

FLOW BLUEPRINT

The core Klaviyo flows I build for every brand

Flows earn while you sleep. These are the automations I set up first, mapped to where a shopper is in their journey, with real results from accounts I manage.

CAPTURE	Sign-up pop-up email + SMS A two-step pop-up that captures email first, then SMS, with an offer matched to the welcome series. UK apparel brand: 27.7K sign-ups at a 9.2% rate in 14 weeks	Welcome series 3 to 5 emails Delivers the offer, tells the brand story and handles the objections that stop a first order. UK swimwear brand: welcome flow drove £266K at £8.56 per recipient
	Browse abandonment 1 to 2 emails Shows shoppers the exact products they viewed, for people who looked but never added to cart.	Back in stock email + SMS Turns sell-outs into a waiting list that converts the moment stock returns. US pet gear brand: 11.45% SMS and 6.97% email conversion
BUY	Abandoned cart 2 to 3 emails Shows the real items left in the cart, with any offer escalating in a consistent order. UK swimwear brand: £4.67 earned per recipient	Abandoned checkout 2 to 3 emails The highest-intent shoppers. Fast, product-led reminders with objection handling. UK B2B brand: £17.15 recovered per email sent
	Post-purchase 3 to 5 emails Reassurance for every buyer, including first-timers, then how-to content, cross-sell and a review request.	Replenishment and cross-sell timed Timed to when a product runs out or a natural next purchase makes sense.
KEEP	Winback 2 to 3 emails Brings lapsed customers back before they are gone for good, timed to the brand's normal repeat cycle.	Sunset 1 to 2 emails A last attempt to re-engage cold contacts before suppressing them, which protects deliverability for everyone else.

Highlighted cards are the flows that usually earn the most. Results are from Klaviyo's own attribution on client accounts I manage.

Which of these is missing from your account?

Book a 30-minute audit call and I'll show you which flows are live, which are leaking and what each one is worth.

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