



# KLAVIYO: AUTOMATE YOUR REVENUE

Helping you stop paying for "ghost" subscribers and start automating your retention.

## Audience Health Audit (Deliverability & ROI)

### The "Ghost" Subscriber Check:

Identify segments of users who haven't opened or clicked an email in over 6 months.

### The Sunset Policy:

Set up automated logic to suppress unengaged profiles. This ensures you only pay for active leads and keeps your sender reputation high.

### Zero-Party Data Collection:

Use sign-up forms and preference centers to capture specific customer interests, allowing for hyper-personalised segmentation.

## The 2026 Essential Automation Flows

### The High-Value Welcome Series:

A 3-part automated introduction that tells your brand's story and converts new subscribers into first-time buyers.

### Abandoned Cart & Checkout Recovery:

Personalised reminders pull in specific products a user left behind, recovering lost revenue on autopilot.

### Browse Abandonment Nurturing:

Engage users who viewed a product but didn't add it to their cart, keeping your brand top-of-mind.

### Post-Purchase VIP Sequences:

Automate thank-you notes and product-care tips for high-value customers to build long-term loyalty.

## The Data & Technical Logic Check

### Dataset Integration:

Verify your website's Facebook Pixel and Klaviyo Tracking code are firing correctly to capture user behaviour.

### Coupon Code Automation:

Ensure your one-time-use discount codes are generating and expiring correctly within your flows to protect your margins.

### Mobile-First Layout Optimisation:

With over 60% of emails opened on mobile, your templates must use responsive design to ensure images and CTAs scale perfectly.

## Brand Consistency & Trust Signals

### UI/UX Alignment:

Your email templates should be a seamless extension of your website's user interface, building trust through visual consistency.

### Strategic Branding:

Move beyond generic templates with custom, high-impact assets that consistently communicate your brand's narrative and positioning across every email touchpoint.

### Credibility Reinforcement:

Incorporate trust signals such as reviews, certifications, and social proof to strengthen confidence and drive engagement.

## Unlock Revenue Through Smarter Email Automation

Driving revenue through email requires a strategic balance of data, technical integrations, and creative execution. If you've identified gaps in your automation that are holding performance back, we're here to help. Our comprehensive Klaviyo Audits and Strategy Sessions will transform your email database into a high-performing revenue engine.

Book a Klaviyo Strategy Session

by visiting [arvo.agency/book-a-call](https://arvo.agency/book-a-call)