

**How to set up & time  
a win back flow – Pt.2:  
Returning customers**

**goodkarma**

Use Klaviyo's pre-built **Repeat Purchase Nurture Series** as the starting point for your flow – but we'll make some changes.

The template has a conditional split for 1 or more orders placed. We will only use this flow for customers with at least 2 orders.

**For customers with only 1 order please refer to part 1 one this guide – link in the comments!**



# Repeat Purchase Nurture Series



## Description

Prevent customer churn using machine learning! This flow uses a customer's predicted date of next purchase to send a well-timed nurture series encouraging them to buy again.

Shopify Convert Sales

Engage Lapsed Customers

Customer Winback Email

## Name

Repeat Purchase Nurture Series - Order

## Tags

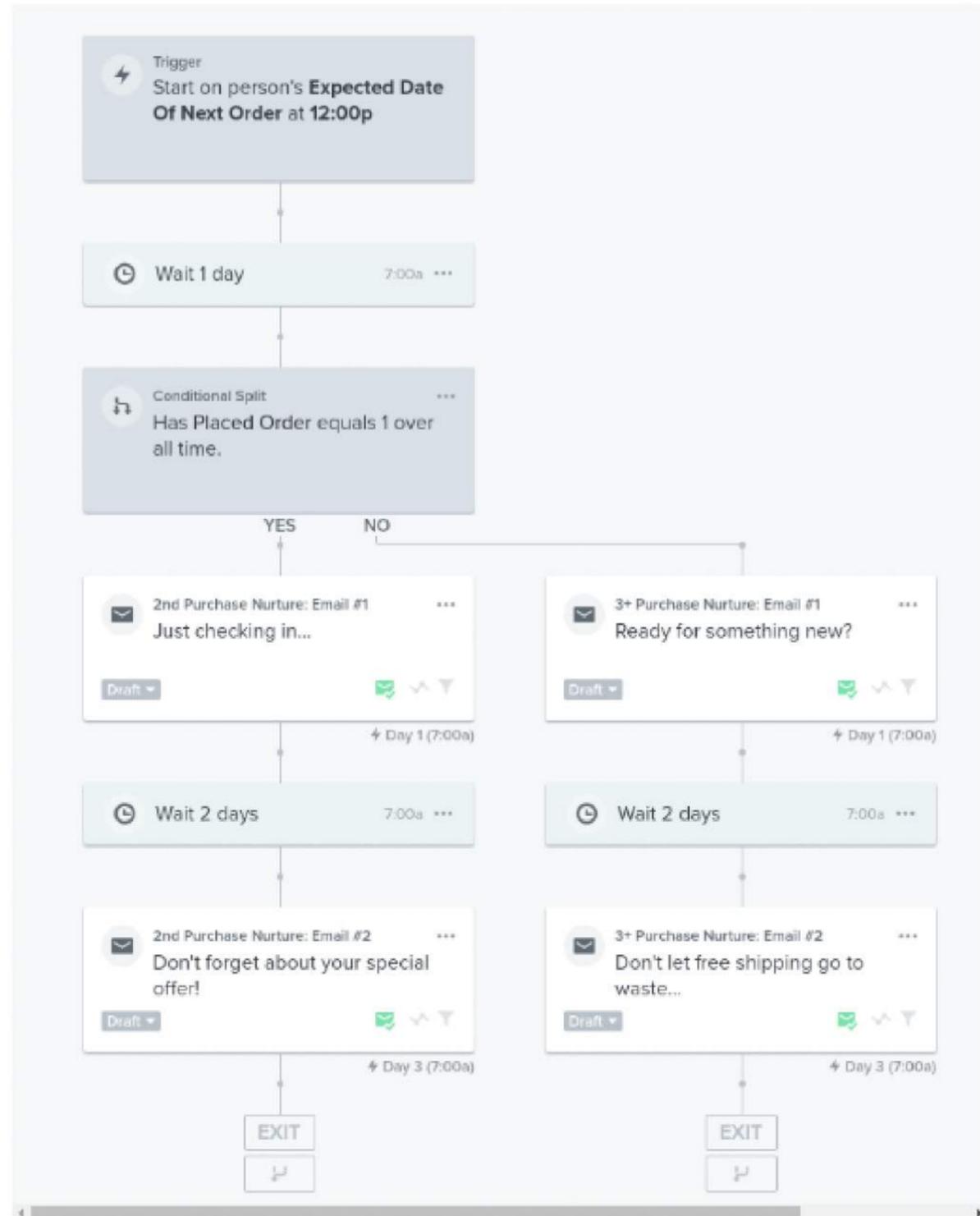
Select tags

## Trigger

Expected Date Of Next Order

## Prerequisites

This date is generated automatically for customer profiles. Learn more about [Klaviyo's Predictive Analytics](#).



Cancel

Create Flow »

Now for the timing... Klaviyo suggests to send the first email just 1 day after the **Expected Date of Next Order** but this might feel pushy to some brands.

I recommend AB testing the send time eg.

A) 1-day after

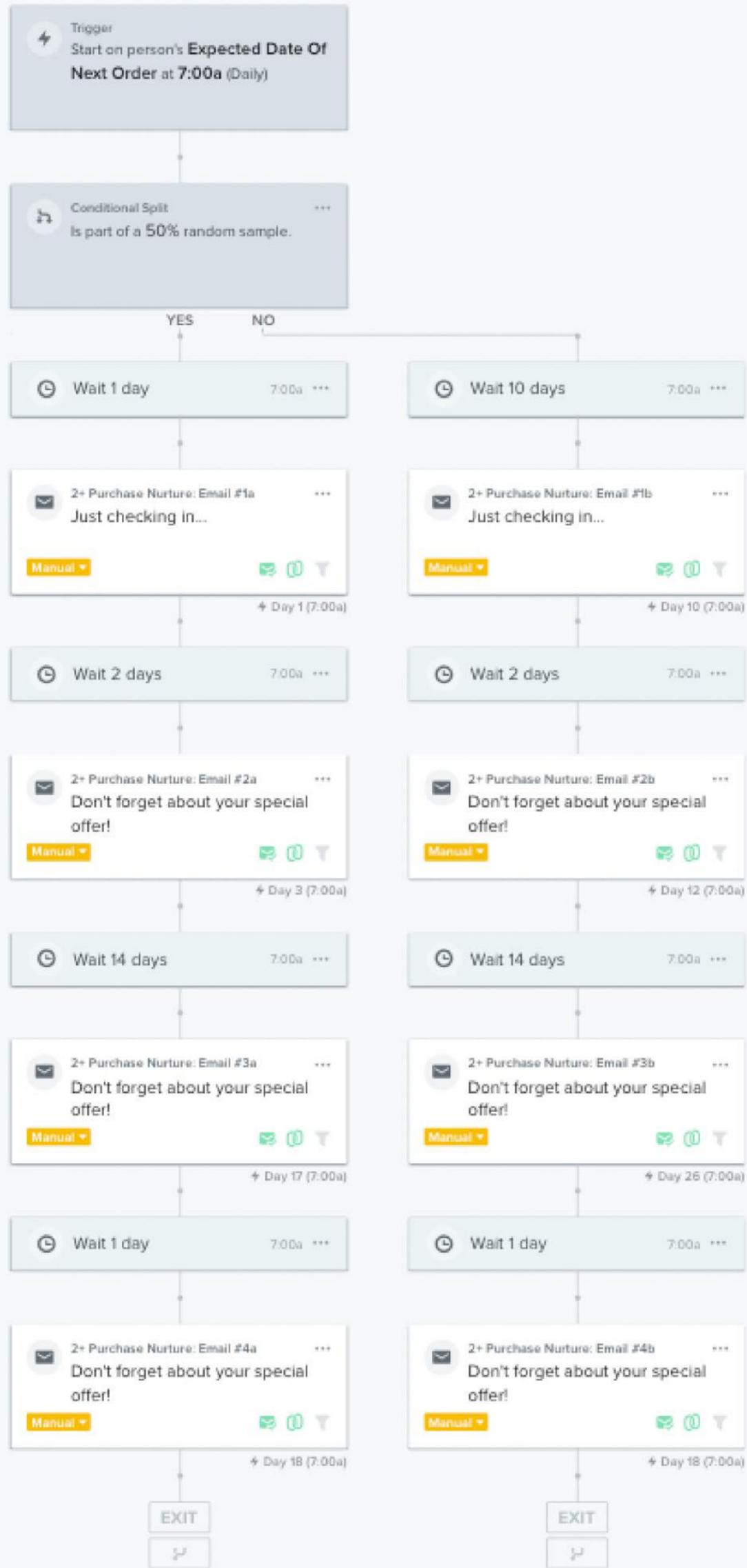
B) 10 days after

When analysing the result of this test, make sure you consider the total results of all emails in each variation of the test

ie.

Email 1a + Email 2a = Variation A results





# Email 1: [expected date of next purchase] + A/B days

Acknowledge your customer's loyalty and reward them with a free gift with their next purchase. Include new arrivals, personalised to them.

Remember to mention all terms and conditions in the email to avoid disappointment during the checkout.

eg. valid for X day on orders above €Y



## **Email 2:** after X-1 days

Remind your customer about the free gift and that it is about to expire.

Be sure to include another set of products, best sellers, again tailored to each and every user. Use Klaviyo's dynamic product recommendations for this purpose.



## Email 3: after 14 days

If the customer

- opened the previous emails but didn't click
- OR clicked the previous emails but didn't buy
- AND the customer is NOT currently in the abandoned cart flow

You can consider upping the stakes and introducing a better offer.



**Remember, it is 4-5 times cheaper to retain an existing customer than acquire a new one!** So you have quite some range to play with when considering your new offer.

Make sure it is irresistible but for a limited time only...

It doesn't have to be an obvious discount either, it could also be:

- higher value (high margin!) gift with purchase
- tiered discount eg. spend more to save more
- bundle deal

## **Email 4: 1-2 days later**

The new and better offer is about to expire. Remind your customer one last time.

Consider AB testing a text-only email, either from the customer service team or even the founder – make them feel like a valued customer.

# **And there you have it!**

This is part 2 of my How to build and time a win back flow.

If you missed part 1, you can find the link in the comments.

# Was this useful?



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