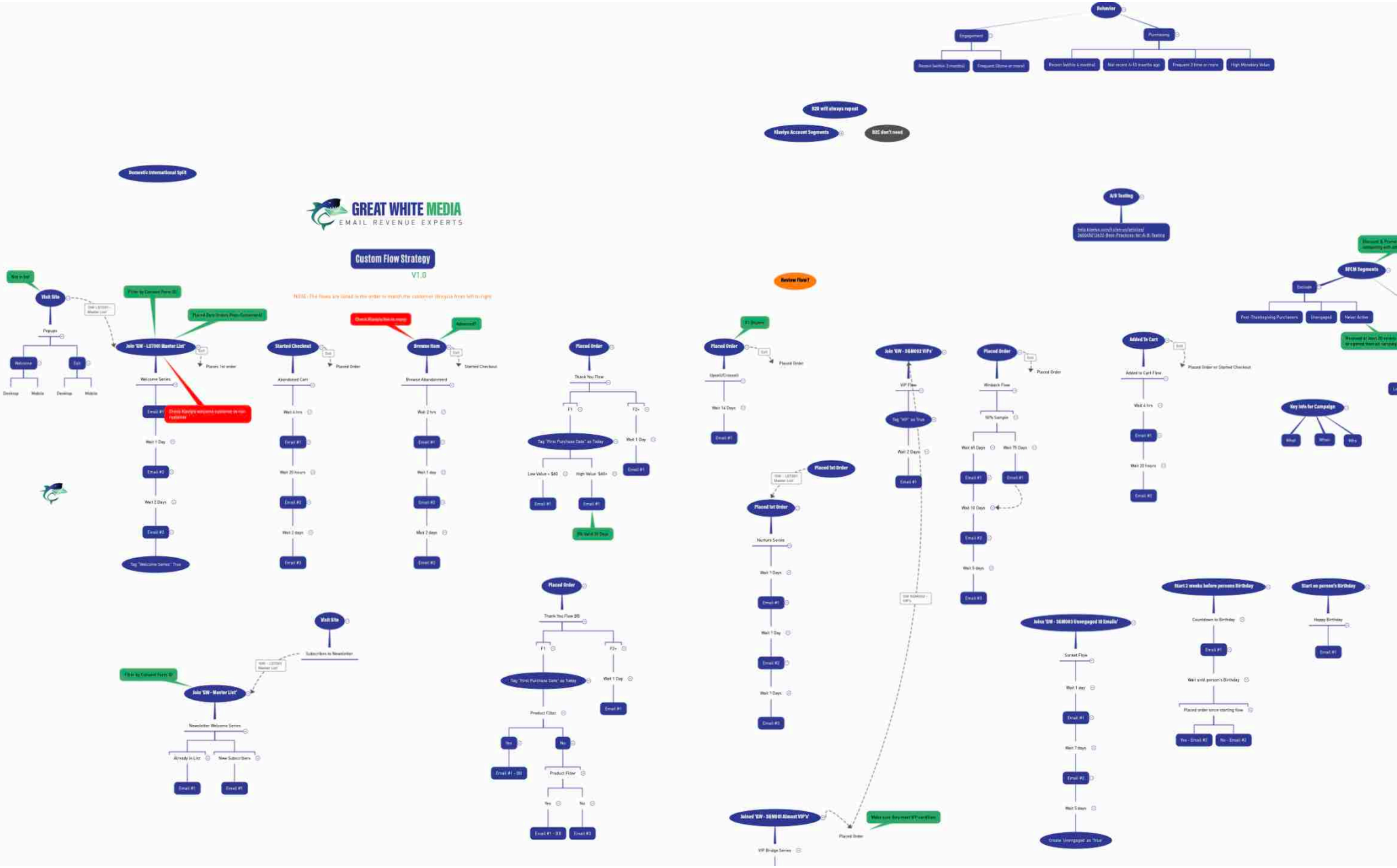
GREAT WHITE MEDIA
EMAIL REVENUE EXPERTS
Custom Flow Strategy
V1.0
Behavior
Engagement
Purchasing
Klaviyo Account Segments
B2C don't need
Domestic International Split
Visit Site
Popups
Welcome
Exit
Join 'GW - LETOV! Master List'
Welcome Series
Email #1
Wait 1 Day
Email #2
Wait 2 Days
Email #3
Tag "Welcome Series" True
Started Checkout
Abandoned Cart
Wait 4 hrs
Wait 20 hours
Wait 2 days
Browse Item
Browse Abandonment
Wait 2 hrs
Wait 1 day
Placed Order
Thank You Flow
F1
F2+
Tag "First Purchase Date" as Today
Wait 1 Day
Low Value < $60
High Value $60+
Subscribe to Newsletter
Join 'GW - Master List'
Newsletter Welcome Series
Already in List
New Subscribers
Thank You Flow (B)
Product Filter
Yes
No
Review Flow?
F1 Buyers
Upsell/Crosssell
Wait 14 Days
Placed 1st Order
Nurture Series
Wait 7 Days
Wait 7 days
Joined 'GW - SGM001 Almost VIP's'
VIP Bridge Series
Make sure they meet VIP verifiers
Join 'GW - SGM002 VIP's'
VIP Flow
Tag "VIP" as True
Wait 2 Days
Winback Flow
50% Sample
Wait 60 Days
Wait 75 Days
Wait 10 Days
Wait 5 days
Added To Cart
Added to Cart Flow
Placed Order or Started Checkout
A/B Testing
RFCM Segments
Exclude
Post-Thanksgiving Purchasers
Unengaged
Never Active
Key Info for Campaign
What
When
Why
Join 'GW - SGM003 Unengaged 10 Emails'
Sunset Flow
Wait 1 day
Wait 5 days
Create 'Unengaged' as 'True'
Start 2 weeks before persons Birthday
Countdown to Birthday
Wait until person's Birthday
Placed order since starting flow
Yes - Email #2
No - Email #2
Start on persons's Birthday
Happy Birthday