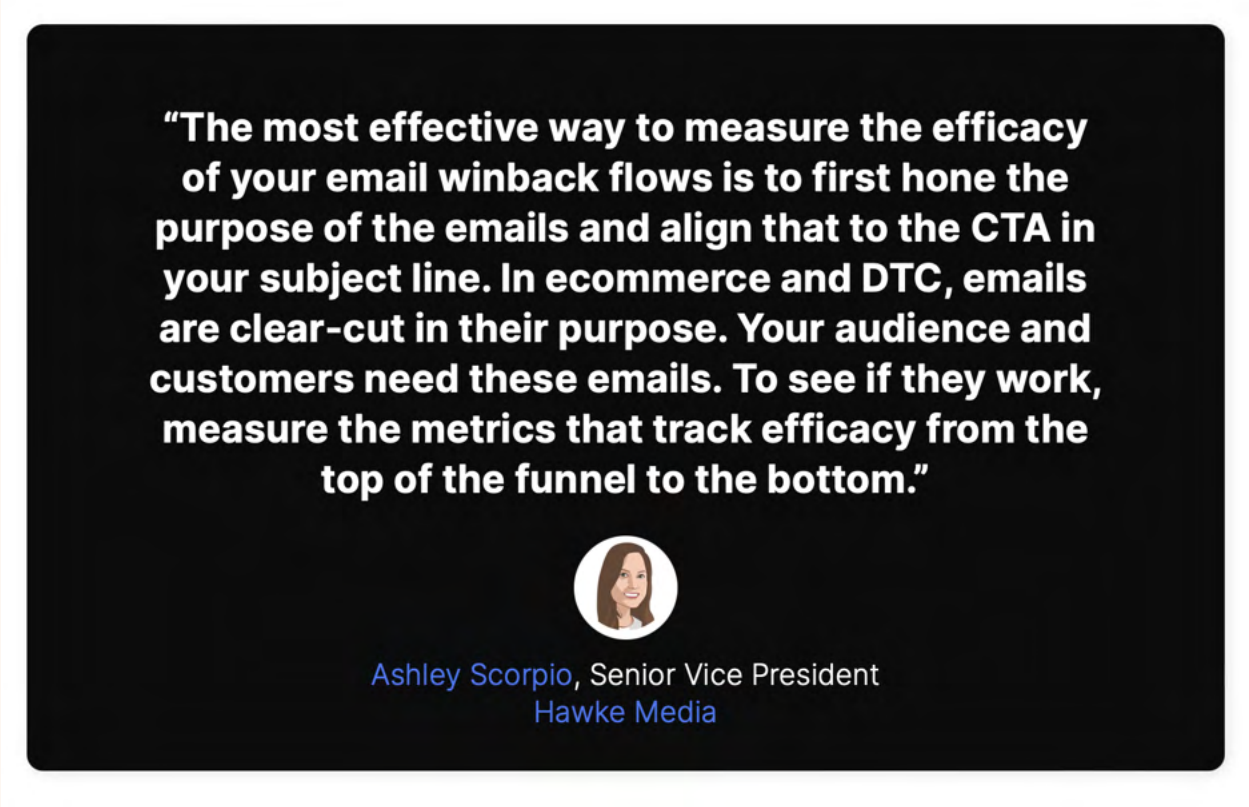
Since introducing the flow, the average email open rate is 35% and average CTR is 4%. For customers who have placed orders with MOJU multiple times, they have separate flows for upsell to subscription – once they subscribe they receive all sorts of benefits to keep them interested and engaged!



MOJU winback flow email 3

Measuring the effectiveness of winback flows

We asked Ashley Scorpio, Senior Vice President at Hawke Media to share advice on measuring the effectiveness of winback flows. Ashley says,

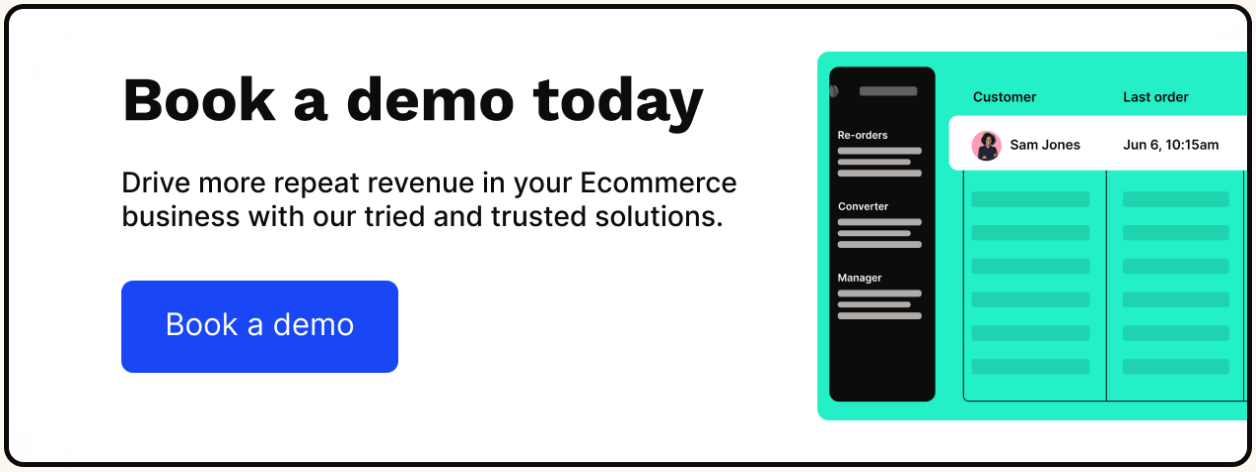


These include:

- Email delivery rate
- Bounce rate
- Open rates
- Clickthrough rates
- Conversion rates
- Customer lifetime value

- Average order value

Make sure to use proper link tracking embedded into every link and CTA so you have full visibility into the entirety of your lead flow, from the email landing in the subscriber's inbox, all the way to the order confirmation email and beyond.



PART 7

Personalization tactics for better Klaviyo flows

Since the news broke in June 2021 that Apple would block third-party cookies, brands have been forced to rethink their approach to customer email personalization. CRM and Ecommerce Managers can no longer understand a customer by simply taking a proverbial stroll through their browser history. Cookies may be going away, but personalization is here to stay.

Klaviyo makes it exceptionally easy to send targeted messages to your customers to build brand loyalty and brand community, and help you get the right message, to the right person, at the right time. Creating these personalized email campaigns is key to building an engaged customer base that returns for a second and third time.

This piece has been guest written by Blend Commerce's Email Marketing Strategist Carmen with insights from PAASE Digital's Commercial Director Andy, to help you get the best out of your flows.

We'll cover:

- Benefits of personalized email marketing
- Personalization strategy
- Sign-up experiences
- Conversational pop-ups
- Store quizzes
- Klaviyo personalization subject lines

Benefits of personalized email marketing

Any DTC brand worth their salt should be trying to implement personalization tactics to engage and retain customers. After all, 78% of customers admitted they'd be more likely to make repeat purchases from brands that personalize. The days of broad marketing are numbered. Customers want personalized brand experiences that tap into their needs, interests and values. However, if you're still in any doubt about investing time in Klaviyo personalization, here's a few good reasons to...

Increased conversion

Even the most basic personalization tactics (such as adding the recipient's first name to emails) can increase open rates by 3% compared to emails which don't greet the customer by name.

Increased referrals

We already mentioned that customers are much more likely to buy again from brands that personalize. In addition to this, customers who received personalized flows are 78% more likely to recommend your brand to friends and family.

Increased revenue

According to data from Campaign Monitor, segmented email campaigns can increase repeat revenue by a staggering 760%. Try starting small, for instance if you are a DTC food brand, try segmenting by preferred tastes and flavours.

Personalization strategy

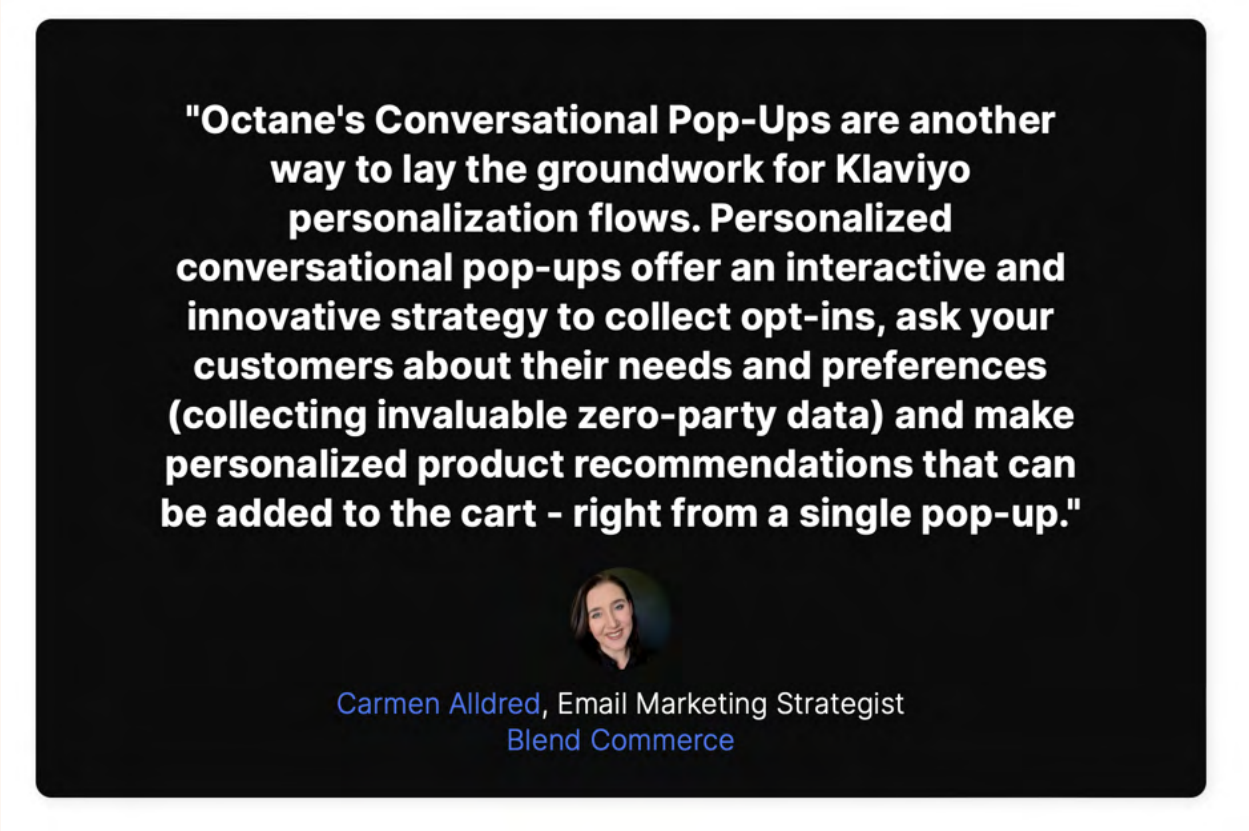
Before you create personalization flows for SMS and email, you need to have a fantastic strategy in place to collect data in order to target customers. We invited Blend Commerce's Email Specialist, Carmen to share her top tips:

1. Personalized sign-up experiences

Creating personalized sign-up experiences is a reliable and effective way for DTC brands to start their personalization strategy. Klaviyo's Multi-Step Signup Forms allow you to collect detailed customer-first data, like first names, birthdays, personal preferences, or interests to help you provide a highly personalized experience to your customers.

Multi-Step forms make it easy to collect consent for multiple marketing channels while learning about your subscribers without intimidating visitors with chunky forms.

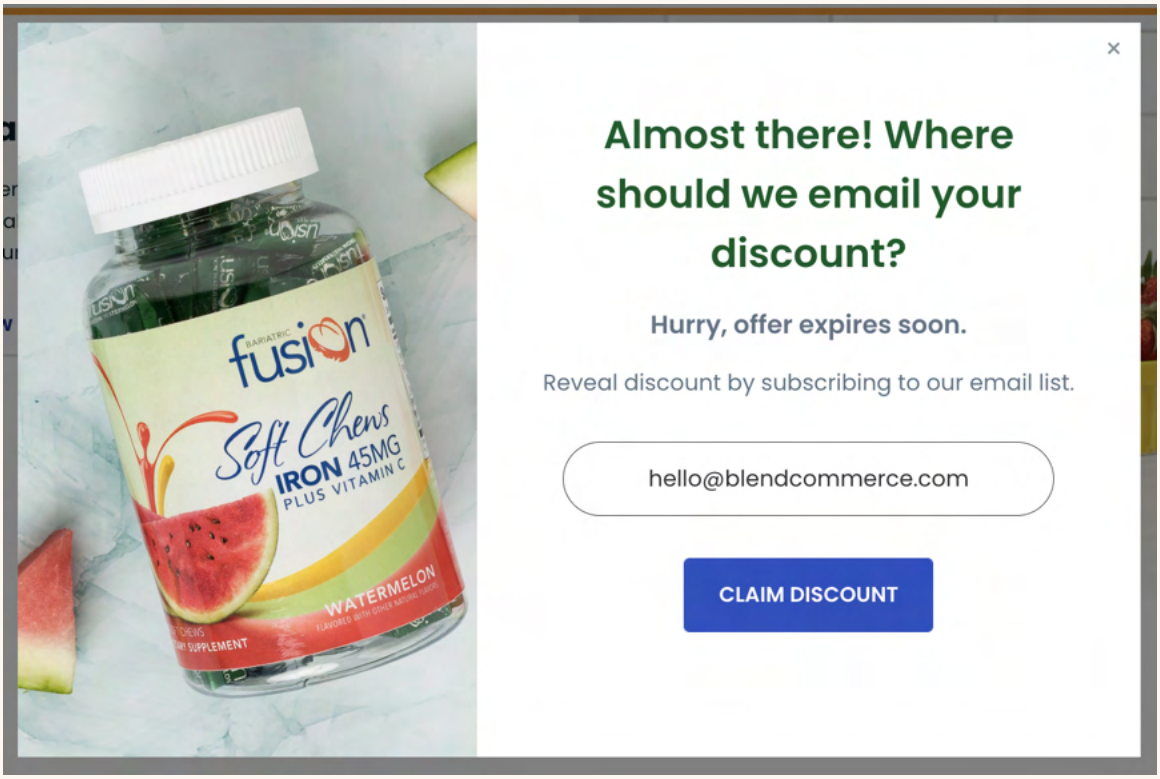
2. Personalized conversational pop-ups

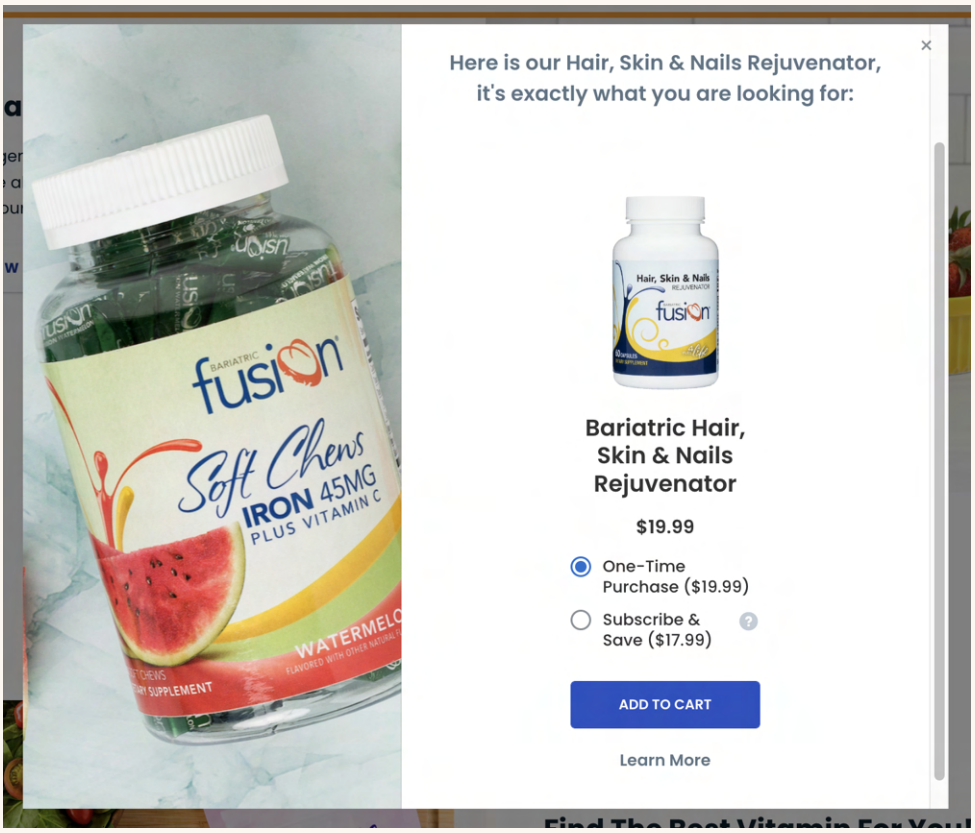


Blend Commerce's client Bariatric Fusion has created a seamless sign-up experience that is used to get to know the customer's unique goals, collect email consent and recommend personalized products all in one pop-up.



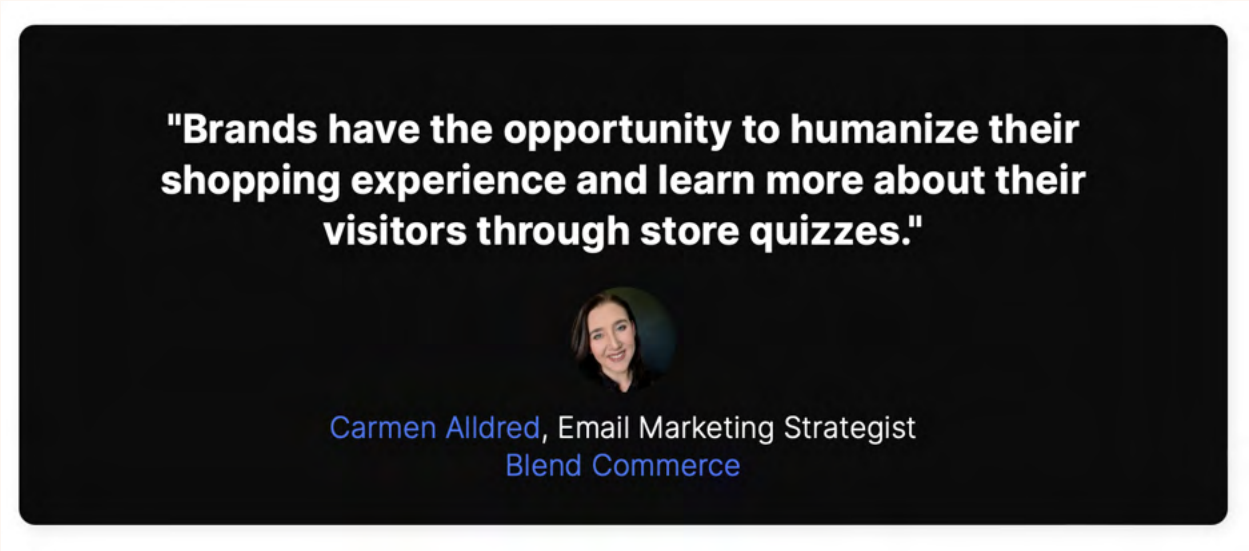
Conversational pop-up 1





Conversational pop-up 3

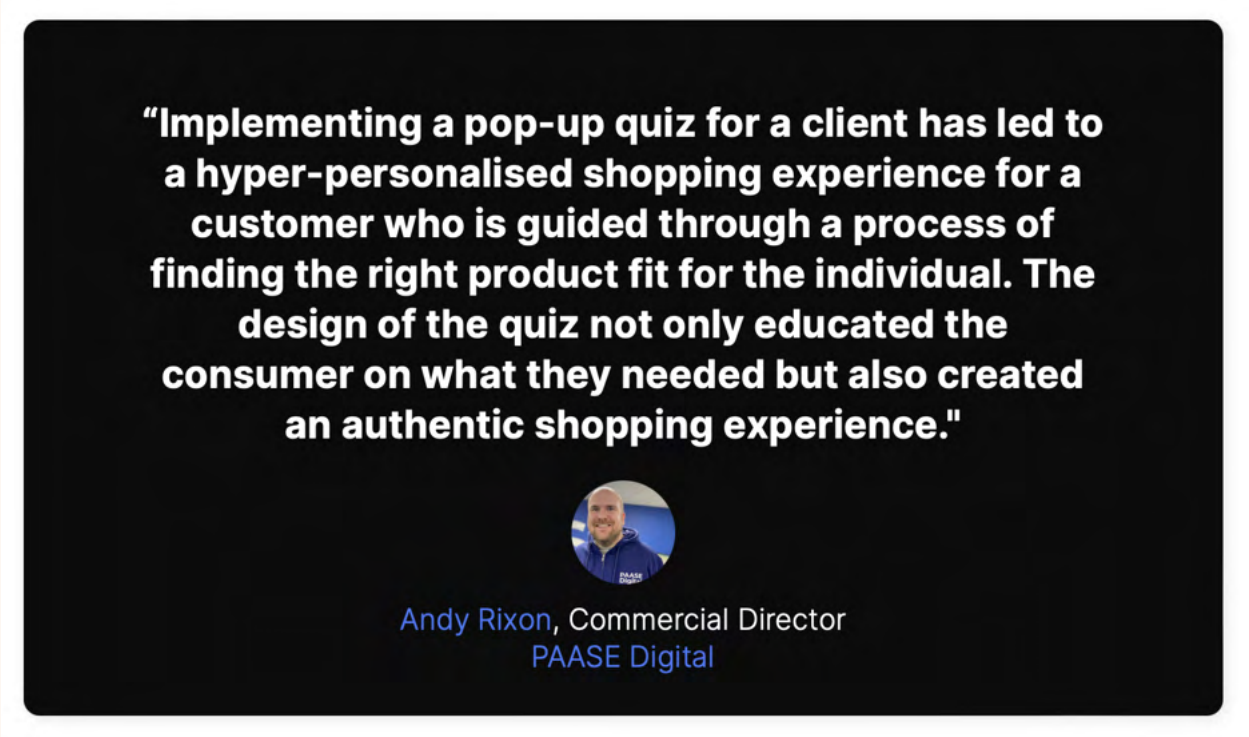
3. Personalized Store Quizzes

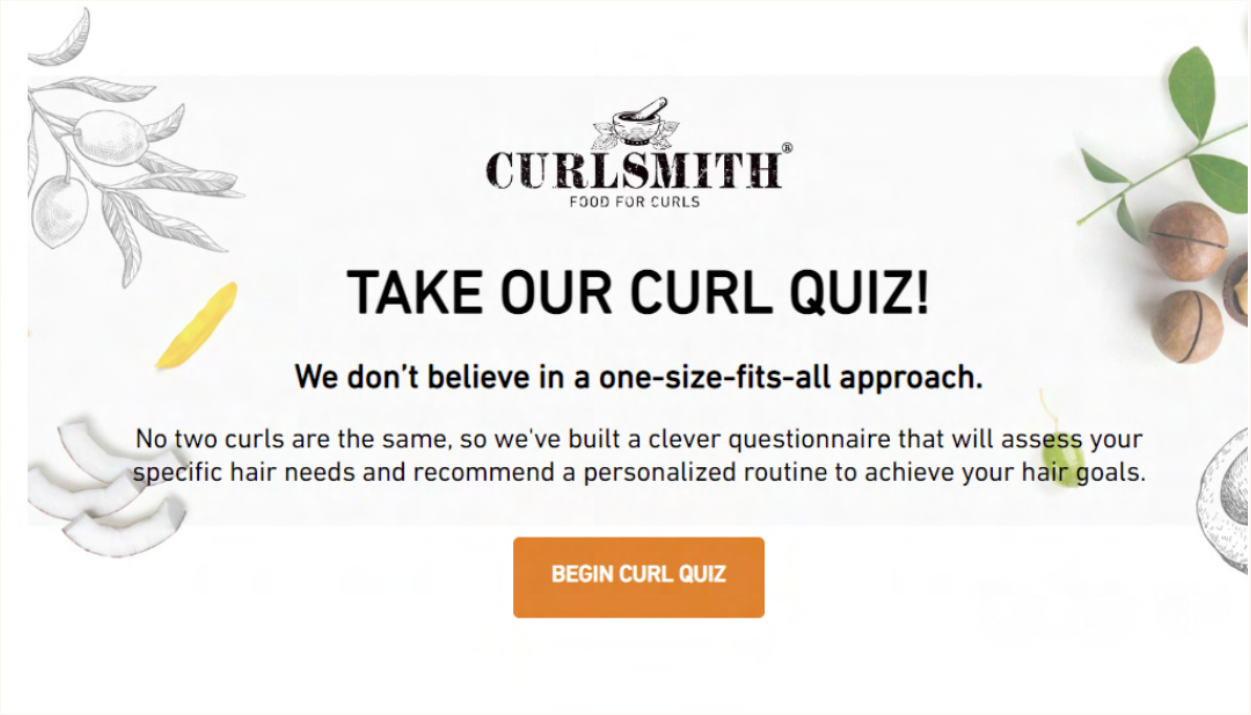


Octane Ai's store quizzes enable brands to get to know each person who visits the online store and ask them questions about their goals, interests, and pain points. Recommend personalised products, to the right person, for the right reason, based on each visitor's unique answers. All while collecting and storing data at each and every step. These properties are pulled through into Klaviyo as a customer completes the Octane onsite quiz and each property will be present due to a selected answer in each step of the quiz.

This data can then be used to further segment and personalize your email flows based on each customer's unique profile properties.

Andy Rixon, Commerical Director at PAASE Agency, also believes quizzes are the way to go to drive home personalization. He says,





The quiz PAASE implemented for a client

Andy continues, "After the quiz completion, consumers receive personalised product recommendations in an automated email which has led to over 100,000 new subscribers in the database, a 89.57% completion rate, an additional 10% to email revenue and that one automation equates to 2.5% of overall revenue per month."

Personalizing your Klaviyo email flows

As with all email flows, segmentation is essential. But specifically with Welcome Flows, you need to understand where your customers are in their journey. Segmentation will increase their customer experience, increase their personalisation, and find areas of your store that they perhaps didn't know existed. We have more from Blend Commerce below.

1. Segment customers by source

Start by segmenting customers by their source. It's all very good and well to know they've signed up, but knowing where they've signed up from, will give you a unique insight into how different customers interact with your store after the sign-up process.

For example, by segmenting your Welcome Flow based on whether a customer signed up from a discount offer vs a customer who signed up through your newsletter form, you'll be able to target the messaging to those two different customer types, as well as differentiate a customer who is truly here for your brand, or a customer, who really just wanted the discount and is more likely to unsubscribe in the near future.



Segment customers by source for better personalization

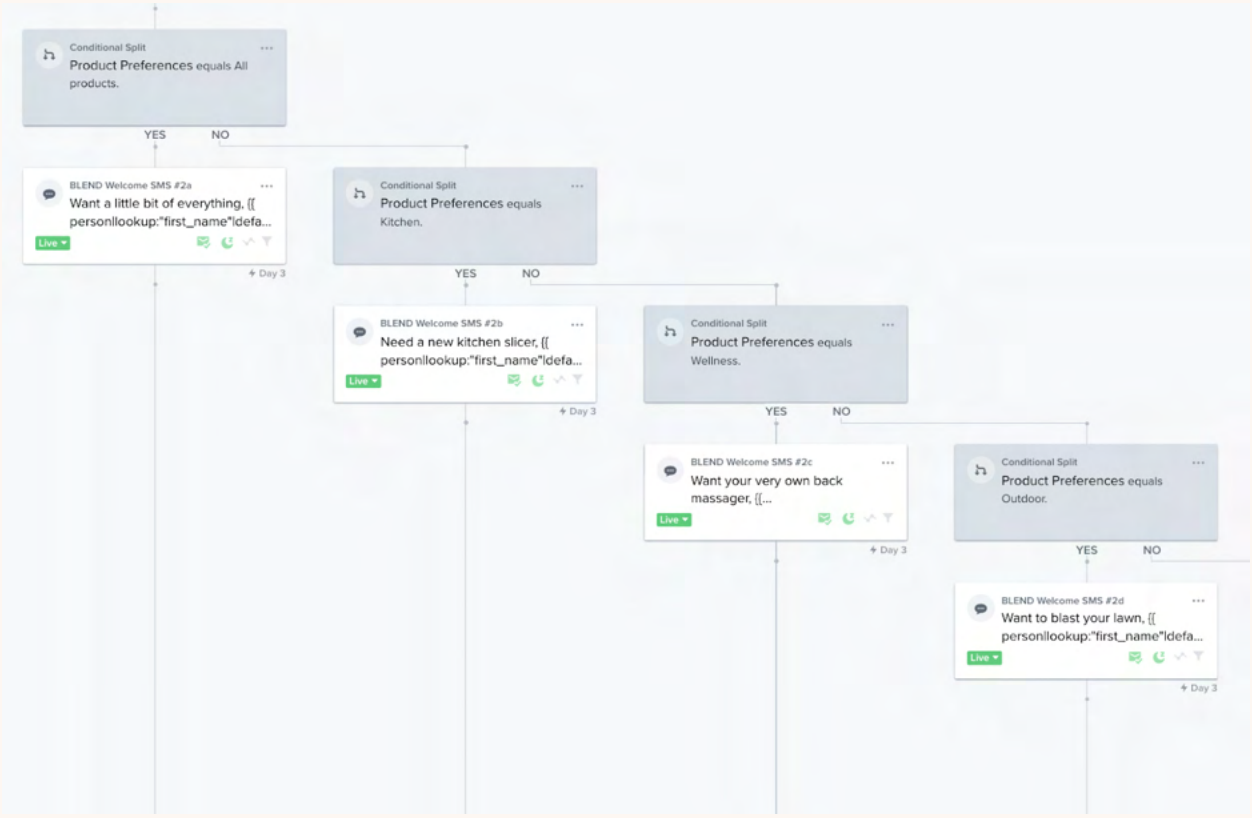
2. Segment by quiz data

You can also use your flows to segment your subscribers based on their unique quiz data, and direct customers who haven't completed the quiz to do so. By segmenting customers based on their preferences, interests and goals, you can tailor the messaging on each flow path to be specific to them, giving them personalized product recommendations if they haven't purchased before, or cross-selling complementary products based on their preferences and previous purchase history.

3. Ask customers what they’re looking for

If your brand hasn't implemented a quiz yet, never fear, Klaviyo allows you to gather personalized data about your customers, right within your flows. Simply ask your customers in an email to tell you what they’re looking for we've done for our client here.



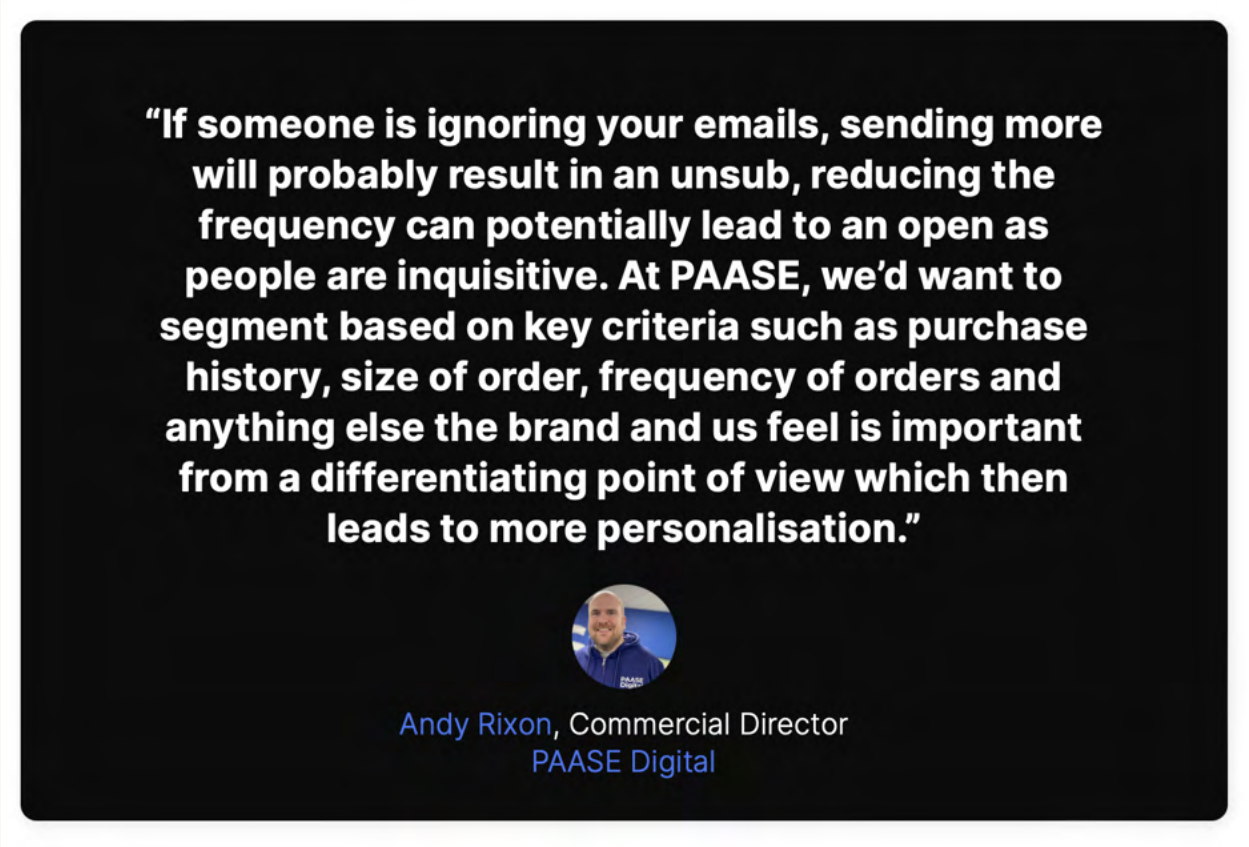


You can use the data to build your flows with personalization

You can then use this information to segment your Welcome Flows, Abandoned Cart Flows and Winback Flows and give each subscriber a tailored and personalized email experience, which is sure to delight and engage your customers.

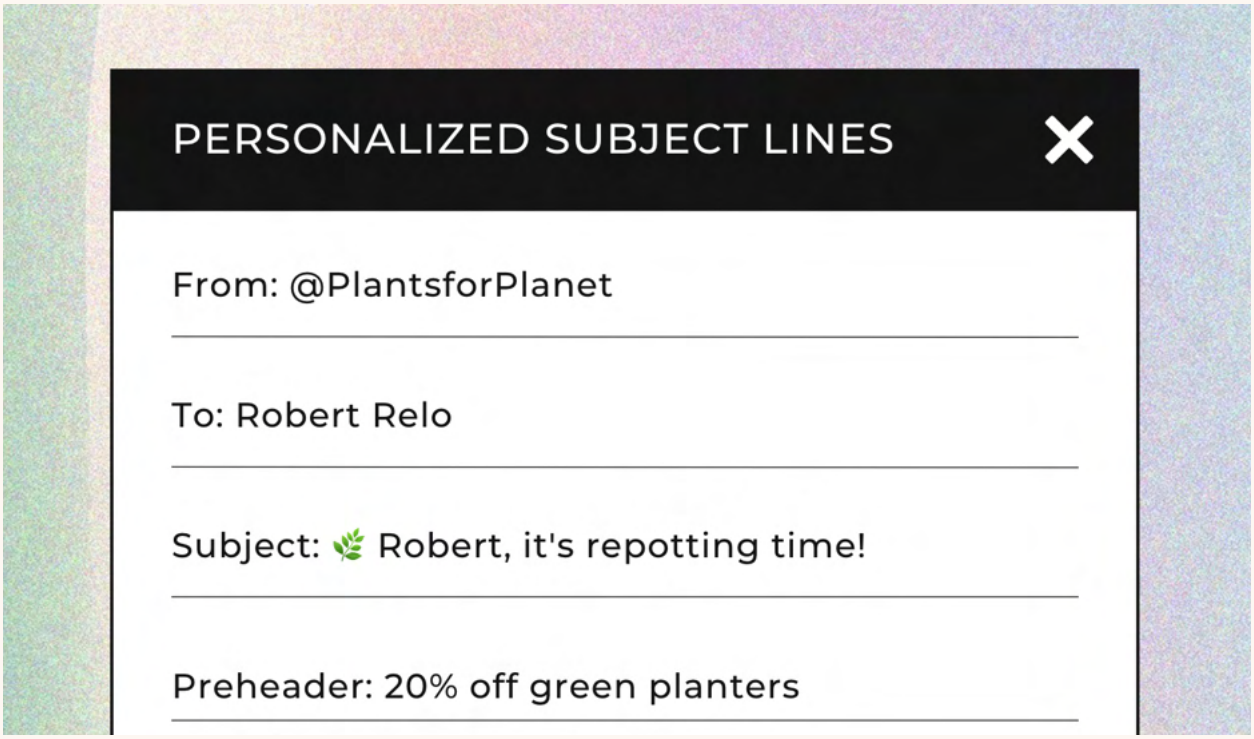
4. Segment by interaction

Andy at PAASE Agency believes that interaction-led segmentation is key to the success of personalization. Andy says,



He continues, "You can personalize further via dynamic content. This means we can change the look and content of an email based on the information we already know about them. Are they always buying yellow products? Make the emails more yellow. Sounds simple but it’s these small extras which make a difference.”

Klaviyo personalization subject lines



An example of Klaviyo personalized subject lines

To wrap up this piece, we want to spotlight the importance of personalizing your subject lines for Klaviyo success. After all, even with the best email creative in the world, if the customer doesn't open your email it won't yield results.

Here are Jordan Bourchier-Lee from Klaviyo's top tips:

1. Keep it snappy

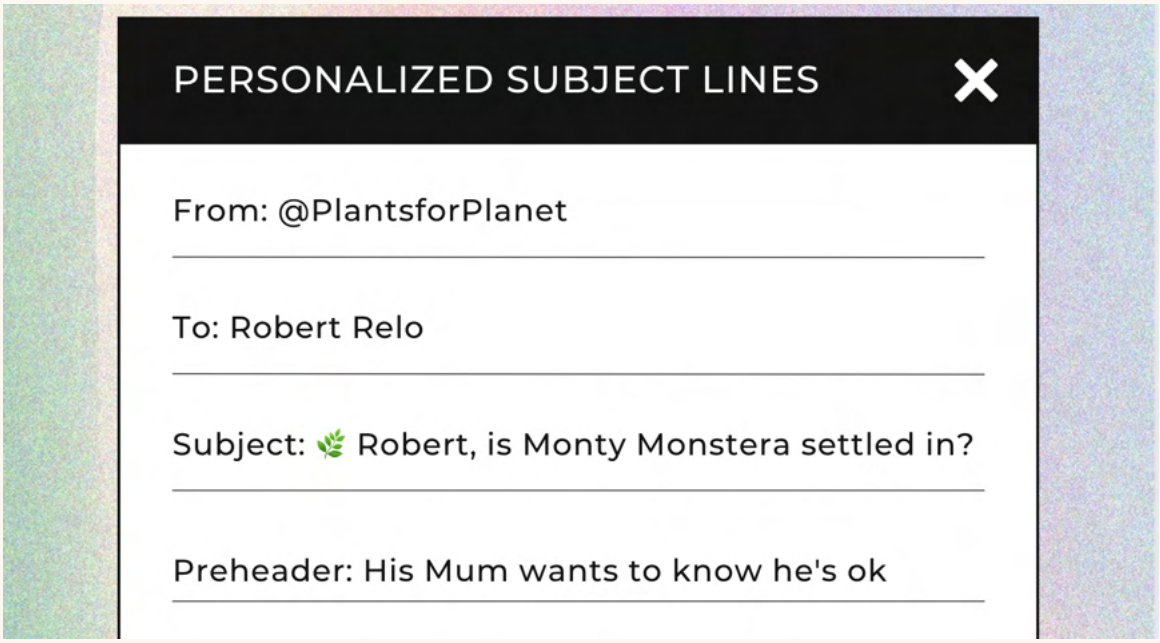
30-40 characters is the sweet spot. Add any more characters than this and it might be cut off on mobile. If you have extra things to say, make use of the pre-header function.

2. Inject some personality

Segmentation is your best friend here. You want to be able to speak to your customer like a friend, but first you need to understand them. In the example above, Plants for Planet knew from an onsite quiz that Robert wanted to learn how to repot his plants, and they learnt from his purchasing history that green is his preferred color when buying pots, so they were able to personalize based on this.

3. Intrigue the customer

Remember, the number one point of a catchy subject line is to get the customer to open it, so anything you can do to awaken their curiosity will reap rewards.



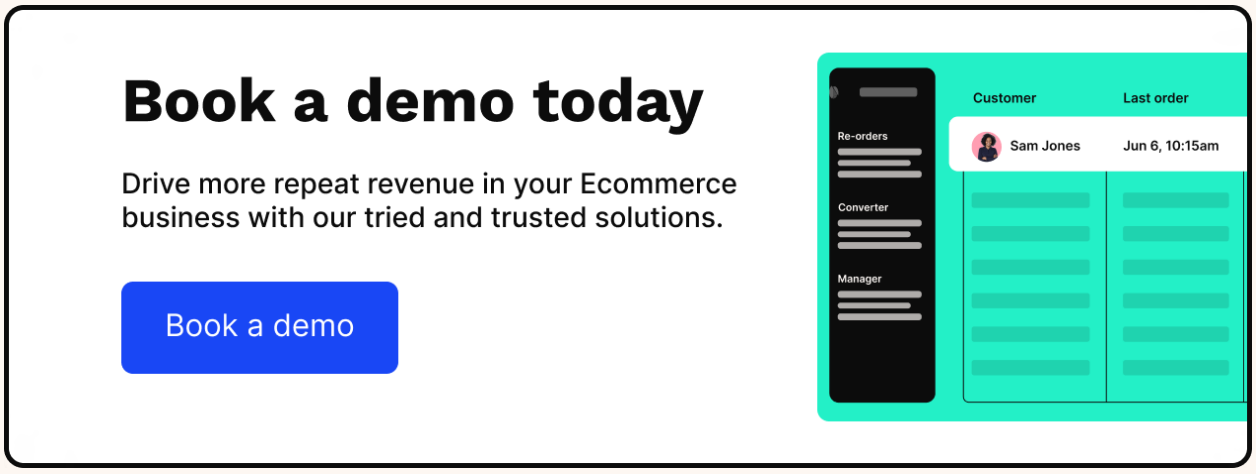
An example of Klaviyo personalized subject lines

PART 8

Personalized Klaviyo landing pages: everything you need to know

Your website is your shopfront, and your landing pages are the gel that binds your Ecommerce store together. In this competitive market, it's essential to create hyper personalized landing pages that put customer experience at the forefront to increase conversion and build a resilient DTC brand.

In this piece, we're going to guide you through personalized Klaviyo landing pages and the alternatives.



The purpose of landing pages



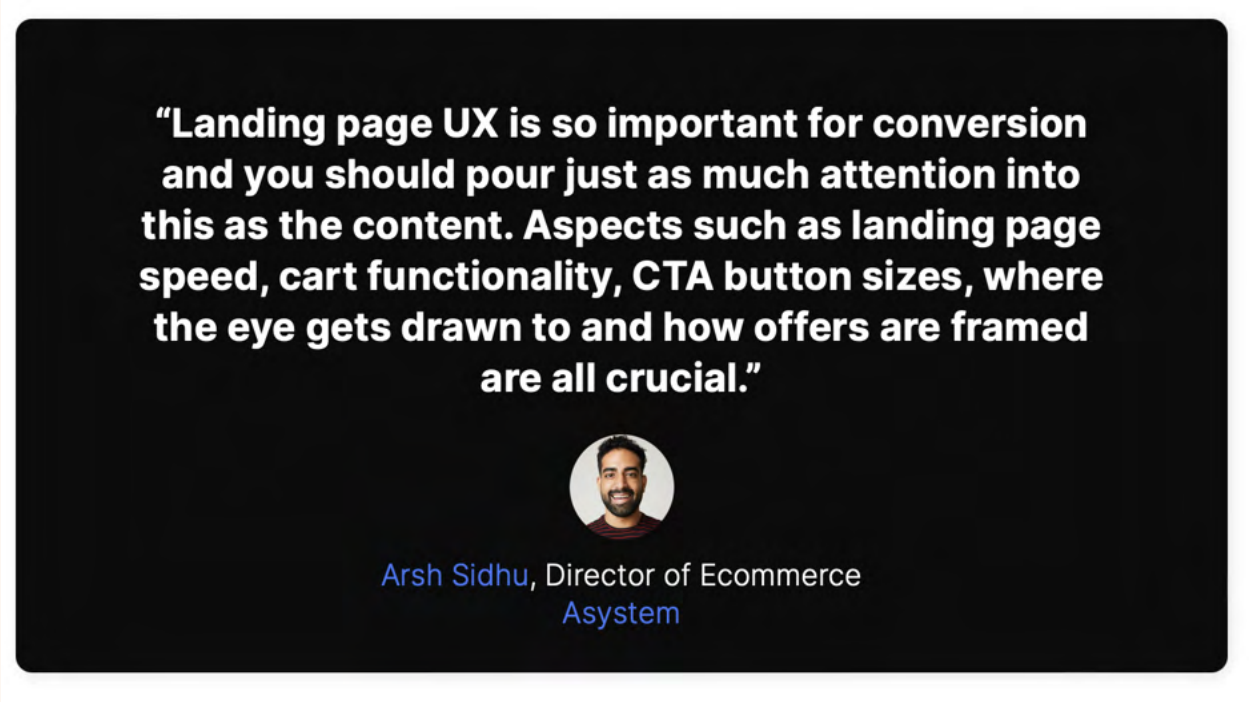
Jot Coffee has an ultra engaging landing page with creative copy and visuals enticing the user

Landing pages are used to educate users on your products or services, sell the benefits and convert them to take a specific action. Think of landing pages like chapters of a book - you want to focus on one thing at a time. This is different from homepages which try to give you a snapshot of the entire brand and product mix in one. Examples of landing pages include:

- Products
- Reviews
- How it Works
- About Us
- Our Mission

If the focus of your landing page is to drive sales, you'll want to ensure there is a well-structured narrative with compelling copy and imagery, specific CTAs across the page, and social proof from customers that build trust. Also, the user experience needs to be on point.

Arsh Sidhu, Director of Ecommerce at supplement brand, Asystem cites making landing pages user friendly as his biggest challenge. Arsh says,



Creating hyper-personalized landing pages

As the Ecommerce market gets ever-tougher due to the cost of living crisis, supply chain nightmares and competition, brands are looking at new technologies and tools to make landing pages hyper-personalized and dynamic.

What we mean by ‘hyper personalized’ is that currently, the traditional landing page is a one-size fits all view. But as every DTC brand worth their salt knows, audiences are made up of individuals.

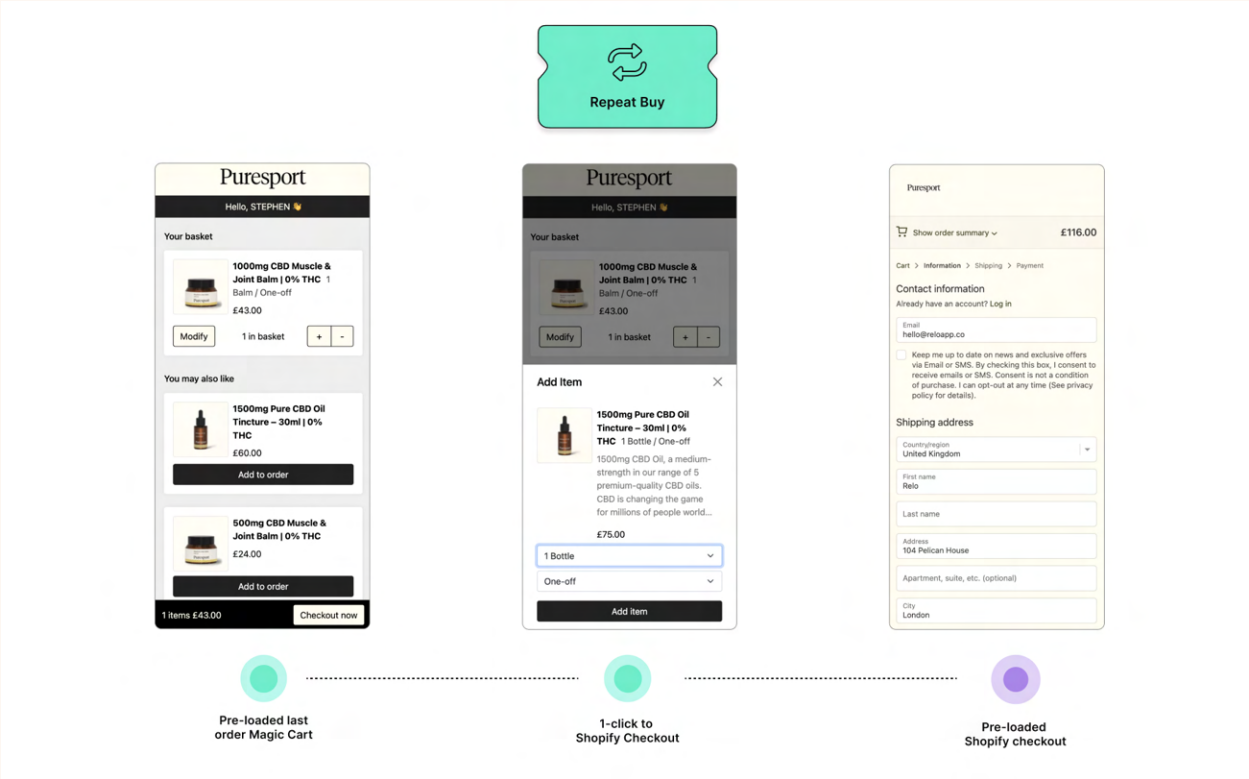
The current blanket approach stunts growth since both new and existing customers with various purchasing habits are all taken to the same page. While email marketing and account areas have adapted to personalization, landing pages remain stuck in the dark ages. This is probably why so many people are searching for Klaviyo landing pages as a middle ground.

Klaviyo landing pages

If you landed on this section, it’s likely you want to find an answer to the question “does Klaviyo have landing pages?” While building Klaviyo landing pages would be highly useful to DTC brands who would be able to push their various email segments towards personalized landing pages, Klaviyo itself doesn’t currently offer this.

However, all is not lost. You can still create hyper-personalized landing pages using Klaviyo and Relo together.

Klaviyo and Relo personalized landing pages



Relo works with Klaviyo to generate personalized landing pages

Hyper-personalized, dynamic landing pages are the future, but implementing them is a highly complicated process that is costly, requires a lot of data and development work and provides a headache for brands. Therefore, it's no surprise that the traditional landing pages are standard practice at the moment.

Until now, there's been no market solution to make Klaviyo personalized landing pages a reality. Relo bridges that gap.

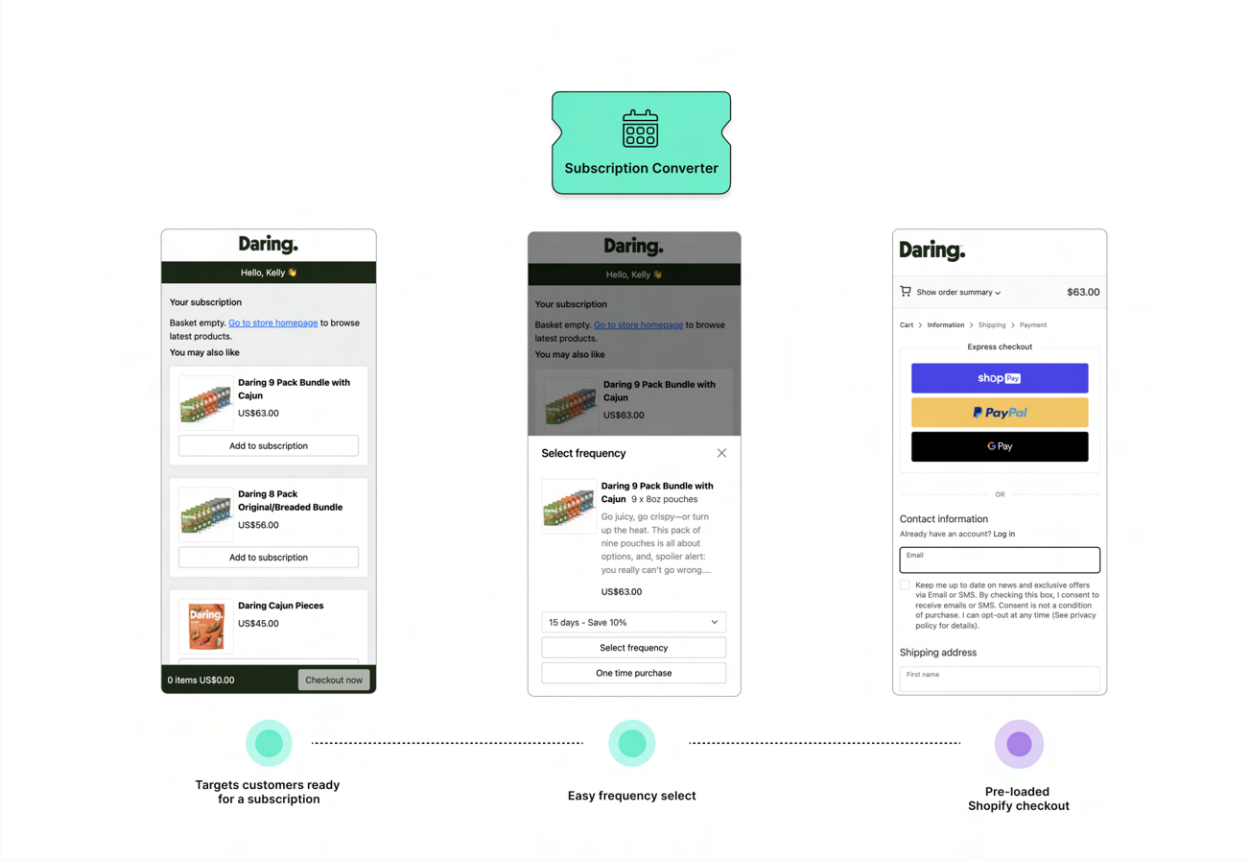
Current landing pages are clunky and offer limited personalization. If DTC brands really want to drive more repeat revenue, grow their subscription database and keep subscription customers, this all needs to be enhanced.

There are 3 unique ways to create personalized landing pages for conversion using Relo and Klaviyo.

Repeat Buy

Repeat Buy syncs with Klaviyo to show DTC brands the average order gap across customers, purchase products and all-time orders. This means that you can target customers at the exact moment they're ready to re-order. Finally, using our Magic Cart feature, you can drive the customer to a personalized landing page to complete their order. Magic Cart is added to the CTA button of your Klaviyo email and SMS flows and when they click this they are taken to their own personalized Klaviyo landing page portal, and can checkout in 1-click.

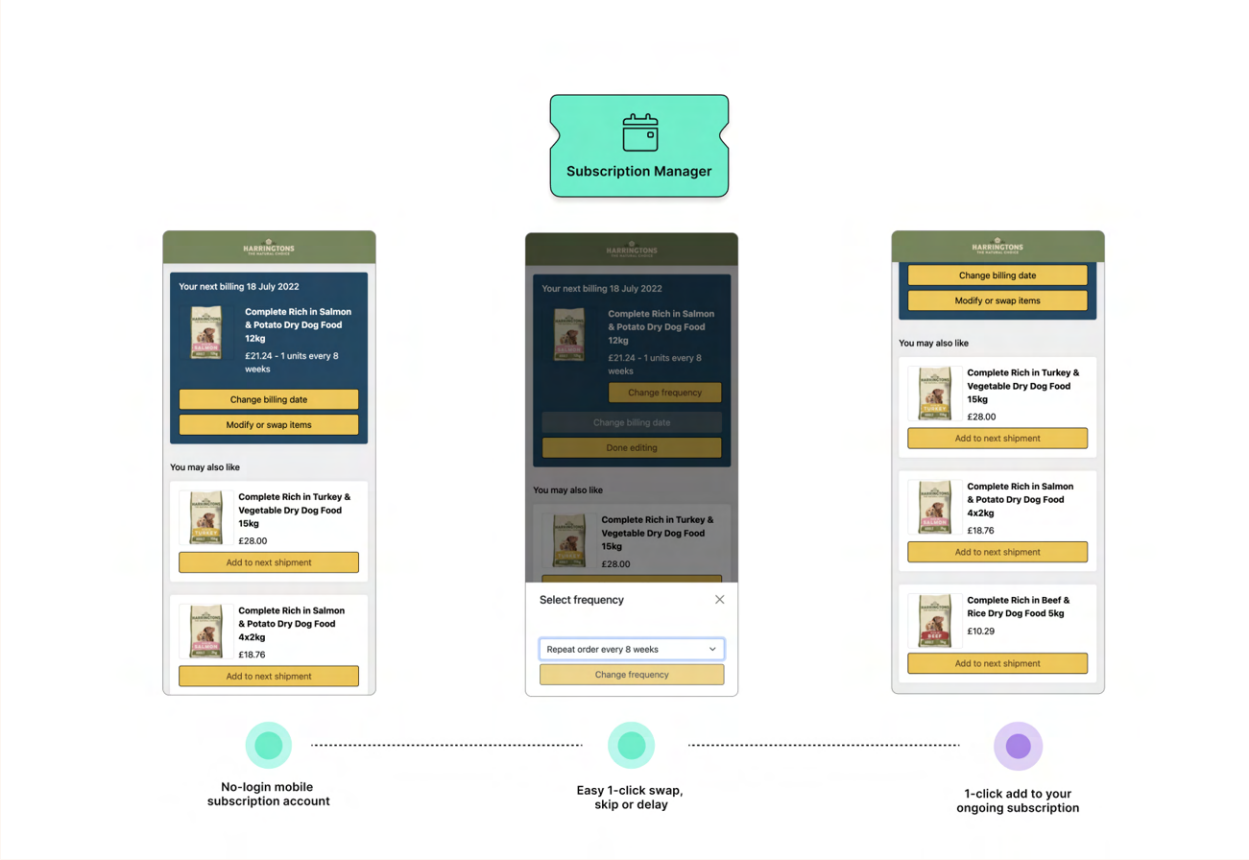
Subscription Converter



An example of personalized landing pages with Klaviyo and Relo

This tool works in a similar way to Repeat Buy, except instead of letting you know when a customer is about to re-order, it will look at habitual purchases to determine when a customer is most ripe and ready for a subscription. When customers click the CTA button of the Magic Cart, they are again taken to their very own personalized portal where they can sign up for a subscription in 1-click, add one-time orders and checkout in seconds.

Subscription Manager



An example of personalized landing pages with Klaviyo and Relo

Subscription Manager works slightly differently to the other two tools, and is designed to give your subscription customers the most flexible, smooth experience possible to boost subscription retention. Authenticated by email or SMS, your customers can manage their subscription in 1-click using the same Magic Cart feature through Klaviyo flows. Once they click the CTA of flows, they'll be taken to their personalized subscription portal where they can control everything in seconds, from adding orders, skipping, delaying and viewing recommended products.

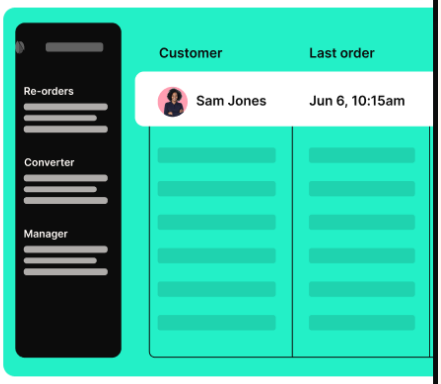
Conclusion

We hope this piece on personalized Klaviyo landing pages has given you some clear advice on how to improve your landing page conversion. While Klaviyo landing pages are not technically available yet, by taking advantage of Relo's Klaviyo integration, you can enjoy the next best thing and drive repeat revenue from your existing base wrapped up in a personalized repurchasing experience.

Book a demo today

Drive more repeat revenue in your Ecommerce business with our tried and trusted solutions.

Book a demo



About Relo

At Relo, our mission is to help DTC brands grow faster and stronger with products specifically designed to increase repurchase rates, grow subscription customers and keep subscription customers.

