



• ARCHITECTURE NOTES · RESOURCE

The first 90 days of Klaviyo retention

Six lifecycle flows, deliverability first, in the order that produces measurable revenue fast.

Companion to: The first 90 days of Klaviyo retention work, week by week.



Why this matters

Most Klaviyo accounts under-deliver because the architecture work was skipped on the way in. The flows exist, the campaigns send, the dashboard reports green, and revenue attributed to email plateaus at single digits. Lifting it past thirty percent of total revenue requires structural work in a specific order. This is the order Arthea ships for ecommerce brands above 30k euro a month.

- Why deliverability has to come before any flow
- The six lifecycle flows in build order
- What measurable uplift looks like in the first two weeks
- What to expect at month three



The 90-day build order

01 Week 1: Audit and deliverability

Before any flow gets touched, the deliverability layer has to be sound. SPF, DKIM, DMARC alignment. Dedicated subdomain for sending. List-hygiene pass that suppresses bounced and unengaged segments older than ninety days. A clean send domain with a decent reputation

02 Weeks 2 to 3: Welcome and Abandoned Cart

Welcome is the first revenue lever and the easiest to instrument. Three to five emails over fourteen days, segmented by acquisition source where the data supports it. Abandoned Cart is the second lever: three messages over forty-eight hours, with a real reason in each. Avoid

03 Weeks 4 to 5: Post-Purchase and Replenishment

Post-Purchase is where most retention programs leave money on the floor. Three to four messages between order and ninety days post-delivery. Replenishment is the consumables variant; the cadence is product-class-specific: coffee at three weeks, supplements at thirty

04 Weeks 6 to 8: VIP, Win-Back, Browse Abandonment

VIP segmentation builds a top-decile audience that gets first access. Light flow: one quarterly thank-you, one early-access drop, one occasional gift. Win-Back targets sixty-to-one-eighty-day non-reorderers; two messages, fourteen days apart. Browse Abandonment fills the

05 Weeks 9 to 12: Seasonal lane, A/B layer, weekly review

Foundational flows now in production. Add seasonal lane (BFCM, key drops, peak windows) and a lightweight A/B layer on subject lines and hero treatments. The A/B layer exists to confirm what already works against what could replace it. The weekly review is what keeps the



Skipped architecture vs. shipped architecture

Skipped (most accounts)

- Flows live but built without the deliverability pass
- Welcome stacks discounts in every message
- Post-Purchase missing or run as a single thank-you
- No replenishment cadence; consumables churn quietly
- VIP over-emailed; segment burns inside a quarter
- Email revenue plateaus at single digits of total

Shipped (90-day architecture)

- SPF, DKIM, DMARC aligned; dedicated subdomain; list hygiene done
- Welcome inside one hour of signup; varied messages over fourteen days
- Post-Purchase: three to four messages, order to ninety days
- Replenishment cadence per product class
- VIP light: one quarterly thank-you, one early access, one gift
- Email revenue lands 25 to 40 percent of total within three months



The six lifecycle flows in detail

01 Welcome

Three to five emails over fourteen days, segmented by acquisition source where the data supports it. The interesting variable is timing rather than content; brands that send the first welcome inside an hour of signup outperform brands that wait four hours by a measurable margin.

02 Abandoned Cart

Three messages over forty-eight hours, with a real reason in each. The first recovers genuinely-distracted users; the second handles objections; the third is a soft last call. Stacking a discount in every message trains the audience to wait, which depresses unconverted-cart

03 Post-Purchase

Three to four messages between order and ninety days post-delivery: shipping, a use case, a reorder reminder when relevant, a soft cross-sell when the catalogue supports it. Brands without this flow lose roughly one in five repeat purchases the customer was already willing

04 Replenishment

The post-purchase variant for consumables. Cadence is product-class-specific: coffee runs at three weeks, supplements at thirty days, skincare at six weeks. Getting the cadence wrong trains the audience to ignore the brand.

05 VIP and Win-Back

VIP is light: one quarterly thank-you, one early-access drop, one occasional gift. Over-emailing this segment is what breaks them. Win-Back targets sixty-to-one-eighty-day non-reorderers; two messages fourteen days apart with a reason that is not always a discount.

06 Browse Abandonment

Fills the gap between site visit and abandoned cart. Open rates run high, click rates moderate. Revenue attribution tends to land at three to six percent of program revenue. Useful but not a top-three lever.



Week 1 deliverability checklist (do this first)

- **SPF, DKIM, DMARC aligned**

All three set on the sending domain. DMARC alignment is the one most accounts get wrong; check the actual reports, not the dashboard.

- **Dedicated subdomain for sending**

Do not send from the apex domain. A dedicated subdomain isolates reputation and lets you warm cleanly.

- **Suppress bounced contacts**

Hard bounces and repeated soft bounces leave the active list. Keeping them depresses inbox placement for everyone else.

- **Suppress unengaged 90+ days**

Anyone who has not opened or clicked in ninety days is dragging your reputation. Suppress and revisit on a quarterly cadence.

- **Inventory existing flows that perform**

If Welcome and Abandoned Cart are already working, they stay. The 90-day work supplements rather than replaces.

- **Baseline the three numbers you will track weekly**

Revenue per inbox-placed send. List growth. Unsubscribe rate. Same three every week, locked before any flow ships.



When this is wrong (anti-patterns)

01 **Skipping the deliverability week**

Building flows on an unaligned domain wastes the build. The flows fire; the inbox does not receive. Every subsequent week is downstream of week one being done right.

02 **Discount in every Abandoned Cart message**

Trains the audience to wait. Depresses unconverted-cart revenue at the customer-lifetime level. Use a real reason per message instead.

03 **Replenishment with a generic cadence**

Coffee at thirty days, supplements at three weeks. Wrong cadence per product class trains the audience to ignore the brand. Cadence has to match consumption.

04 **Over-emailing VIP**

The top decile is the most fragile segment. One quarterly thank-you, one early access, one occasional gift. More than that and the segment burns.



What to expect (verbatim from the article)

EMAIL REVENUE % OF TOTAL

25 to 40%

Within three months, across the brands Arthea runs this for.

FIRST UPLIFT WINDOW

10 to 14 days

First measurable uplift inside ten to fourteen days from start.

BROWSE ABANDONMENT

3 to 6%

Of program revenue. Useful, not a top-three lever.

POST-PURCHASE GAP

~1 in 5

Repeat purchases lost when the post-purchase flow is missing.

The weekly review cadence (keeps the program compounding)

- **Thirty minutes, same slot every week**

Treat as non-movable. The cadence is the marketing team operating discipline, not a scheduling preference.

- **Revenue per inbox-placed send**

The headline number. Compares like-for-like across weeks because it normalises for list size.

- **List growth**

Net new subscribers minus suppressions and unsubscribes. Negative weeks are a flag, not an emergency, but two in a row is a rebuild signal on the acquisition surface.

- **Unsubscribe rate**

Per send and rolling. Spikes inside a flow point at message-level issues; spikes across flows point at cadence or list-hygiene drift.

- **Bottom three segments by performance**

Adjust the bottom three; the top three usually take care of themselves. The weekly intervention is on the bottom of the list.



- NEXT STEP

Architecture first, flows second.

Deliverability week one. Six lifecycle flows in the right order. Weekly review on three numbers. The 90-day Retention Architecture ships through /email-and-sms; first uplift

[Read the full architecture note ->](#)