

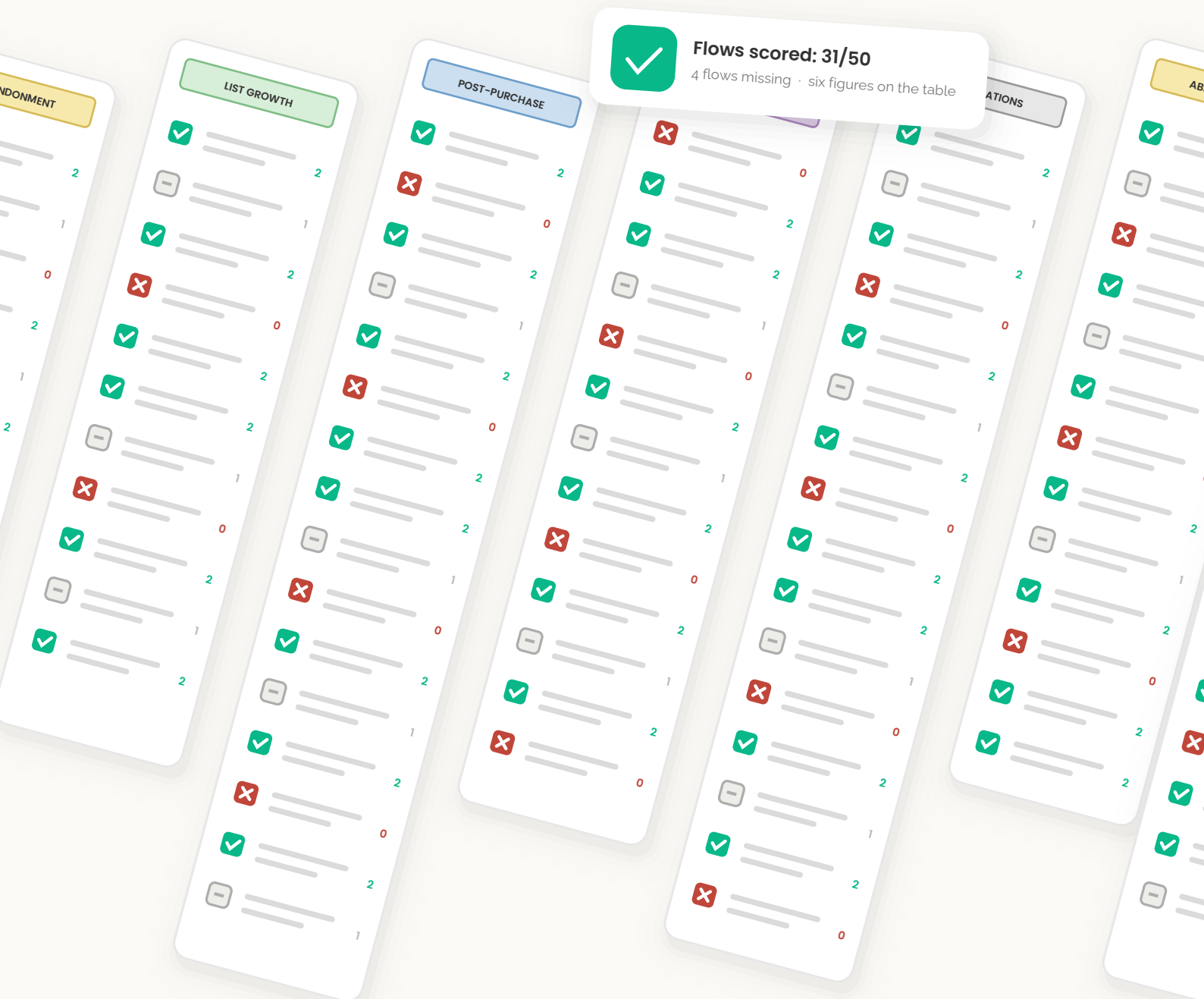


Email marketing for ambitious DTC brands

The Email Flow

Audit Scorecard

25 quick yes/no checks across your Klaviyo account. Score yourself out of 50, and find out how much revenue your flows are leaving on the table.



How To Score It

Go through the 25 checks on the following pages, they cover the five areas every high-performing Klaviyo account gets right. Be honest: this only works if the score hurts a little.

For each check, give yourself:

- 2

Live and reviewed in the last 90 days
 It exists, it's sending, and someone has looked at it recently.
- 1

Exists, but hasn't been touched in months
 It's running on autopilot, set once and forgotten.
- 0

Missing entirely
 The flow, split or process simply isn't there.

What your total means:

0-19 The Leaky Bucket Revenue is escaping daily. Foundations and core flows first.	20-34 Solid Start The basics are in, but the biggest wins are still on the table.	35-44 Retention Engine Strong setup. You're in optimisation and testing territory.	45-50 Elite Top 5% of DTC brands. Defend it with a testing cadence.
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One rule: a flow that exists but hasn't sent in 30 days scores zero. Paused is the same as missing, the revenue certainly is.

The Checks • Part One

A • List Growth & Welcome

SCORE 0 / 1 / 2 PER CHECK

- | | | |
|--------------------------|---|---------|
| ☐ | Welcome flow live with 3+ emails
Usually the highest revenue-per-recipient flow in the account. | ____ /2 |
| ☐ | Sign-up offer delivered instantly, code auto-applied
Every extra click between code and checkout costs conversions. | ____ /2 |
| ☐ | Popup tested in the last 90 days
Copy, offer or trigger: a stale popup quietly bleeds sign-ups. | ____ /2 |
| ☐ | Non-buyer nurture continues after the welcome ends
Most subscribers don't buy in week one. Keep talking. | ____ /2 |
| ☐ | Sign-up source tracked (popup vs footer vs checkout)
You can't improve list quality you can't see. | ____ /2 |

B • Abandonment Recovery

SCORE 0 / 1 / 2 PER CHECK

- | | | |
|--------------------------|--|---------|
| ☐ | Cart abandonment flow with 3+ emails
One email leaves money behind; three is best practice. | ____ /2 |
| ☐ | Browse abandonment flow live
A far bigger audience than cart, and often out-earns it. | ____ /2 |
| ☐ | Checkout abandonment separate from cart
Different intent, different message, different urgency. | ____ /2 |
| ☐ | Coupon-sensitivity split in place
Full-price shoppers get urgency; deal-seekers get the incentive. | ____ /2 |
| ☐ | Site-search or category abandonment live
High-intent signals most brands never act on. | ____ /2 |

The Checks • Part Two

C • Post-Purchase & Retention

SCORE 0 / 1 / 2 PER CHECK

- | | | |
|--------------------------|--|---------|
| ☐ | First-purchase thank-you distinct from repeat buyers
A first order starts a relationship, don't treat it like the tenth. | ____ /2 |
| ☐ | Cross-sell flow based on what was actually bought
Bought the shoes? Promote the socks, not the whole catalogue. | ____ /2 |
| ☐ | Replenishment flow timed to product lifecycle
Land just before they run out, not after they've reordered elsewhere. | ____ /2 |
| ☐ | Review / UGC request sent after delivery, not dispatch
Ask when the product is in their hands, not in a van. | ____ /2 |
| ☐ | Subscription or loyalty nudge inside post-purchase
The cheapest LTV lift available to most brands. | ____ /2 |

D • Reactivation & List Hygiene

SCORE 0 / 1 / 2 PER CHECK

- | | | |
|--------------------------|--|---------|
| ☐ | Winback flow triggers at 90-120 days of silence
Waiting for a yearly 'we miss you' campaign is too late. | ____ /2 |
| ☐ | Sunset flow runs before suppression
One last shot at the disengaged, then let them go. | ____ /2 |
| ☐ | Engaged segments maintained (30 / 60 / 90 day)
The backbone of deliverability and campaign targeting. | ____ /2 |
| ☐ | Suppression list reviewed quarterly
Paying to store, or worse mail, dead addresses adds up. | ____ /2 |
| ☐ | Re-permission campaign for old or imported lists
Consent decays. Ask again before it hurts your sending. | ____ /2 |

The Checks • Part Three

E • Foundations & Measurement

SCORE 0 / 1 / 2 PER CHECK

- ☐ **DMARC, DKIM & SPF authenticated + one-click unsubscribe** _____ /2
Gmail and Yahoo's rules: non-negotiable since 2024.
- ☐ **Engagement measured on clicks, not opens** _____ /2
Apple MPP inflates opens; clicks tell the truth.
- ☐ **Smart sending / flow guards prevent over-mailing** _____ /2
Flows that collide burn lists faster than they earn.
- ☐ **Flow performance tracked against benchmarks** _____ /2
RPR, conversion and click rate vs your industry, every month.
- ☐ **An A/B test is running in at least one flow right now** _____ /2
Not 'tested once'; testing as a habit.

YOUR TOTAL

Add up all five sections and check your band on page 2.

_____ / 50

Scored under 35? Most brands we audit do.

Engage Commerce runs email & retention audits for ambitious DTC brands, we'll score it for you, and show you exactly where the revenue is hiding.