



• ARCHITECTURE NOTES · RESOURCE

Why Klaviyo flows quietly stop converting

A retention-audit companion. Five layers where revenue leaks while the dashboard still looks healthy, and the fix order that recovers fastest.

Companion to: [Why Klaviyo flows quietly stop converting](#), and the fixes that compound.

Read this if your flow revenue dropped without anyone touching the

Most Klaviyo accounts that plateau did not break. They drifted. The flows still send on schedule, the dashboard still shows normal volume, and the per-recipient revenue has quietly halved over six months. The article walks five mechanical causes we find on retention audits. This deck is the working companion: how to spot each one, what to fix first, and what good looks like once the fix lands.

- For retention leads and ecommerce founders running Klaviyo accounts past the first year.
- Use this before commissioning new creative. Structural fixes pay back faster than copy.
- Each section maps one-to-one to the five causes in the article.
- Numbers in this deck are either pulled directly from the article or framed as illustrative.

The five layers that drift, in order of how often we find them

01 1. Sending domain reputation

The single most common cause we find. List growth slowed, the brand pushed harder to compensate, the unengaged-recipient ratio climbed, and inbox providers started routing the brand to the promotions tab or worse. Revenue across every flow drops together while sends look

02 2. Welcome flow timing

The first message used to fire within fifteen minutes of signup. Now it ships after two hours because the platform updated, an integration broke, or a delay node was left in the editor. Welcome conversion drops measurably for every additional hour after signup.

03 3. Cart abandonment with stacked discounts

Every message in the abandoned cart sequence offers a discount, and the discount climbs as the sequence continues. Recipients learn to wait. Recovered cart revenue drops, and the cohort that does buy pays less per order than the prior one.

04 4. Post-purchase ignoring delivery state

Messages send on a fixed schedule and do not check whether the order has arrived. Customers receive a "how is your order?" email two days before the package shows up, which reads as a brand that does not know its own logistics.

05 5. Segments built on a stale snapshot

The segments that drive flow logic were built twelve to eighteen months ago. The customer profile shifted while the segments stayed the same. New customers fall into the wrong bucket, and the messages they receive land mismatched.



How to tell which layer is bleeding revenue first

Signals that point to the top half (reputation, timing)

- Revenue dropped across every flow at roughly the same time.
- Open rates fell on the welcome flow first, then everywhere.
- Sends look normal in volume but inbox-tab placement got worse.
- A platform update or integration change shipped near the inflection.
- Welcome flow first-message wait is now measured in hours, not minutes.

Signals that point to the bottom half (cart, post-purchase, segments)

- Recovered-cart AOV is lower than it was a year ago.
- Recipients who buy from the cart sequence buy on the last message, not the first.
- Cross-sell on post-purchase flows underperforms newsletter cross-sell.
- Customer support tickets reference the timing of post-purchase emails.
- New customers receive messages aimed at someone you no longer sell to.



The fix that pays back fastest, per layer

01 Reputation reset

Suppress recipients with zero engagement in the last ninety days for thirty days. Warm back up at half normal volume for fourteen days to re-establish reputation. The article notes revenue typically recovers inside three weeks.

02 Welcome timing audit

Walk every step wait condition in the welcome flow. The first message should fire inside an hour of signup, ideally inside fifteen minutes. Remove any delay node added in the editor and forgotten.

03 Strip the cart discount stack

Remove the discount from the first message entirely. Keep a single mid-tier offer in the second message. Use the third message for soft urgency without a discount stack. Stops training recipients to wait.

04 Gate post-purchase on delivery

Wire the first post-purchase message to delivery confirmation from the carrier integration. The cohort that gets the message after the box arrives converts on cross-sell at materially higher rates.

05 Rebuild the four core segments

Engaged, unengaged, VIP, recent purchaser. Rebuild on the most recent ninety days of behaviour. Run the new segments in parallel with the old for two weeks before fully switching over.



A retention audit pass, in the order we run it

- **Pull six months of flow revenue and find the inflection point.**
Mark the date. Cross-reference with platform changelog and integration logs.
- **Score sending domain reputation against last-quarter baseline.**
Inbox placement, open rate by ISP, bounce rate, complaint rate.
- **Trace the welcome flow end-to-end and time each delay.**
Sum the wait conditions. Compare to the spec written when the flow was built.
- **List every discount in the cart sequence and the order it appears.**
If the discount stacks, the sequence is teaching recipients to wait.
- **Audit the post-purchase trigger source.**
Fixed-schedule wait or carrier delivery confirmation. Only one of these is acceptable.
- **Pull the four primary segments and the date they were last rebuilt.**
Anything older than twelve months is a candidate for the parallel-segment exercise.
- **Write a remediation order ranked by expected revenue lift.**
Reputation usually goes first because every other flow benefits from the fix.

Anti-patterns we see when teams try to fix this themselves



What goes wrong

- Shipping new welcome creative before fixing the welcome timing.
- Adding a fourth cart message instead of removing the discount stack.
- Rebuilding segments without running them in parallel for two weeks.
- Treating reputation recovery as a one-week job.
- Fixing one layer in isolation and expecting flow revenue to bounce.

What works instead

- Fix structural causes first, ship creative on top of a recovered base.
- Strip the cart sequence to three messages with one mid-tier offer.
- Parallel-run new segments for two weeks before cutting over.
- Hold the warm-up at half volume for the full fourteen days.
- Fix two of the five layers per audit cycle. Compound from there.



What the article documents as the payback band

TYPICAL REVENUE LIFT

15-30%

Attributed revenue lift within ninety days from fixing two of the five layers, per the article.

REPUTATION RECOVERY

~3 weeks

Typical time for revenue to recover after the suppression-plus-warm-up cycle, per the article.

WELCOME FIRST-MESSAGE TARGET

<= 1 hour

Article target. Ideally inside fifteen minutes of signup.

SEGMENT REFRESH WINDOW

90 days

Most recent ninety days of behaviour, run in parallel with the old segments for two weeks before



How the audit ranks fixes on the engagement

01 Reputation first, almost always

Because every other flow benefits from a recovered sending reputation. Fixing welcome timing on a domain that is being routed to promotions buys less lift than the same fix on a recovered domain. The article identifies reputation as the single most common cause.

02 Welcome timing second when the inflection is recent

A delay node added in the editor and forgotten is a fast structural fix. Welcome conversion drops by a measurable margin for every additional hour after signup, per the article. The cohort impact compounds across every downstream flow.

03 Cart discount stack third

Removing the discount from the first message and capping the sequence at one mid-tier offer is a cohort-level fix. Recovered cart revenue stops paying the audience to wait. AOV in the recovered cohort rises against the prior baseline.

04 Post-purchase delivery gate fourth

Lower revenue impact than the top three but a meaningful brand-trust fix. The cohort that gets the message after the box arrives converts on cross-sell at materially higher rates, per the article.

05 Segments fifth, with parallel-run discipline

Run the new segments in parallel with the old for two weeks before switching over. The risk on this fix is operator error, not the model. Discipline carries the lift.



- NEXT STEP

The structural work pays back faster than the creative work

Walk the five layers in the order above. Fix the two that bleed most. Hold the cycle
and let the lift compound before you commission new creative.

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