

FREE SELF-AUDIT

The Klaviyo Revenue Leak Checklist

20 checks I run first on every account I take on. Each one is a place where revenue quietly slips away. Tick the ones you can confirm are true for your account. Give yourself 15 minutes and a Klaviyo login.

1 List growth and capture

- ☐ **Your main pop-up is live on mobile and desktop, and you know its submit rate.**
Most stores get more than half their traffic on mobile. A pop-up that only works well on desktop halves your list growth.
- ☐ **Every live sign-up form feeds a flow, and every flow it feeds is live.**
Forms swapped out over time often leave flows with no entrants, or new forms with no welcome at all.
- ☐ **You collect SMS consent alongside email (if SMS is part of your plan).**
Turning SMS capture off is easy to miss, and SMS welcome texts are often the highest converting message a brand sends.
- ☐ **The offer in your pop-up matches the offer in your welcome emails.**
Mismatched codes cause support tickets and abandoned first orders.

2 Core flows

- ☐ **Welcome, abandoned checkout, abandoned cart, browse abandonment and post-purchase are all set to Live, not Manual or Draft.**
A single message left on Manual can hold thousands of shoppers who never receive anything.
- ☐ **Abandonment emails show the actual products the shopper looked at or left behind.**
A generic "you left something" graphic converts far worse than the real item, price and image.
- ☐ **First-time buyers get a post-purchase series, not just repeat customers.**
The first order is where loyalty is won. Filters that exclude one-time buyers are surprisingly common.
- ☐ **Back-in-stock and winback flows exist and have had entrants in the last 30 days.**
If you ever sell out, back-in-stock is usually one of the best converting automations in the account.
- ☐ **Smart Sending is off for order updates and other must-see emails.**
Smart Sending protects marketing emails, but it can silently skip the reassurance emails every buyer should get.
- ☐ **Flow filters have been read line by line in the last six months.**
An "OR" that should be an "AND", or a test that was never ended, can quietly cut a flow's reach.

3 Campaigns

- ☐ **Every campaign excludes unengaged and suppressed contacts.**
One skipped exclusion can put half your volume in front of people who never click, which drags down deliverability for everyone.
- ☐ **You track click rate and revenue per recipient, not just opens.**
Apple Mail Privacy inflates opens. A healthy-looking open rate can hide a falling click rate.
- ☐ **You send to different engagement tiers at different frequencies.**
Your best customers can take more email. Cold contacts need less, or a re-engagement series first.
- ☐ **You plan campaigns at least a month ahead, including key retail dates.**
Last-minute sends tend to lean on discounts. A calendar lets you sell on content and product, not just price.

4 Segments and data

- ☐ **Engagement segments are built on clicks and orders, not opens alone.**
- ☐ **There are no duplicate or orphaned segments, lists or properties that nothing uses.**
- ☐ **Your Shopify (or store) integration is syncing orders, products and catalogue images correctly.**

5 Deliverability

- ☐ **You send from a branded sending domain with SPF, DKIM and DMARC set up, and DMARC has a reporting address.**
- ☐ **Spam complaints sit well under 0.1% and bounces under 1%, and you check them monthly.**
- ☐ **A sunset flow or policy removes contacts who have not engaged in 6 to 12 months.**

18 to 20 ticks

Your account is in good shape.
Focus on testing and growth.

12 to 17 ticks

There are leaks. Fixing them is
usually quick and pays back fast.

Under 12 ticks

Klaviyo is likely earning a fraction
of what it could.

Want me to run this for you?

Book a 30-minute audit call. We'll go through your account together and I'll show you where the easy revenue is, whether or not we work together. You'll speak to me, Callum, not a sales team.

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