

KLAVIYO ACCOUNT AUDIT

What a Sendonomics audit looks like

A real summary report from an audit I ran in October 2026 for a US ecommerce brand, anonymised. This is the format every audit client receives: what is losing money, what it is worth, and exactly what to fix first.

16

flows reviewed

156

campaigns reviewed

5

revenue gaps found

Brand name, product details and pricing have been removed. All figures are as reported by the brand's own Klaviyo account. Klaviyo's default attribution counts opens as well as clicks, so revenue figures are an upper bound.

1. Summary

41%

of store revenue from email and SMS in the latest month

\$91,672

earned by two flows that had stopped receiving anyone

9,793

browse abandoners held in a paused email and never contacted

Email held a 40%+ share of revenue even as overall store revenue declined, so the drop started upstream of email (traffic, ad spend or demand). Email cannot replace lost traffic, but it can earn far more from the traffic that is still there. Flow revenue had fallen sharply over six months, and five gaps explained most of it.

- 1 SMS capture and the welcome offer went dark.** A pop-up swap replaced every SMS and offer form with email-only versions, so the two flows they fed stopped receiving anyone. Daily sign-ups fell from about 83 to 29, and the welcome stage dropped from 18.6% to 7.4% of store revenue.
- 2 Four in ten browse abandoners received nothing.** A 50/50 split sent half of them to an email set to Manual. Over 12 months, 9,793 shoppers were held there and never emailed.
- 3 First-time buyers got no post-purchase emails.** The thank-you flow only admitted repeat customers, and Smart Sending skipped 66% of buyers due an order update.
- 4 Close to half of campaigns went to people who never click.** 72 of 156 campaigns skipped the unengaged exclusion. Those sends were 72% of volume and earned half as much per recipient.
- 5 Cart and browse recovery was thin.** The cart flow sent one email with no products in it, and the browse email showed none either.

What fixing it is worth: returning the welcome stage to its earlier share alone is worth roughly \$1,700 to \$3,400 a month at current store revenue. I recommend confirming the lift with a holdout group once the fixes are live.

2. What I found by area

AREA	FINDING
● Sign-up forms	2 of 18 forms live, both email-only. On mobile, close to half of people drop off at the email field.
● Browse abandonment	Half of entrants routed to a Manual email. No viewed products shown.
● Post-purchase	Excludes first-time buyers. No cross-sell, review request or winback.
● Abandoned cart	One email only, generic graphic, inconclusive timing test, offers out of order with checkout.
● Campaigns	32 to 45 sends a month. Click rate down from 1.57% to 0.26%.
● Segments	Duplicate suppression segments, engagement built on opens, a sunset flag used by nothing.
● Abandoned checkout	Working as intended: 96% of skips are buyers correctly filtered out.
● Deliverability	Bounce 0.33%, spam 0.009%, but DMARC has no reporting and privacy opens inflate open rate.
● Losing revenue today ● Needs review ● Working	

3. Key figures

FLOW	STATUS	LIFETIME REVENUE	LAST 30 DAYS
Abandoned checkout (original)	Draft	\$105,658	\$0
Welcome series	Live	\$81,147	\$1,658
Welcome offer (SMS)	Live, no entrants	\$65,524	\$0
Browse abandonment	Live, half held	\$39,149	\$48
Welcome offer (email)	Live, no entrants	\$26,147	\$0
Abandoned cart	Live	\$6,752	\$378
Thank you / post-purchase	Live, filtered	\$5,129	\$180

4. Action plan

Phase 1: quick fixes

- Set the held browse email live
- Let first-time buyers into post-purchase
- Turn Smart Sending off for order updates
- Restore campaign exclusions
- End stale tests and fix flow filters
- Add DMARC reporting

Phase 2: rebuild

- Relaunch SMS and offer capture
- Test the mobile pop-up's second step
- Cart flow: show items, add emails 2 and 3
- Browse flow: show viewed products
- Full post-purchase: reassurance, cross-sell, reviews, winback

Phase 3: programme

- Engagement tiers on clicks and orders
- Re-engagement before suppression
- Holdout groups to prove lift
- A monthly email and SMS calendar by tier

5. Decisions I need from you

Every audit ends with the questions only the brand can answer, for example: was dropping SMS capture deliberate, what has happened to traffic and ad spend, and is anyone else still making changes in the account? Nothing gets changed until we have agreed the plan together.

Want this for your account?

Book a 30-minute audit call. I'll walk your account with you and show you where the easy revenue is. You deal with me, start to finish.

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