

Klaviyo Audit Checklist

Deliverability, Lifecycle & Revenue Optimization

This checklist outlines the core areas I review when auditing Klaviyo accounts for eCommerce brands.

It's designed to quickly identify **deliverability risks, structural issues, and revenue opportunities**, and to create a clear action plan for improvement.

1. Account & Infrastructure Setup

- Branded sending domain setup (SPF, DKIM, DMARC alignment)
 - Sender name, from address, and reply-to consistency
 - Dedicated domain warm-up status and sending history
 - Suppression lists, hard bounces, spam complaints, and unsubscribe handling
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2. Data & Tracking Foundations

- Shopify / WooCommerce integration health
 - Event tracking accuracy (Viewed Product, Added to Cart, Started Checkout, Placed Order)
 - Custom events and properties (if applicable)
 - Duplicate or missing events impacting flow triggers
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3. List & Segmentation Structure

- List hygiene and engagement-based segmentation
 - Engaged vs. unengaged profiles (30 / 60 / 90 / 180 days)
 - VIP, repeat buyer, and LTV-based segments
 - Intent-based segments (browse, cart, product/category interest)
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4. Lifecycle Flow Coverage

- Welcome flow structure and messaging depth
- Browse abandonment logic and intent signals

- Cart & checkout abandonment timing and sequencing
 - Post-purchase flows (order count split, cross-sell, review request)
 - Winback and sunset / unengaged flows
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5. Flow Logic & Performance

- Trigger accuracy and filter logic
 - Delay timing and message cadence
 - Conditional splits based on behavior and engagement
 - Overlapping flows and message conflicts
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6. Campaign Strategy & Execution

- Campaign cadence and audience targeting
 - Offer structure and value framing
 - QA process and testing consistency
 - Performance review and optimization loop
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7. Deliverability & Reputation Signals

- Inbox placement trends
 - Engagement rates by segment
 - Apple Mail Privacy impact considerations
 - Risk areas affecting sender reputation
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Audit Outcome

Each audit results in:

- A prioritized list of **issues to fix**
- Clear **revenue and retention opportunities**
- Practical recommendations that can be implemented immediately
- A roadmap to turn Klaviyo into a **predictable lifecycle revenue system**