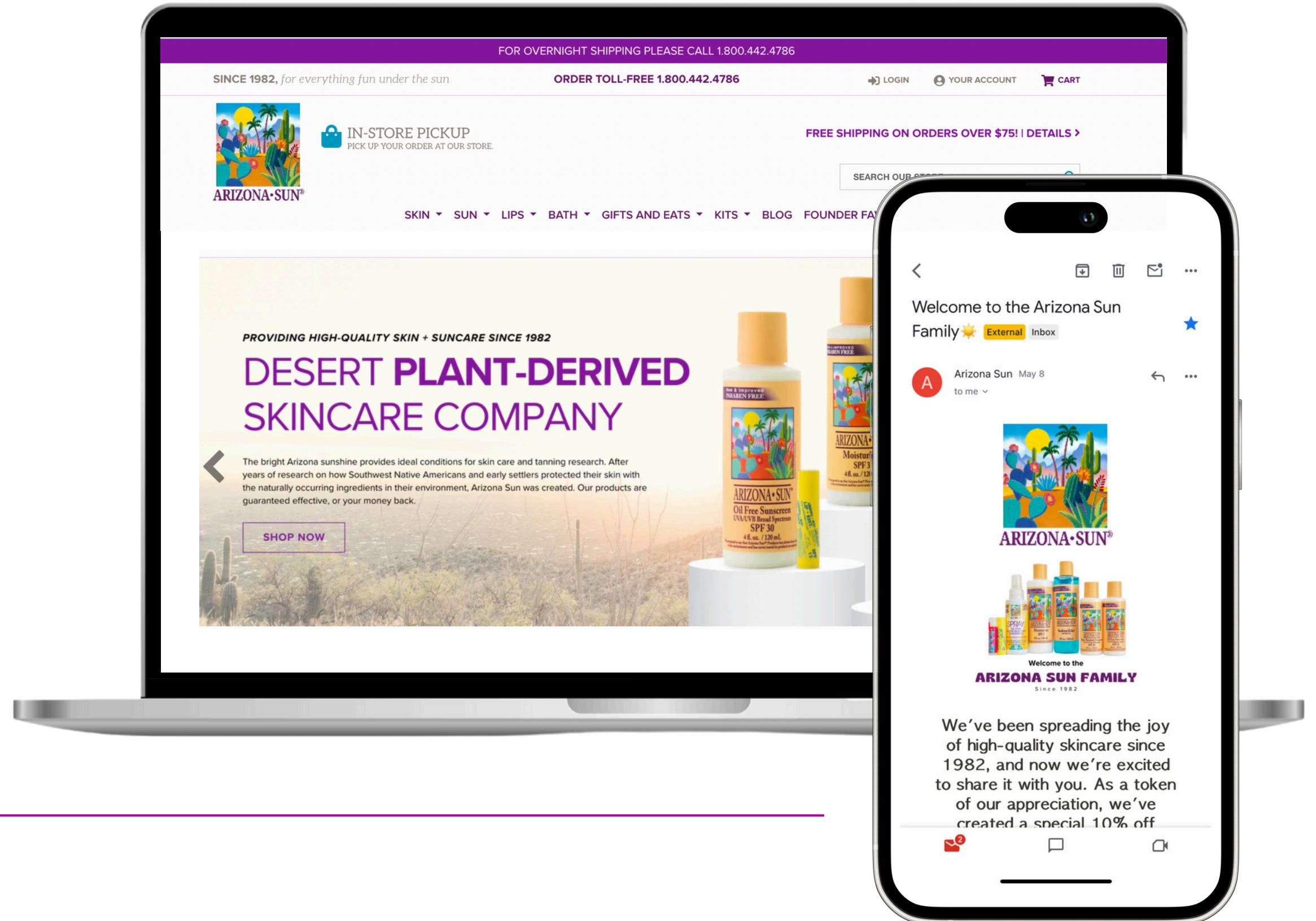
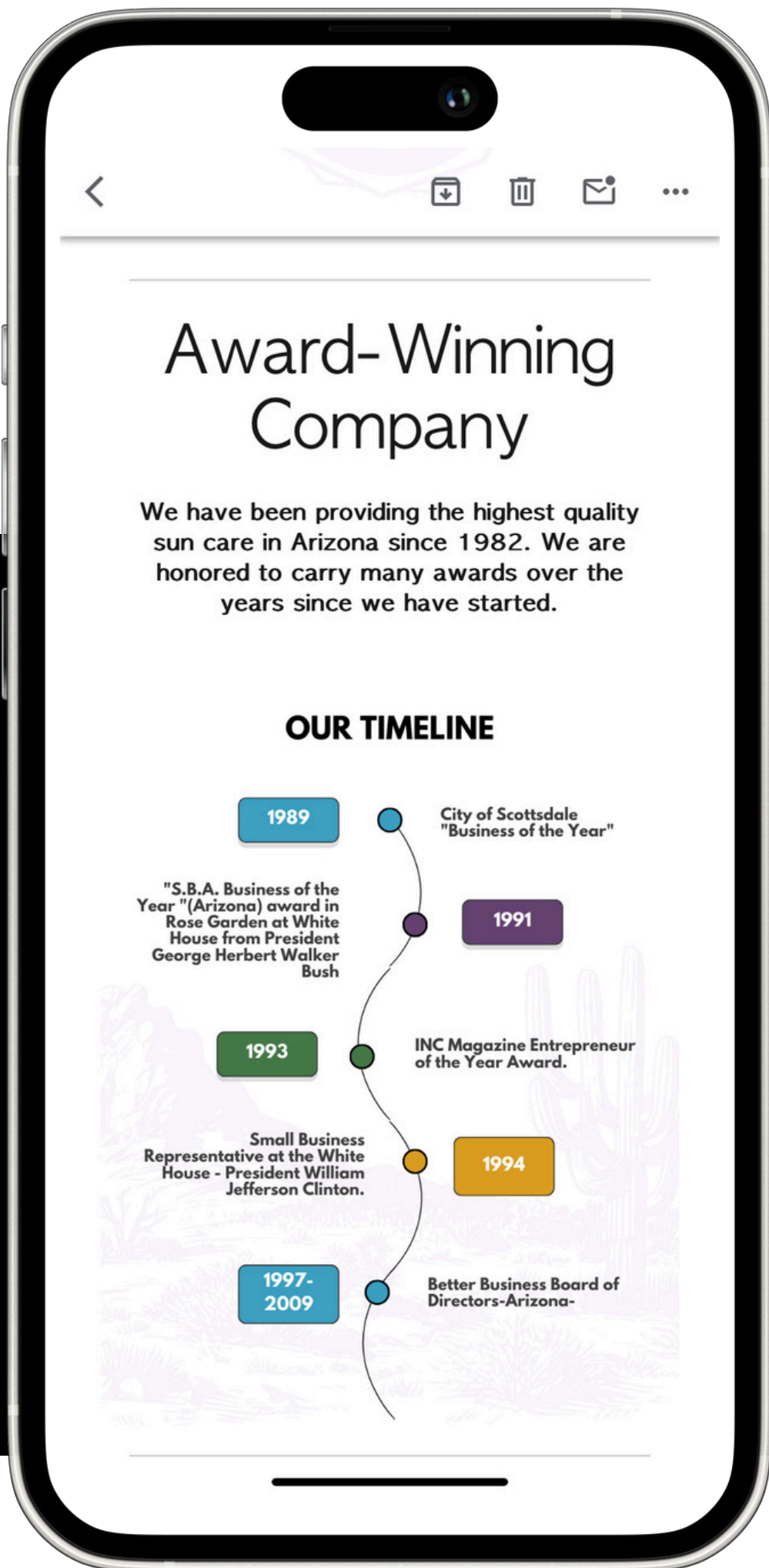


# KLAVIYO

## Email Marketing Automation





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# Campaign Scope

- 2 monthly emails
- Welcome email drip campaign set up
- Klaviyo-Shopify integration
- Email domain set up

## Email Flow Automations:

- Abandoned cart
  - Browse abandonment
  - VIP customer automatic segmentation
  - New and returning customer thank you
  - Replenishment reminder
  - Upsell flow
-

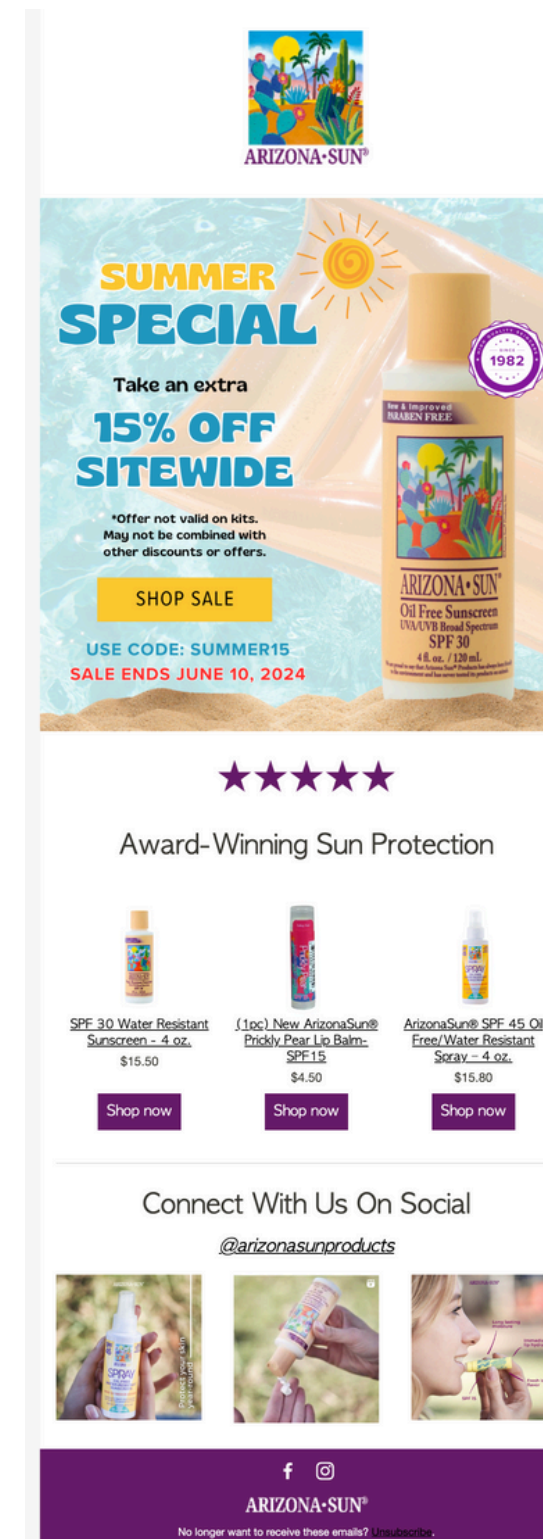
# Results

## Summer Sale Email Campaign

Open rate: 34.75%

Placed Order: \$2,054.05












Click Rate: 2.22%



The graphic is a promotional email layout for Arizona-Sun. At the top is the Arizona-Sun logo, which features a colorful illustration of a tropical beach scene with palm trees, a sun, and people. Below the logo is the text "ARIZONA-SUN". The main section is titled "SUMMER SPECIAL" in large, bold, blue letters. To the right of the title is a large image of an Arizona-Sun Oil Free Sunscreen bottle. The bottle is white with a colorful label that matches the logo. A purple circular badge on the bottle says "1982". Below the title and bottle image, the text reads "Take an extra 15% OFF SITEWIDE". Below this is a smaller line of text: "\*Offer not valid on kits. May not be combined with other discounts or offers." Below that is a yellow button that says "SHOP SALE". At the bottom of this section, it says "USE CODE: SUMMER15" and "SALE ENDS JUNE 10, 2024". Below the main section is a row of five purple stars. Below the stars is the text "Award-Winning Sun Protection". Below this are three product listings. Each listing includes a small image of the product, the product name, and the price. The first listing is "SPF 30 Water Resistant Sunscreen - 4 oz." for \$15.50. The second listing is "(1oz.) New ArizonaSun® Prickly Pear Lip Balm - SPF 15" for \$4.50. The third listing is "ArizonaSun® SPF 45 Oil Free/Water Resistant Spray - 4 oz." for \$15.80. Below each listing is a purple button that says "Shop now". Below the product listings is the text "Connect With Us On Social" and "@arizonasunproducts". Below this are three small images showing people using the products: a hand holding a sunscreen bottle, a hand applying lip balm, and a person applying spray to their face. At the bottom of the graphic is a purple footer with the Arizona-Sun logo and the text "ARIZONA-SUN". Below the logo is a small line of text: "No longer want to receive these emails? Unsubscribe".

# Results

## Top Performing Email Flows (After one month)

| Flow  | Status   | Type  | Deliveries | Placed Order                     | Percent change  |
|---|--|---|------------|----------------------------------|---|
| <a href="#">Email Welcome Series with Discount</a><br>Added to Website Subscribe list |  Live   |  A/B   | 264        | \$2,079.25<br>\$7.88 / recipient |  467.09%     |
| <a href="#">Abandoned Cart</a><br>Checkout Started                                    |  Live |  A/B | 279        | \$584.37<br>\$2.09 / recipient   |  798.62%   |
| <a href="#">Browse Abandonment</a><br>Viewed Product                                  |  Live |  A/B | 97         | \$214.93<br>\$2.22 / recipient   | —   |
| <a href="#">Customer Thank You</a><br>Placed Order                                    |  Live |  A/B | 237        | \$197.50<br>\$0.83 / recipient   |  2,185.88% |