smiles

30-DAY FLOW AUDIT · ANONYMISED

the 30-day check-in.

A DTC smart-accessories brand on Klaviyo. Five flows rebuilt in one day, then 27 days before vs 27 days after.

Klaviyo flow report · Shopify Placed Order attribution · equal 27-day windows

brand name and revenue values removed

the headline.

Across welcome, browse abandonment, abandoned checkout, post-purchase and site abandonment.

+53%
flow revenue
27 days after vs 27 before

+54%
orders from flows
437 → 674 orders

−34%
unsubscribe rate
2.87% → 1.90%

13x
founder emails delivered
123 → 1,646 sends

in short.

- **Abandoned checkout:** the personal founder emails now actually send, and earn about a third of the flow's revenue.
- **Browse abandonment:** email one now reaches the full audience, and revenue per email rose 53%.
- **Welcome series:** the rebuilt tail more than doubled its revenue, with fewer unsubscribes.
- **Post-purchase:** a timing split test where the slower path is earning 3x per email so far.

WHAT WE CHANGED

- Fixed filters that were holding the founder emails back
- Cut first-email delays so shoppers hear back while they're warm
- Turned Smart Sending off on intent flows
- Rebuilt the welcome tail and added a post-purchase timing test

flow by flow.

CHECKOUT

Abandoned checkout

+166%

flow revenue

Orders	39 → 96
Founder emails	123 → 1,646
Unsubs	1.72% → 1.39%

BROWSE

Browse abandonment

10x

flow revenue

Orders	8 → 44
Revenue per email	+53%
Unsubs	1.48% → 1.05%

WELCOME

Welcome series

+144%

revenue from the rebuilt emails

Revenue per email	+20%
Unsubs	2.5% → 1.7%
Status	keep

POST-PURCHASE

Post-purchase

3x

revenue per email on the slower path

Test	50 / 50 timing split
Unsubs & spam	both down
Status	let it run

next up.

Site abandonment wasn't part of this round. It gets a re-entry limit and a refreshed second email next, then we check everything again at day 60.