



Klaviyo Audit

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General Account Overview

1. You do not have an exit intent popup on your site. You have the popup on the main page, but I would highly recommend adding an exit intent popup on the product pages and creating a separate flow to match it.
2. Image links - All of your images have one link, a link to the home page. Your conversion will improve if you create a unique link for each email. For example, for the abandonment cart emails, you should add the cart link vs. a home page link.

Campaigns

1. It looks like you do not send any campaigns to your subscribers. I would highly suggest to send at least one newsletter per month. This will increase subscriber engagement and improve your sales.

Flows

1. Customer Win Back

- a. The logic of the filters is not ideal. Currently it says: If a subscriber did not buy for the last 180 days Klaviyo should wait another 90 days to send them the first email.
- b. You should replace "Placed order zero times in the last 180 days" with "Placed order zero times since starting this flow."

2. Abandoned Cart

- a. You have smart tracking on all emails in this flow. In other words, some subscribers do not receive emails intended for them.
- b. Your smart sending option is set to 16 hours (default). Let's say I opted in via footer and receive an email from you. Then, I started the checkout process and abandoned the cart. I will not receive an abandonment cart email flow since smart sending is presently set to wait to send me emails for the next 16 hours.

3. Welcome Series and Welcome Series - Footer Sign-ups

- a. You have two separate flows with the exact same emails, delays and offers. This is ineffective. I understand that you have two separate sign-up forms but those should be combined to improve impact.
- b. Your "Welcome flow" should be renamed "Pre-purchase" and the logic should be updated. If people subscribe to get the offers, we should send them emails until they buy. If they buy, we stop sending them email in this flow. Other flow will kick pick up where this flow left off once they buy (Post-purchase).

4. Post Purchase

- a. The logic
- 5. Recommended flows for you business:**
 - a. Browser Abandonment (3-5 emails)
 - b. Exit Intent (3-5 emails)
 - c. 2X Buyer [Repeat Customer] (5 emails)
 - d. Re-engagement (3-5 emails)

Template

1. I like the template you use. I like the design. However, I would recommend some changes to the layout. In the header you have two menu blocks. I would highly recommend to reduce it to one block and keep the logo only. You can even put the bigger logo, such as the size you have on your website. Each button on the menu is a call to action. The general rule of thumb one call to action per email. For example, for the abandonment cart email you have "COMPLETE YOUR PURCHASE."
2. Some of your emails are "image heavy," with 95% of your email content as images. There are two problems. Some email providers, such as Outlook do not show images until you press SHOW IMAGES. Another problem with image heavy emails is that some email providers will flag you as spam or promotional emails. I would highly recommend to balance your emails 50/50, using 50% images and 50% text.

Data Feed

1. You currently use static product data in your emails. I would highly recommend to use dynamic product feeds. It will allow the products to be updated automatically in the emails.

Lists & Segments

1. I created a few segments for you. Here is a description for each:
 - a. The Master List (Not Suppressed) - This is the segment that includes all your active subscribers. If you want to send a campaign to everybody, you should pick this segment.
 - b. Subscribers to Suppress - This is the segment that you should check monthly and suppress those contacts. They are extremely cold and it is almost impossible to re-engage them.
 - c. Cold Subscribers (60+ days inactive) - This is the segment for non-engaged subscribers. I highly recommend creating a re-engagement flow campaign for these subscribers. Currently you have 162 subscriber matching this specific criteria.

Coupon Codes

1. You currently have your coupon codes as an image. I would highly recommend adding the text version of the code as well so it is easier for customers to copy and paste.

Preference Pages

1. You have the preference page, which I love (probably only 5% of Klaviyo users have it). However, I would combine your preference page with your unsubscribe page. This way when people click unsubscribe they will be redirected to the preference page where they either update their preferences or unsubscribe. Here is an example:
http://mktg.tastebuds.com.au/p/tastebuds_preference_page

Miscellaneous (optional)

1. Split testing. You should constantly (at least once per quarter) split test your subject lines and calls to action.