

Lifecycle Flow Coverage Map (eCommerce)

A simple overview of the lifecycle system I build in Klaviyo

This one-pager shows the core flows I implement to turn Klaviyo into a predictable revenue and retention system. The goal is to connect acquisition, conversion, and repeat purchases into one clean lifecycle.

1) Conversion (New Subscriber → First Purchase)

Welcome Series

- Converts new subscribers into first-time buyers
- Sets expectations, brand positioning, and offer logic

Browse Abandonment

- Captures high-intent visitors before they reach checkout
- Built around product/category interest and timing

Cart & Checkout Abandonment

- Recovers revenue from high-intent shoppers
 - Sequencing based on objections, urgency, and social proof
-

2) Retention (First Purchase → Second Purchase)

Post-Purchase (Order Count Split)

- Different messaging for first-time vs repeat customers
- Cross-sell / upsell / education based on product category

Review Request

- Drives social proof and improves conversion long-term
- Timing aligned with delivery and product usage windows

Back in Stock (optional)

- Converts “ready to buy” intent at the right moment

3) Repeat Revenue & LTV Growth

Repeat Purchase / Replenishment (where applicable)

- Behavior-based reminders and reorder logic
- Designed to increase customer lifetime value

VIP & Loyalty Segmentation

- Value-based messaging and cadence control
- Separate strategy for high-LTV customers

4) Re-Engagement & List Health

Winback

- Multi-stage reactivation aligned with inactivity windows
- Focused on profitable reactivation without hurting deliverability

Sunset / Unengaged Flow

- Protects sender reputation and keeps lists healthy
- Stops sending to non-engagers and reduces risk signals

Outcome

This lifecycle structure supports:

- Higher conversion from subscribers to buyers
- More repeat purchases and stronger LTV
- A cleaner, healthier list and better deliverability