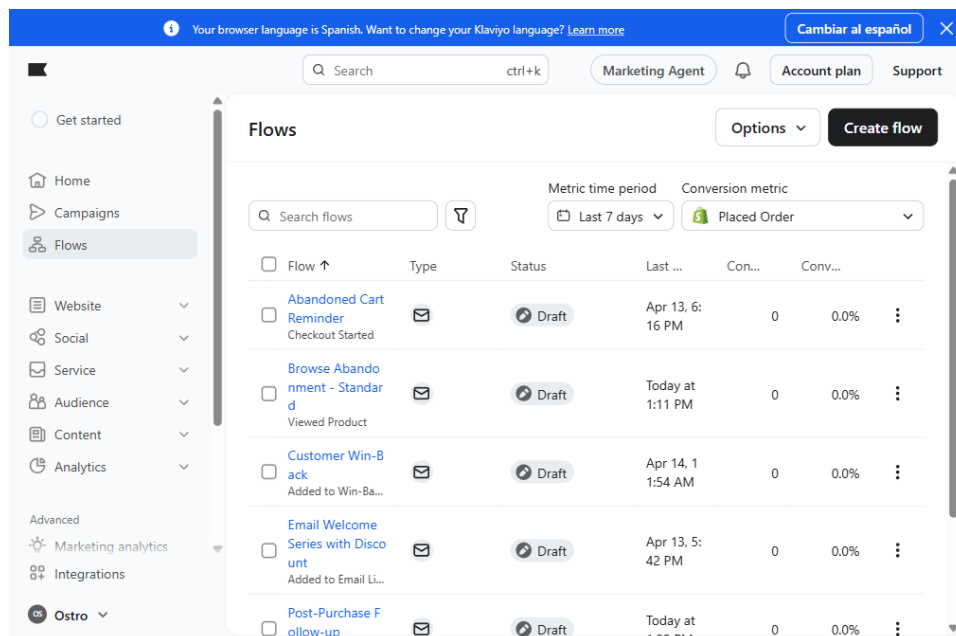


Pawsome Pets: 5-Flow Klaviyo Build

End-to-end email automation system for a US-based Shopify pet supplies store, covering the full customer journey from first visit through reactivation.

<h2>5</h2> <p>AUTOMATED FLOWS</p> <p>welcome → win-back</p>	<h2>15</h2> <p>EMAILS WRITTEN</p> <p>copy, subject, preview</p>	<h2>10d</h2> <p>TURNAROUND</p> <p>end-to-end delivery</p>
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The five flows live inside the Klaviyo dashboard.

THE CHALLENGE

Most small Shopify stores leave email revenue on the table.

A signup form, maybe a welcome discount, and the occasional newsletter when someone remembers to send one. Everything else runs on paid ads.

Klaviyo's own benchmarks put automated flow revenue at 25 to 45 percent of total email revenue across ecommerce. Without flows, that percentage is absent.

First-time visitors

Subscribe, never get a reason to buy within the first week.

Cart abandoners

Roughly 70% of carts are abandoned with no follow-up sequence.

Existing customers

Buy once, never hear from the brand again. No second-order trigger.

THE APPROACH

Five flows, built in order of revenue impact.

Welcome → Abandoned Cart → Post-Purchase → Browse Abandonment → Win-Back. Each flow wired to Shopify events via the native integration, so nothing runs on manual effort after launch.

A flow for every stage of the customer journey

1

Welcome Series

3 emails over 72 hours. Deliver the signup discount, tell the brand story, urgency close before expiry.

2

Abandoned Cart

3 emails over 4 days. Reminder, objection handling, final 10% discount to close.

3

Post-Purchase

3 emails over 14 days. Order confirmation, review request, cross-sell recommendations.

4

Browse Abandonment

2 emails. Product reminder with social proof, related products at 48 hours.

5

Win-Back

3 emails over 30 days. Personal "we miss you", 15% off reactivation, last chance before sunset.

Each flow runs on its own Shopify trigger (list signup, checkout started, order placed, product viewed, dormant segment) with Smart Sending enabled across the system to prevent over-emailing.

Welcome Series

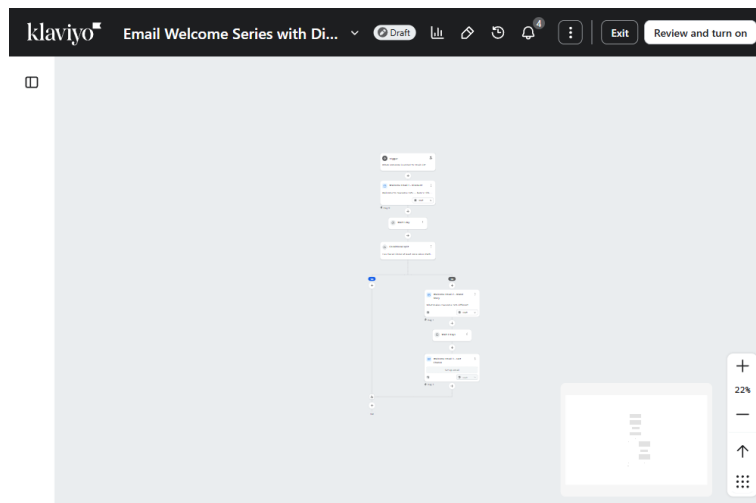
Trigger: new list subscriber

Three emails over 72 hours. Highest-performing flow by revenue per recipient.

Email 1 · 0h Delivers the promised welcome discount within minutes. Drives first conversion.

Email 2 · 24h Brand story, founder angle, product range overview.

Email 3 · 72h Discount expiring today. Urgency close.



Welcome Series as visualized inside Klaviyo.

Abandoned Cart

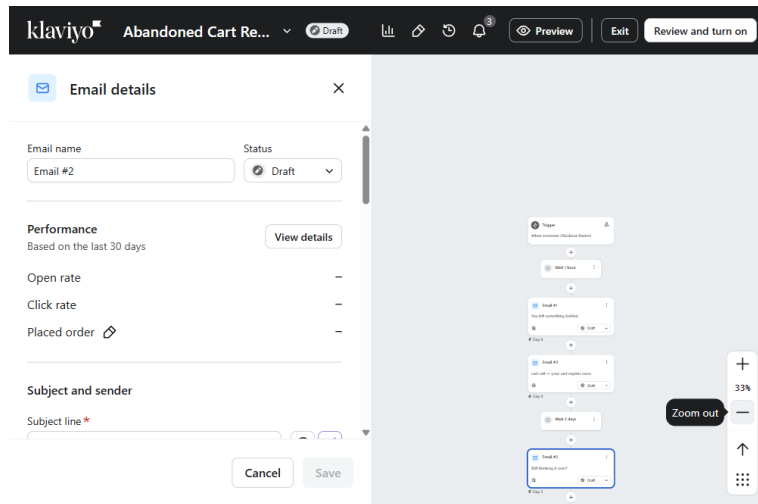
Trigger: Checkout Started without completion

Three emails over four days. Highest direct-revenue flow for most stores.

Email 1 · 1h Simple reminder with cart contents and a one-click resume link.

Email 2 · 24h Addresses common objections: shipping cost, returns policy, product fit.

Email 3 · 72h 10% discount as the final incentive to close.



Abandoned Cart flow inside the Klaviyo canvas.

Post-Purchase

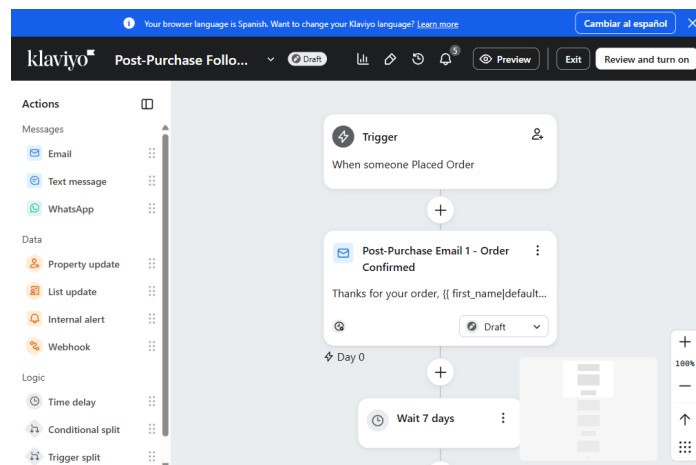
Trigger: Placed Order

Three emails over 14 days. Drives reviews and repeat orders.

Email 1 · Day 0 Order confirmation with expected delivery window and a pet-care tip.

Email 2 · Day 7 Review request with a one-click rating link. Builds social proof.

Email 3 · Day 14 Related product recommendations based on what they bought.



Post-Purchase flow structure.

Browse Abandonment

Trigger: Viewed Product, no checkout within 4 hours

Two emails. Catches window-shoppers before they forget.

Email 1 · 4h Surfaces the exact product they viewed with social proof and reviews.

Email 2 · 48h Related products in the same category in case the first was not the right fit.

Win-Back

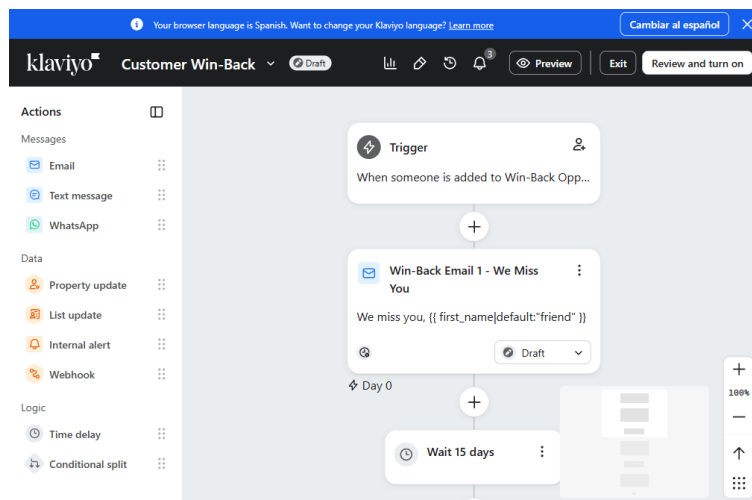
Trigger: 90 days without purchase

Three emails over 30 days. Reactivates dormant buyers before they churn.

Email 1 · Day 0 Personal "we miss you". No discount yet. Tests if they are still engaged.

Email 2 · Day 15 15% off reactivation offer with a 7-day expiry.

Email 3 · Day 30 Last chance. Profile moves to sunset list after this if no activity.

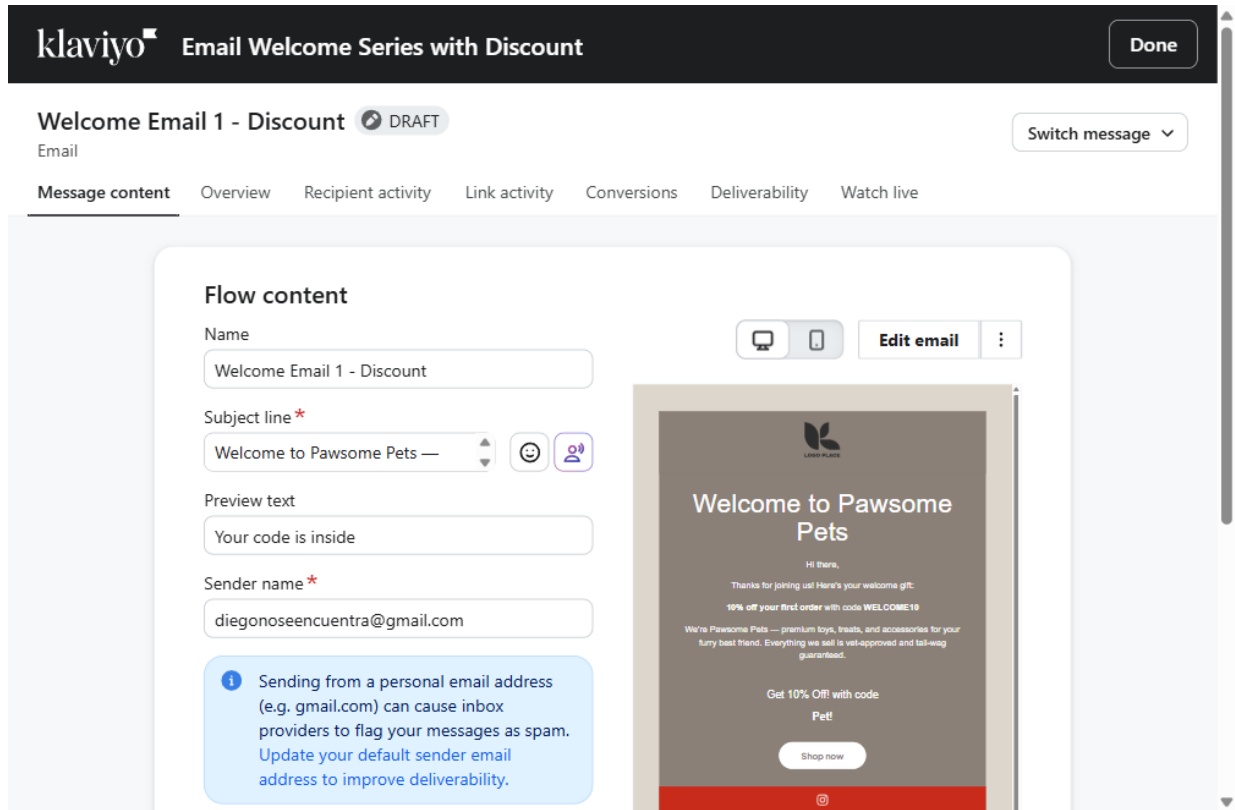


Win-Back flow with conditional segmentation logic.

SAMPLE

Welcome Email #1, rendered in Klaviyo

Subject line, preview text, body copy and CTA were written from scratch to match the brand voice. Dynamic fields pull the subscriber first name from the Shopify profile.



SETUP INVENTORY

What was configured

Area	Details
Shopify integration	Historical sync, real-time events, product catalog feed
Lists & segments	Master list, VIP, 90-day dormant, sunset segment
Signup form	Pop-up with 10% off, exit-intent trigger, mobile-optimized
Sender & DNS	Verified sender, SPF, DKIM, DMARC records configured
Smart Sending	Enabled across all flows (16h cap per recipient)
Tracking	UTM parameters on every link for GA4 attribution

Compliance

Unsubscribe link on every email, CAN-SPAM and GDPR footer

EXPECTED IMPACT

Benchmarks for the pet vertical

Numbers come from published Klaviyo benchmarks for pet-supplies ecommerce. Actual results depend on list size, traffic, margin and sender reputation.

Flow	Open rate	Click rate	Revenue / recipient
Welcome Series	45-55%	6-10%	\$1.50 - \$3.00
Abandoned Cart	40-50%	5-8%	\$3.00 - \$8.00
Post-Purchase	35-45%	4-7%	\$0.80 - \$2.00
Browse Abandonment	30-40%	3-5%	\$0.50 - \$1.50
Win-Back	25-35%	2-4%	\$0.40 - \$1.20

WHAT A CLIENT RECEIVES

Handover package

- Klaviyo account configured, connected to Shopify, historical data synced.
- Five automated flows live and tested with real email addresses.
- All email copy, subject lines and preview text written to match brand voice.
- Branded templates reusable for future campaigns.
- Signup form installed on the storefront.
- Deliverability setup: SPF, DKIM, DMARC, sender verification.
- A one-page dashboard mapping each flow to its revenue attribution.
- A 30-minute handover walkthrough so the team can run it independently.

Diego Costrovich

Klaviyo Certified Practitioner

Building email automation systems for Shopify brands. Background in competitive strategy and probabilistic decision-making (15 years as a professional poker and Magic: The Gathering player), now applied to ecommerce lifecycle marketing.

CONTACT

diego@emailflowsetup.com

UPWORK

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