



• ARCHITECTURE NOTES · RESOURCE

Three growth systems we run in production. Architecture, not demo footage.

Three growth systems we run in production. Architecture, not vendor lists.

Companion to: Three growth systems we run in production. Architecture, not demo footage..



What this deck covers

Most write-ups about AI in marketing are about the demo. This is about the architecture. Three growth systems we run in production at Arthea, what each one is for, how it is built, and where the operator stays in the loop.

- The three growth systems we run in production at Arthea
- System 1. The Klaviyo retention architecture
- System 2. The Webflow CRO experimentation layer
- System 3. The AI Lab content drafter



The three growth systems we run in production at Arthea

01 Each system answers a different question

Each system answers a different question.

02 The Klaviyo retention architecture answers "where

The Klaviyo retention architecture answers "where does compounded ecommerce revenue come from after the first sale.

03 " The Webflow CRO experimentation layer

" The Webflow CRO experimentation layer answers "is this page earning its place in the funnel.



System 1. The Klaviyo retention architecture

01 The 90-day Retention Architecture is our

The 90-day Retention Architecture is our standard build for ecommerce brands past the 30 to 50K EUR per month band on /websites-cro.

02 Six lifecycle flows, every one of

Six lifecycle flows, every one of them with a named purpose: Welcome, Abandoned Cart and Checkout, Post-Purchase, Replenishment and Win-Back, VIP and Loyalty, and a Seasonal/BFCM lane that flips on for peak windows.

03 Each flow is built once with

Each flow is built once with senior Klaviyo strategists, no junior handoffs, and the segmentation lives behind a "Lifecycle System Architecture" layer rather than ad-hoc Klaviyo conditions.



System 2. The Webflow CRO experimentation layer

- 01 A Webflow site that scores 100/100**
A Webflow site that scores 100/100 Lighthouse is the table-stakes deliverable.
- 02 The interesting work starts after that**
The interesting work starts after that.
- 03 The Architecture Build phase ships the**
The Architecture Build phase ships the page; the Experimentation Layer is what decides whether it earns its place in the funnel.



System 3. The AI Lab content drafter

01 A specialist agent built on n8n

A specialist agent built on n8n + Claude that reads a fixed 6-field brief and produces a draft for one platform at a time.

02 The leverage is the brief schema,

The leverage is the brief schema, which is the same shape every week, and the voice contract that runs as a static scanner against every output before any human reviews it.

03 Briefs without sharp inputs produce shallow

Briefs without sharp inputs produce shallow drafts regardless of model size; that is an input problem dressed as a model problem.

Runbook: how an operator should evaluate a production AI growth

01 Identify the load-bearing metric

Identify the load-bearing metric.

02 The metric in the world that

The metric in the world that says this system is doing its job.

03 For Klaviyo, inbox-placed sends

For Klaviyo, inbox-placed sends.

When this is wrong: trade-offs and limits of the architecture frame

- 01 The architecture frame is overkill for**
The architecture frame is overkill for one-off campaigns.
- 02 A single-month brand activation does not**
A single-month brand activation does not need a 90-day Retention Architecture.
- 03 It needs a campaign brief and**
It needs a campaign brief and a tight feedback loop.



- NEXT STEP

Read the full architecture note

Three growth systems we run in production. Architecture, not vendor lists.

[arthea.ai/book ->](https://arthea.ai/book)