**KLAVIYO SETUP CHECKLIST**

* Set Email Tracker Position to Top ([click here](https://www.loom.com/share/9ba04cee0c294354819266a17359e3f0))
* Make Sure Klaviyo Attribution is set to 5 days and it is set for both Open or Clicked email. ([click here](https://prnt.sc/SLm6VW1Ra6Ra))
* Check eCommerce Integration.
  + Check the Form snippet code ([click here](https://help.klaviyo.com/hc/en-us/articles/360002035871-Install-Klaviyo-js-to-Publish-Signup-Forms))
* Turn Off Double Opt-In for all existing and new lists ([video explanation](https://www.youtube.com/watch?v=p59LERVgT6g&feature=youtu.be))
* Turn Off Double Opt-in for API (Added 02.05.2024)
  + Settings -> Account -> API Keys -> Single opt-in -> Save
* Set up profile metrics view ([example](https://prnt.sc/OePiQmVGl0Oi))
* Point website footer sign-up form to ESP (Klaviyo). This also includes any other email opt-in possibilities.
  + We need to make sure this is linked to ESP if not we need to fix it (if possible)
* Create a list - [FLOW TRIGGER] Exit Intent (Single-Opt in)
* Provide numbers
  + Engaged subscribers (30,60,90) vs Unengaged subscribers vs Total
  + Subscribed, Customers vs Repeat Customers vs Non-Customers
  + AOV (1 year vs 3 months)
  + Number of Gmail/Apple/Outlook Subscribers

❏ Create a dedicated sending domain

❏ Add prefix for Preview emails [(click here)](https://community.klaviyo.com/campaigns-and-flows-30/adding-a-prefix-to-preview-emails-412)

❏ Enable anonymous visitor tracking ([click-here](https://help.klaviyo.com/hc/en-us/articles/17928628922395))

❏ Set up integrations

**Create Segments (⭐Star them all in Klaviyo)**

* + **[FLOWIUM STANDARD] [FLOW TRIGGER] Sunset** 
    - Not suppressed
    - Properties about somebody Suppress is not set (text) **(**[**video instruction**](https://www.loom.com/share/5e698891fc0c448fbb838d1e71701ec3)**)**
    - AND Opened emails zero times in the last 90 days
    - AND Clicked emails zero times in the last 90 days
    - AND Open email at least once overall  
      OR Received Email is at Least 10 overall
    - AND Properties about someone Created is at least 90 days ago
  + **[FLOWIUM EXCLUDE] [SUPPRESS] Bounced 4+** 
    - Bounced at least 4 overall time
    - Open emails zero times in the last 60 days
    - Not suppressed
  + **[FLOWIUM EXCLUDE] [SUPPRESS] Cold Subscribers**
    - Properties about somebody Suppress is TRUE
    - Open emails zero times in the last 90 days
    - Not suppressed
  + **[FLOWIUM EXCLUDE] Received 10+ email and opened zero** 
    - Received Email is at Least 10 in the last 90 days
    - Opened Email Zero Times in the last 90 days?
    - Not suppressed
  + **[FLOWIUM EXCLUDE] Inactive Gmail Accounts [2 Years Inactive]**
    - Received Email at least once over all time where Inbox Provider equals Gmail
    - Opened Email zero times in the last 720 days
    - Received Email is at least 5 in the last 720 days
    - Created is at least 365 days ago
    - A person can receive email marketing
  + **[FLOWIUM EXCLUDE] Spam Trap Role Accounts** 
    - Email contains Abuse@

OR Email contains support@

OR Email contains staff@

OR Email contains postmaster@

OR Email contains admin@

OR Email contains subscribe@

OR Email contains info@

OR Email contains jobs@

OR Email contains noc@

OR Email contains sales@

OR Email contains webmaster@

OR Email contains mailer-daemon@

OR Email contains help@

OR Email contains www@

OR Email contains orders@

OR Email contains No-Reply@

OR Email contains noreply@

OR Email contains hostmaster@

OR Email contains billing@

OR Email contains marketing@

OR Email contains prob.sbcounty.gov

OR Email contains unsubscribe@

* + - Person is not suppressed
  + **[FLOWIUM STANDARD] Master Segment** 
    - Not Suppressed
  + **[FLOWIUM STANDARD] 30 days Engaged** 
    - Opened Email at least once in the last 30 days

OR Clicked Email at least once in the last 30 days

OR Properties about someone created in the last 15 days

* + - Person is not suppressed
  + **[FLOWIUM STANDARD] 60 days Engaged** 
    - Opened Email at least once in the last 60 days

OR Properties about someone created in the last 15 days

OR Clicked Email at least once in the last 60 days

* + - Person is not suppressed
  + **[FLOWIUM STANDARD] 90 days Engaged** 
    - Opened Email at least once in the last 90 days

OR Clicked Email at least once in the last 90 days

OR Properties about someone created in the last 15 days

* + - Person is not suppressed
  + **[FLOWIUM STANDARD] High Email Engagement (Opened/Clicked at least 15/10 times in last 90 days)** 
    - Opened Email is at least 15 in the last 90 days

OR Clicked Email is at least 10 in the last 90 days

* + - Person is not suppressed
  + **[FLOWIUM STANDARD] Customer (Purchased at Least Once)** 
    - Placed Order at least once over all time
    - Person is not suppressed
  + **[FLOWIUM STANDARD] Repeated Customer (Purchased at Least Twice)** 
    - Placed Order at least 2 over all time
    - Person is not suppressed
* **[FLOWIUM STANDARD] VIP (2AOV | $[2\*AOV]+)** ([Video for AOV](https://www.loom.com/share/fc172183939148ee9b7fa2f345641968))
  + Average Order Value (AOV) is greater than 2\*AOV over all time
  + Person is not suppressed
* **[FLOWIUM STANDARD] High AOV (1.5AOV | $[1.5\*AOV]+)** ([Video for AOV](https://www.loom.com/share/fc172183939148ee9b7fa2f345641968))
  + Average Order Value (AOV) is greater than 1.5\*AOV over all time

Person is not suppressed

* + **[FLOWIUM STANDARD] Super Engaged - 4+ Opened in 30 days Segment** 
    - Opened Email is at least 4 in the last 30 days

OR Clicked Email is at least 4 in the last 30 days

* + - Person is not suppressed
  + **[FLOWIUM EXCLUDE] [SUPPRESS] Spam** 
    - First name contains http

OR First name contains www

OR First name contains .com

OR First name contains <add new variable>

* + - Not suppressed
  + **[FLOWIUM EXCLUDE] Bounced in the last 7 days** 
    - Bounced at least once in the last 7 days
    - Not suppressed
  + **[FLOWIUM STANDARD] [FLOW TRIGGER] Warmed Subscribers** 
    - Properties about somebody Suppress is TRUE
    - Open emails at least Once in the last 90 days

OR clicked emails at least Once in the last 90 days

OR subscribed to a list at least once in the last 90 days

* + - Not suppressed
  + **[FLOWIUM EXCLUDE] Amazon/Ebay emails**
    - Email contains @marketplace.amazon.com

OR Email contains @members.ebay.com

OR Email contains @chat-seller-us.tiktok.com

Not suppressed

* + **[FLOWIUM STANDARD] [CAMPAIGNS] Unengaged** 
    - Opened zero emails in the last 90 days
    - Properties about someone created is at least 90 days ago
    - Not suppressed
  + **[FLOWIUM STANDARD] Placed order in the last 7 days** 
    - Placed order at least once in the last 7 days
    - Not suppressed
  + **[FLOWIUM STANDARD] VIPs** 
    - Placed Order at least 3+ times over all time
    - OR Historic Customer Lifetime Value Is at least $AOV
    - Person is not suppressed
  + **[FLOWIUM STANDARD] No emails 90 days** 
    - Received Email zero times in the last 90 days
    - Person is not suppressed
    - Is created at least 90 days ago
  + **[FLOWIUM STANDARD] Non customers** 
    - Placed Order is zero times over all time
    - Person is not suppressed
  + **[FLOWIUM STANDARD] Gmail Subscribers** 
    - Person is not suppressed
    - Received email at least once over all where inbox provider equals Gmail or Gsuite
  + **[FLOWIUM STANDARD] Apple Subscribers**
    - Person is not suppressed
    - Received email at least once over all where inbox provider equals Apple
  + **[FLOWIUM STANDARD] Outlook Subscribers** 
    - Person is not suppressed
    - Received email at least once over all where inbox provider equals Hotmail / Outlook

[Contact our team](https://bit.ly/3vEdiew) for a complimentary Email Marketing

Audit or Free Consultation.