

EMAIL MARKETING BASICS

Everything you need to excel at email marketing

1. WHY EMAIL?

WHY EMAIL?

3.9b

Daily email users

3x

Higher conversion rates than
social media

122%

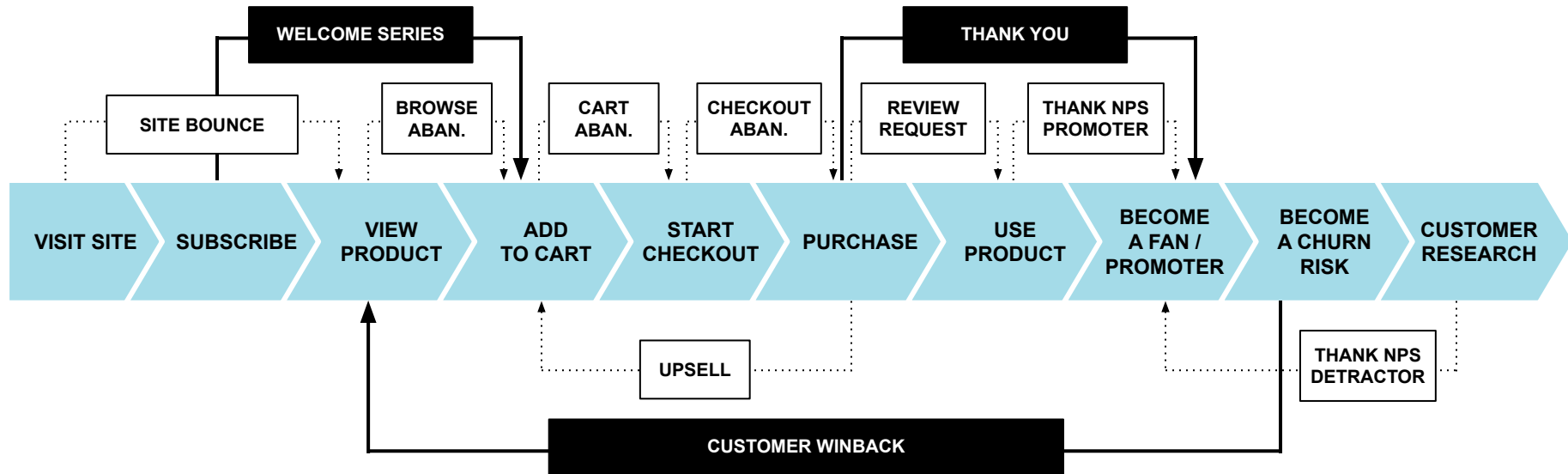
Average ROI

Source: [Klaviyo](#)

THE 5 KEY USE CASES

1	Grow subscriber lists and convert first time shoppers
2	Recover abandoned sessions
3	Nurture customers post-purchase
4	Engage your best customer
5	Drive incremental revenue through campaigns

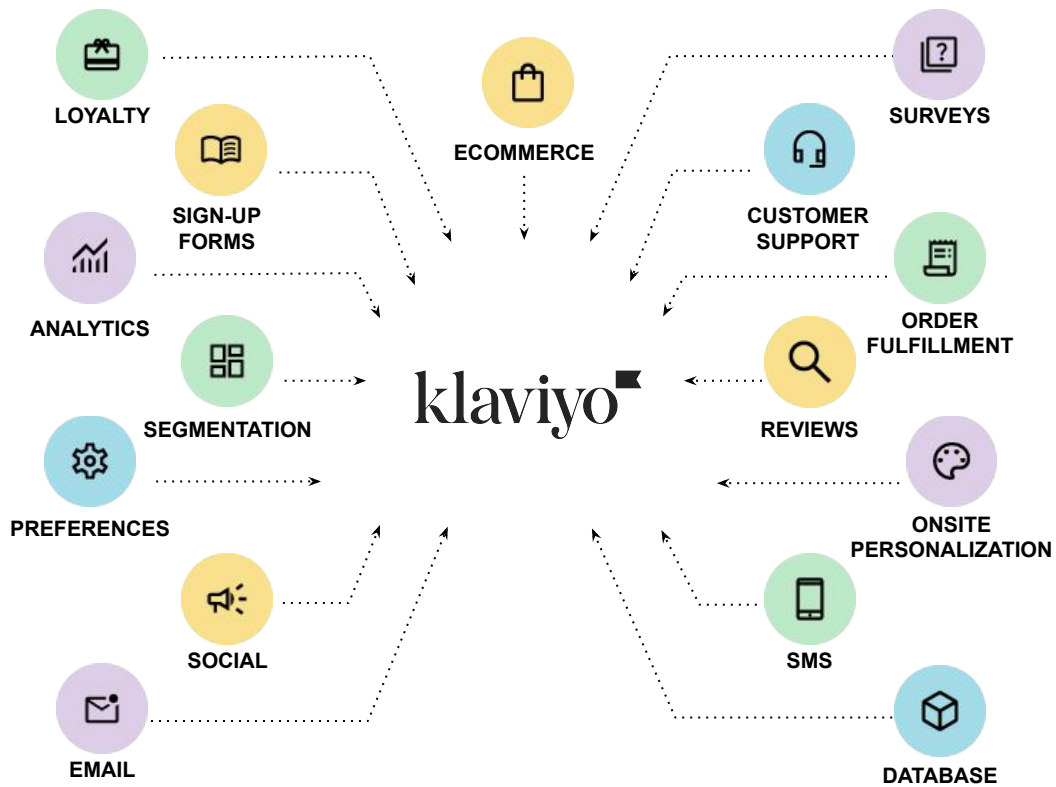
THE CUSTOMER JOURNEY VISUALIZED



WHY KLAVIYO?

Data consolidation and easy attribution

Leverage all of your Klaviyo data to send the right message, using the right channel, at the right time.



YOUR GETTING STARTED IN KLAVIYO CHECKLIST

INTEGRATE YOUR PRESTASHOP STORE WITH KLAVIYO

PrestaShop Automation with Klaviyo allows you to connect your customer, product, and order data into the Klaviyo platform.

Connect your data with PrestaShop Automation with Klaviyo today.

[Get started now!](#)

INTEGRATE, OR IMPORT DATA FROM, YOUR PREVIOUS EMAIL SERVICE PROVIDER OR STAND-ALONE TOOL:

- Email: [MailChimp](#), [Constant Contact](#), [Bronto](#), [HubSpot](#), [Listrak](#), [Sailthru](#), [Salesforce Marketing Cloud](#), [Campaign Monitor](#)
- SMS: [Attentive](#), [Postscript](#), [Emotive](#), [Retention Rocket](#), [SMSBump](#), [Other](#)
- [Upload your data via CSV](#)

2.

BASIC USE CASES: CRAWL

EMAIL BEGINNER CHECKLIST

The essentials for any email program:

- Collect email consent via signup forms and at checkout
- Set up a welcome series flow
- Set up a checkout abandonment flow
- Set up a browse abandonment flow
- Set up at least one post purchase flow
- Begin sending email campaigns like: product promotions, highlight new products or collections, promotion local or virtual events

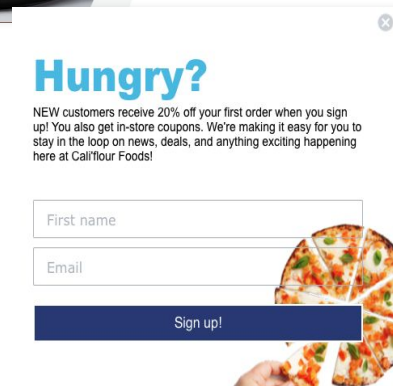
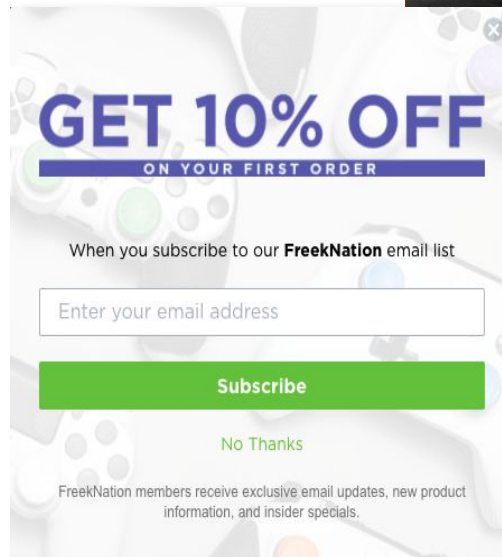
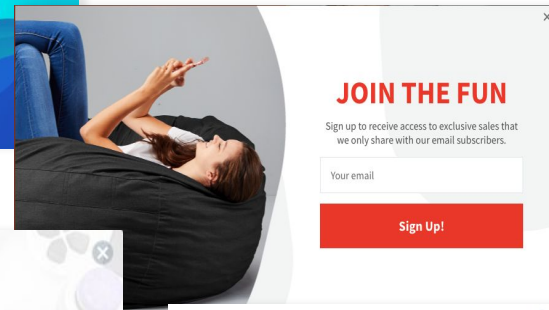
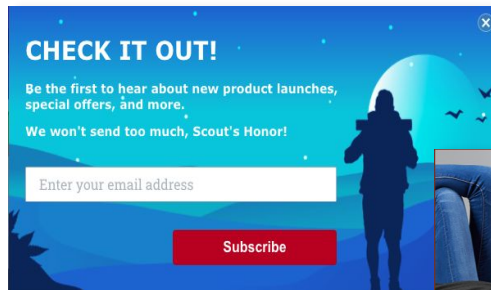


SUBSCRIBER ACQUISITION

POP-UP OR FLYOUT FORMS

Signup forms are a crucial part of your on-site acquisition.

Always be specific about what type of communication your subscribers will receive from your brand, including any discount offers or incentives.



EMBEDDED FORMS

In addition to your pop-up or flyout form, you should give your site visitors another opportunity to subscribe to your email list via an embedded form at the footer of your website.

sign up for special offers, tasty tidbits, & more.

SUBMIT

TAKE 15% OFF YOUR FIRST ORDER

And get exclusive offers and more.

SUBMIT

Bee in the know!

Sign up to find out about new products & special offers from the Honey Bee team.



SIGN ME UP!

THE KLAVIYO FORM LIBRARY

Forms > Create Form >

Search by Name

Type

☐ Popup
 ☐ Flyout
 ☐ Embed

Device

☐ Desktop and Mobile
 ☐ Desktop Only
 ☐ Mobile Only

Goal

☐ Capture Email Subscribers
 ☐ Capture SMS Subscribers
 ☐ Make an Announcement

Create from Scratch

Prefer a blank slate? Create your own form from scratch.

Keep in touch

KEEP IN TOUCH!

Let's celebrate

Let's celebrate!

Don't miss out

DON'T MISS OUT

New here

New Here?

Win a free item

WIN A FREE STARTER-PACK!

Leaving so soon

LEAVING SO SOON?

Stay in touch

Stay in touch!

Don't miss out - Green

Don't miss out

Join the Club.

Join the Club.

Don't leave

Don't leave without taking 10% off your first order.

Be the first to know - Desktop

WANT TO BE THE FIRST TO KNOW?

Exclusive rewards - Desktop

Sign up for exclusive rewards.

What are you waiting for - Desktop

Awesome emails. Can't miss deals. New product launches.

Let's be friends - Desktop

HEY YOU, LET'S BE FRIENDS!

Let's be friends - Mobile

HEY YOU, LET'S BE FRIENDS!

Congratulations - Mobile

Congratulations!

Keep in touch

KEEP IN TOUCH!

Win a free item - Mobile

WIN A FREE STARTER-PACK!

Let's celebrate

Let's celebrate!

Avoid FOMO - Mobile

Avoid FOMO.

Don't leave - Mobile

Don't leave without taking 10% off your first order.

Sign up for rewards - Blue

Sign up for exclusive rewards.

Join the club - Mobile

Join the Club.

Birthday sign up

Birthday sign up

Stay in touch - Orange

Stay in touch!

Mail Boxes Etc. and PrestaShop. One Team. One suite of business solutions for Commerce.

EMBEDDED FORMS

You should also collect email subscribers during the checkout experience on your site.

PrestaShop Automation with Klaviyo allows you to quickly and easily take advantage of this option in the module.

Settings

Klaviyo Public API Key *

Aa1234

Klaviyo Private API Key *

pk_111222333444555666777888999

Need help finding your API keys?

Send real-time order events to Klaviyo

Disabled

Send real-time order events to Klaviyo for the following order statuses: Placed Order, Fulfilled Order, Canceled Order, Refunded Order. These events will be labeled "Transactional" in Klaviyo.

Turn off PrestaShop-generated transactional order emails

Disabled

For the above order statuses, block associated transactional emails sent by PrestaShop. This option is for merchants who wish to send transactional order emails with Klaviyo.

Sync subscribers to a list in Klaviyo

Disabled

Save

01 Personal Information

Create an account

Sign in

Social title

☐ M

☐ Mme

First name*

Last name*

Company

Email*

Password*

Birthdate

☐ Sign up for our newsletter

Vous pouvez vous désinscrire à tout moment. Vous trouvez pour cela nos informations de contact dans les conditions d'utilisation du site.

☐ I agree to the terms and conditions and the privacy policy

[Read the terms and conditions of use.](#)

*

1 item

AFFICHER LES DÉTAILS

Subtotal

€43.10

Shipping

Free

Total

€43.10

Lists

Subscriber List

Newsletter

Klaviyo will adhere to the double opt-in settings for the selected list.

Save

EMAIL SEGMENTATION

YOUR ENGAGED SEGMENT

Sending to engaged subscribers is a fundamental rule of good email marketing.

If you don't, you put your sender reputation and deliverability at risk.

Here is [how to create an engaged segment](#).

Segment builder
Segments allow you to track and analyze people who meet certain conditions.

Name *
Unengaged (Last 6 months)

Tags
unengaged ×

Definition

If someone can or cannot receive marketing

Person can receive email marketing ⓘ

Because person subscribed ×

⌵ Add filter

+ AND

What someone has done (or not done)

Has ✉ Clicked Email zero times in the last 180 days

⌵ Add Filter

OR

What someone has done (or not done)

Has ✉ Opened Email zero times in the last 180 days

⌵ Add Filter

OR

What someone has done (or not done)

Has ✉ Received Email is at least 10 in the last 180 days

⌵ Add Filter

+ AND

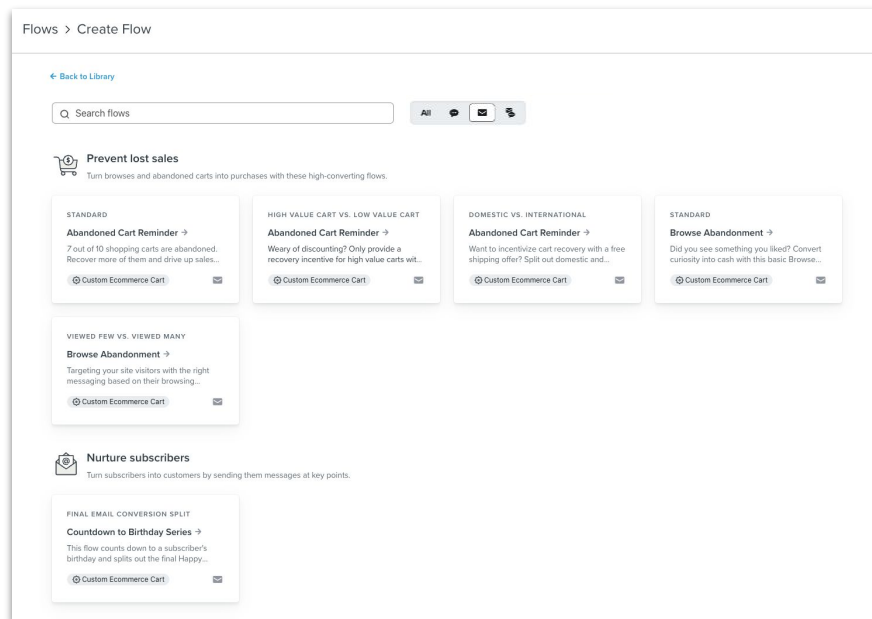
EMAIL FLOWS AND AUTOMATIONS

KLAVIYO FLOW LIBRARY

Flows, Klaviyo automations, make it easy to initiate and nurture relationships with your subscribers and customers over the course of their lifecycle.

By using the pre-built library of Flows, you can automate messages that will help grow your business, without losing any of the personalization and relevancy needed to build strong customer loyalty.

Getting started with flows

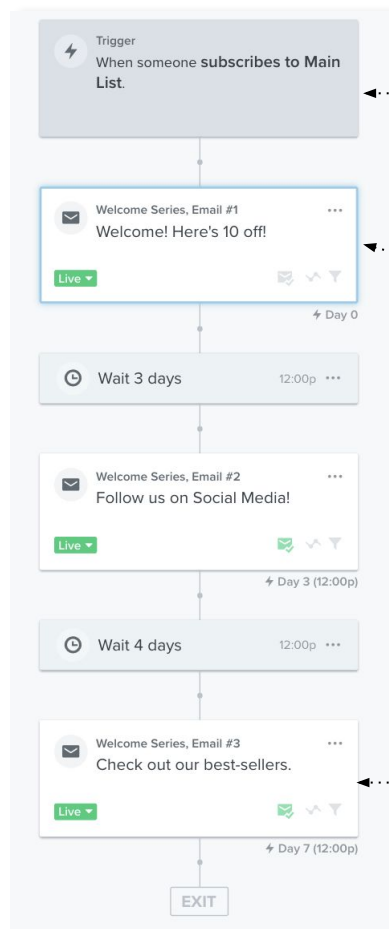


THE WELCOME SERIES FLOW

A welcome series is a sequence of messages sent directly after someone signs up to hear from your brand.

This is a critical moment in the customer lifecycle because it's your opportunity to introduce new, interested prospects to your business and product offering.

[Learn more about welcome series emails.](#)



The trigger for your Welcome Series will always be when someone subscribes to your primary list (whichever list you have selected when building your signup forms)

The first email should always be sent immediately (no time delay)

A welcome series is a crucial automation, and Klaviyo provides a pre-built welcome series out-of-the-box. You will find an example welcome series flow listed in the Flows tab of your account. If you want a more advanced welcome flow, you can browse different ideas in our Flow Library.

Our pre-built Welcome Series Flow includes three email touches

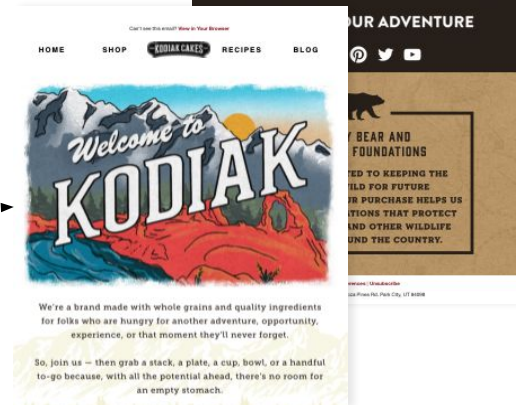
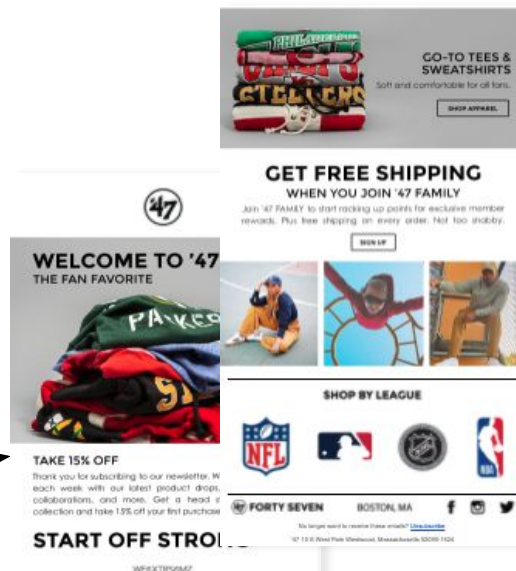
WELCOME SERIES EXAMPLES (EMAIL 1)

If you have offered a discount or incentive on your website signup form, send the coupon code in your initial Welcome Series email.

You can also use Klaviyo's dynamic coupon codes to generate a unique code for each recipient.

If you are not offering a discount or incentive, use your initial email to introduce your brand and highlight popular, or recent, products.

You can use Klaviyo's product recommendations to automatically insert relevant products into your email template.

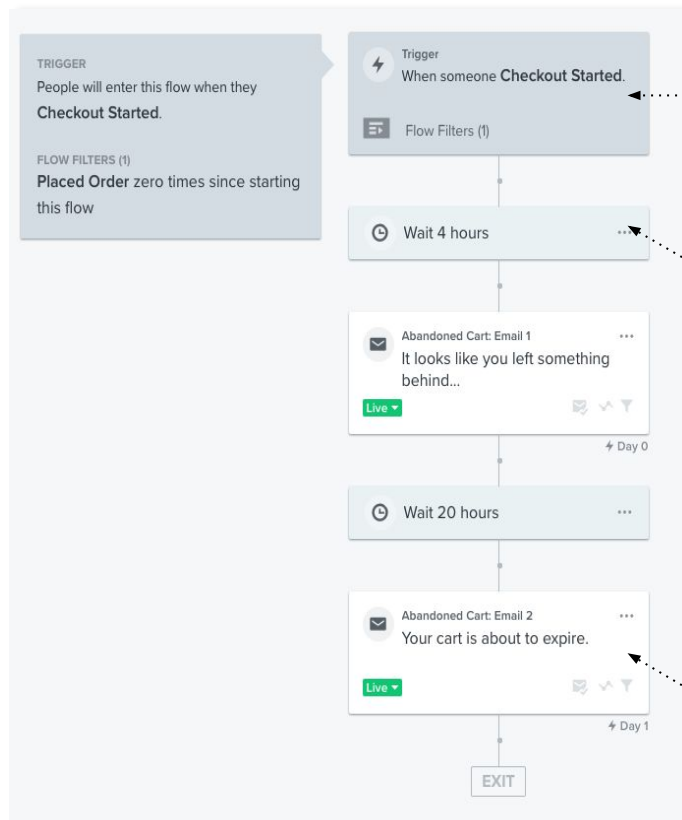


THE ABANDONED CART FLOW

The average cart abandonment rate is approximately 70%. It jumps to over 85% for those shopping on mobile phones.

Ecommerce brands may lose up to \$18 billion in yearly sales revenue from abandoned carts.

[Learn more about abandoned cart emails.](#)



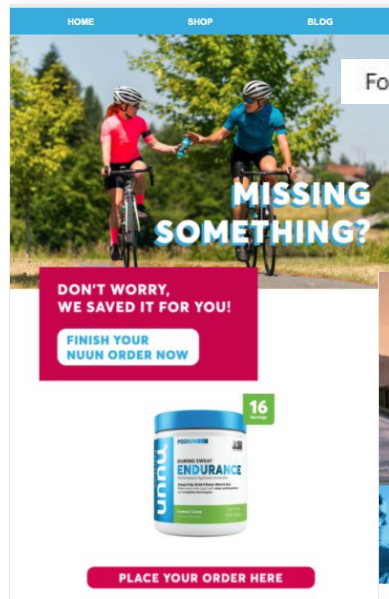
The trigger for your Abandoned Cart Flow will be when someone starts checkout. Klaviyo's Flow Filters ensure that anyone who purchases will be removed from this flow.

The first email should always be sent with a time delay.

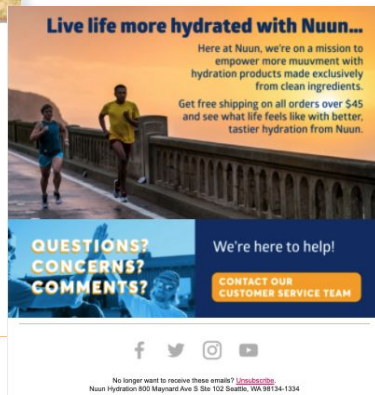
An abandoned cart is another crucial automation, and Klaviyo provides a pre-built welcome series out of the box. You will find an example Abandoned Cart Flow listed in the Flows tab of your account. If you want a more advanced Abandoned Cart Flow, you can browse different ideas in our Flow Library.

Our pre-built Abandoned Cart Flow includes two email touches

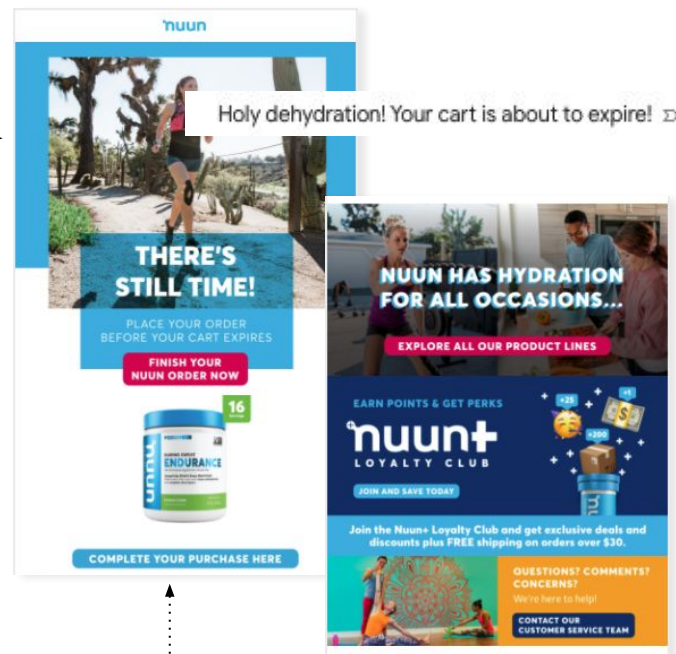
ABANDONED CART EMAIL EXAMPLES



Dynamic blocks, built into Klaviyo's email templates, show the entire content of the recipient's cart



Create a sense of urgency to help drive conversions (i.e. "Your cart is about to expire")



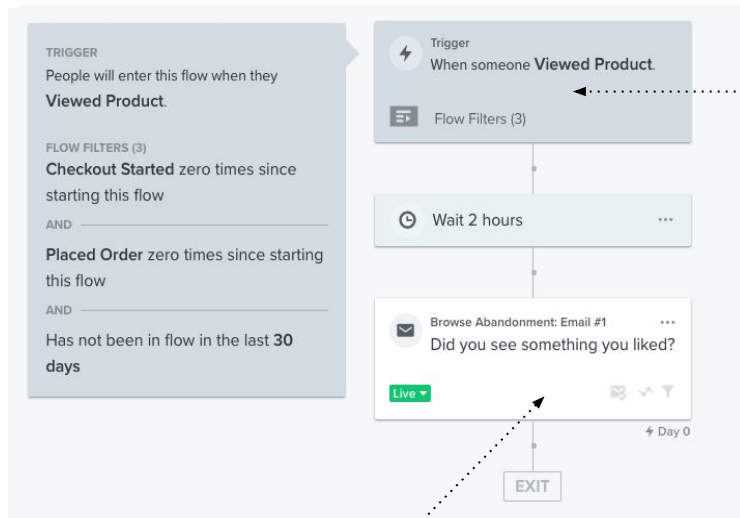
Always add a (CTA) link to your store. This link should lead directly to a product, collection, or cart.

THE BROWSE ABANDONMENT FLOW

Browse abandonment emails are triggered when a site visitor views a product page and does not start or complete a checkout.

92% of the people who visit your website for the first time aren't there to purchase.

[Learn more about browse abandonment emails.](#)



Klaviyo's pre-built Browse Abandonment Flow includes filter logic to exclude site visitors who begin the checkout process or make a purchase, as well as those who have received a browse abandonment email in the last 30 days to avoid repetitive sends

Our pre-built Browse Abandonment Flow includes one email touch

Visiting a product page doesn't quite indicate the same level of interest as adding an item to a shopping cart and beginning the checkout process, so we recommend making your browse abandonment emails a "lighter touchpoint" than your abandoned cart flow

BROWSE ABANDONMENT EMAIL EXAMPLES



We saw you checking us out.

It's okay, we like you too.

We also think you would look stunning with this little number.

[Sidekick ID for Fitbit + Garmin](#)

OUR PUDDING'S FULL OF PROOF

From the Mouth of Our Amazing Customers

"Please send quickly. My head is bald and is getting worse and I sweat like a hog."

- Ralph P., Chambersburg, PA

"Awesome service! This is like the 100th time I've ordered from you. Am I part of the family yet?"

- Can I borrow \$20 for pizza?"

- Chris D., Charlotte, NC

"I love your website. Did you guys smoke a lot of weed back in the day?"

- Mike N., Extonville, IA

"Y'all are Unleashed. That is all."

- Annie L., Dallas, TX

"My dad recommended I get one after my recent move to a sketchy neighborhood. I think it was a smart idea."

- Leah F., Minneapolis, MN

REAL TALK

Here at ROAD ID, we don't make widgets. We make a difference in people's lives. And the more people that hear our story, the more lives we can impact. Please do us a solid and tell your friends what ROAD ID means to you, and what it can mean to them.

Don't hesitate to respond to this email if you need anything. We're here for you.

Edward Winner

Edward Winner, Co-Founder
SAVING LIVES. FUELING ADVENTURE.

Move along, nothing to see here.
Def no unsubscribe stuff.
Stop mailing, please.
Oh, alright...
[Unsubscribe](#)

ROAD ID 814 Washington Street
Covington, KY 41011, USA

Including product reviews and customer testimonials offers “social proof” for your prospective customers, encouraging them to purchase

Dynamic blocks, built into Klaviyo's email templates, show the recipient the most recent product they browsed

Did you see something you liked?

Hi there,

Thank you for dropping by! My name is Olivia and I'm the Nourishing Skincare Concierge for our beloved customers at LI Organics. We noticed that you were browsing our site so I just wanted to reach out to let you know that I'm here to answer any questions you might have about our products or our brand.

Let me know! Here's a [link back to the site](#) if you're ready to give LI Organics a try.

Very best,

Olivia

Nourishing Skincare Concierge



**LIQUID AMBER
CONCENTRATED SERUM**

Price: \$75.00

[SHOP NOW](#)

No longer want to receive these emails? [Unsubscribe](#)
LI Organics 15 Division Street NEW YORK, NY 10022

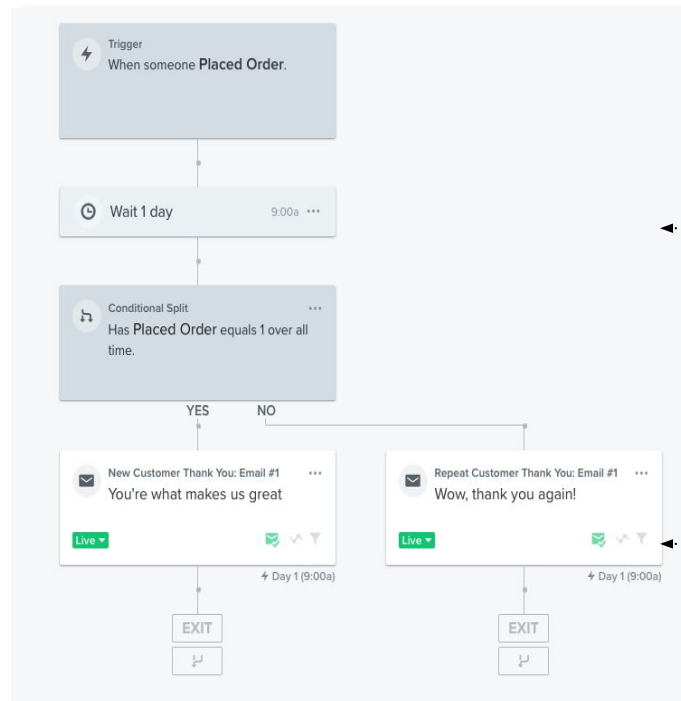


THE POST-PURCHASE FLOW

Post purchase emails are one of the the most engaging emails in email marketing, providing an opportunity for customer retention and future purchases.

80% of your future revenue will likely come from just 20% of your existing customers.

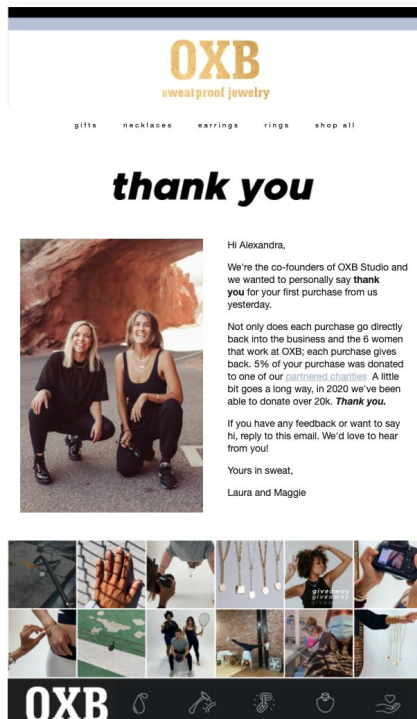
[Learn more about post-purchase emails.](#)



The first email should always be sent with a time delay to ensure that the customer does not receive their order confirmation and thank you email at the same time

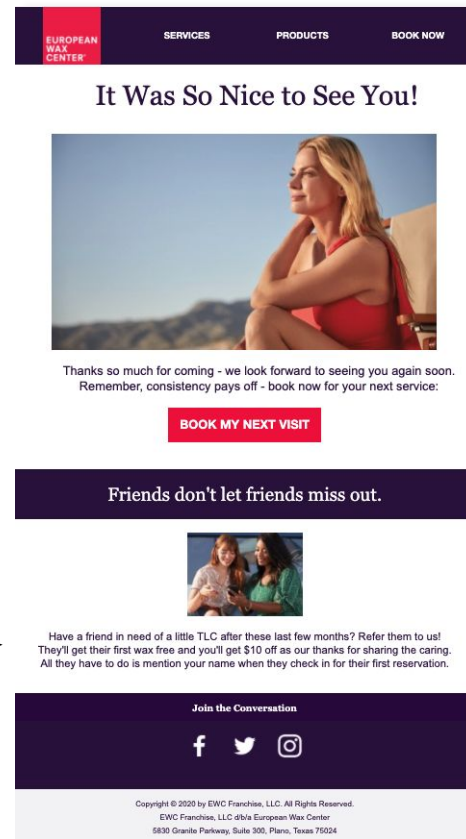
Klaviyo's pre-built Customer Thank You Flow includes a split where first time customers receive a different message than a repeat purchaser

POST-PURCHASE EMAIL EXAMPLES



For an added personal touch, include a note from the brand founders

Brands with brick and mortar business can include a post-visit thank you note

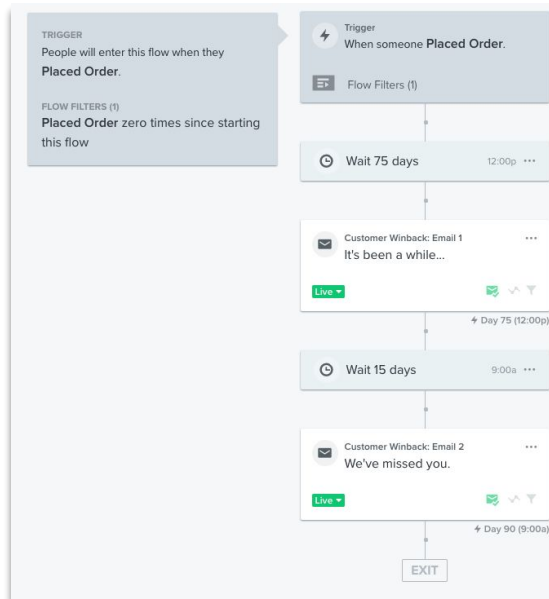


THE WINBACK FLOW

A winback email is a message you can use to reach out to inactive subscribers—someone who has engaged with your company in the past.

It costs 5x more to attract a new customer than to retain an existing one

[Learn more about winback emails.](#)



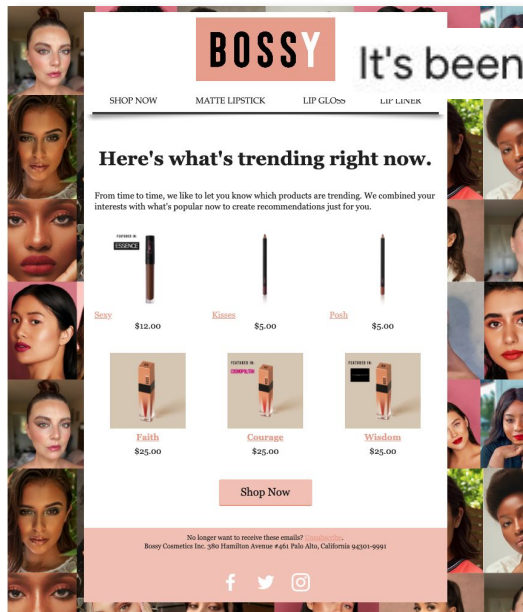
This flow targets those who have purchased from your site, but have not returned for a subsequent purchase in 75 days

The time delay can be adjusted to best reflect your customers' typical buying cycle

Our pre-built Winback Flow includes two email touches

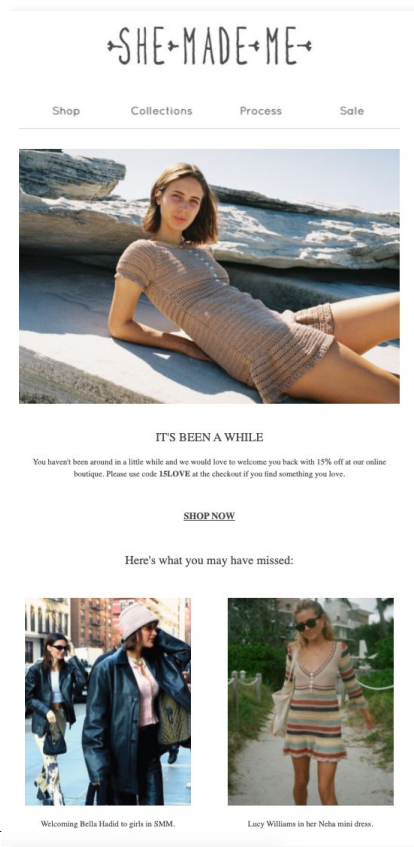
The second email will not be sent if the recipient ends up making a purchase after receiving the first email touch

WINBACK EMAIL EXAMPLES



Show your trending products, using a product block, to bring past customers back to your site

Highlight customers, celebrities, or influencers showcasing your products

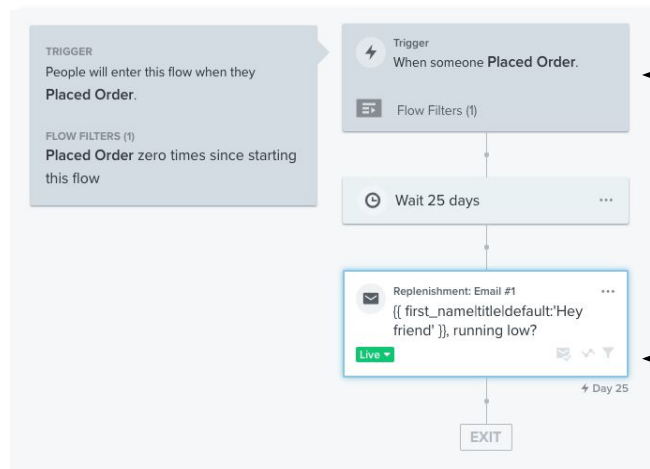


THE REPLENISHMENT FLOW

If your business sells consumable goods or consumer packaged goods (CPGs), you can use a replenishment flow to remind customers when they are running out of your product.

Repeat customers spend 3x as much as first-time customers.

[Learn more about replenishment emails.](#)

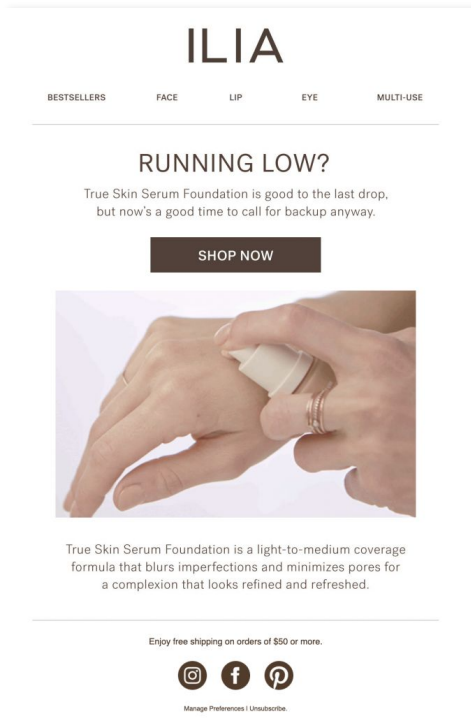


This flow targets those who have purchased from your site, similar to the Winback Flow, but are expected to be running out of your product and ready for another purchase

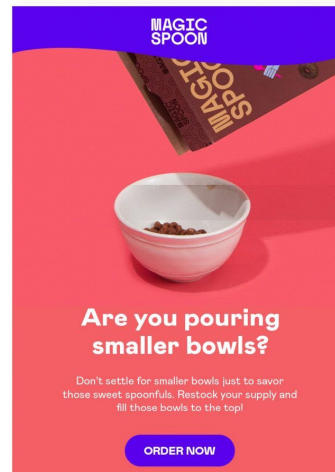
The time delay can be adjusted to best reflect your customers' typical buying cycle

Klaviyo's pre-built Replenishment Flow allows you to easily follow-up with customers with a single email touch prompting them to re-purchase your product

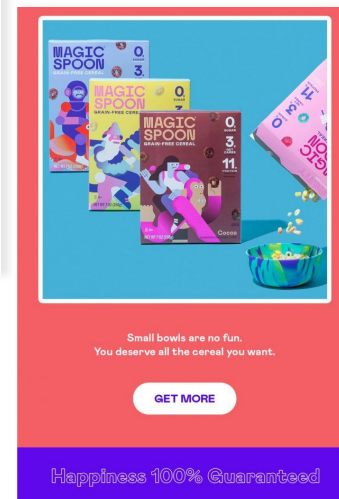
REPLENISHMENT EMAIL EXAMPLES



Dynamic blocks, built into Klaviyo's email templates, can show the recipient the specific product they purchased



Make it easy for the customer to spot the CTA and make their way back to your website for their next purchase

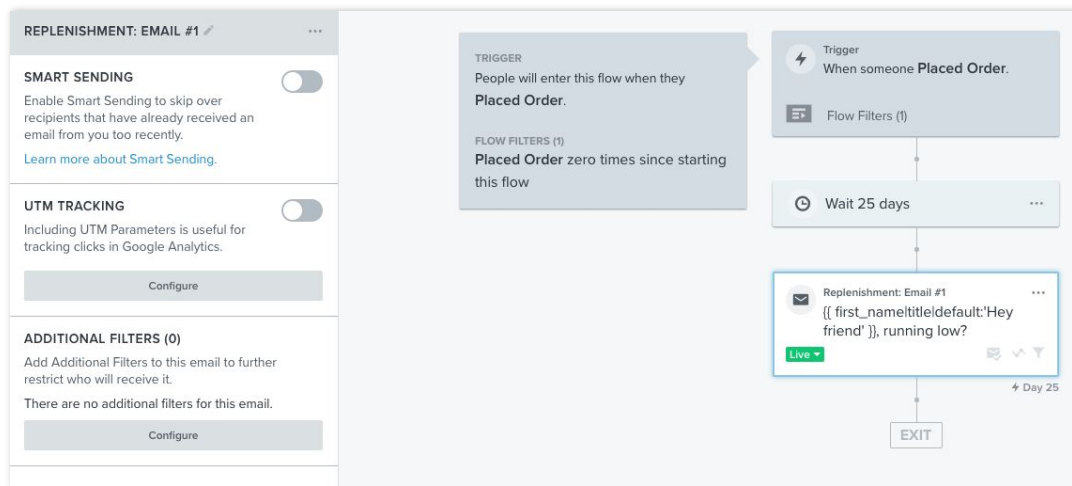


SMART SENDING

Smart Sending allows you to limit the number of emails or text messages someone can receive over a specific period of time.

This is a good way to prevent your subscribers from receiving too many messages at once if you have many active flows and campaigns.

[Guide to smart sending.](#)



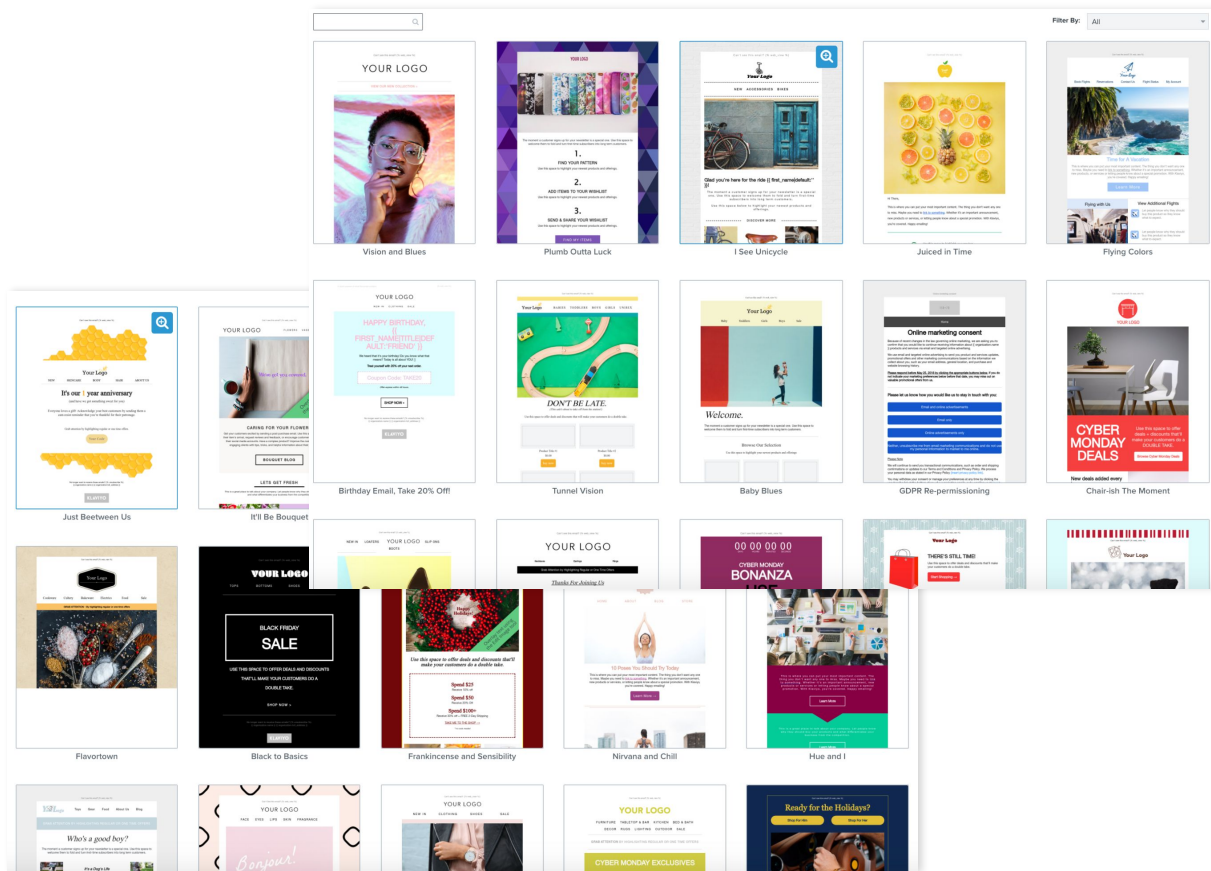
EMAIL CAMPAIGNS

THE KLAVIYO EMAIL TEMPLATE LIBRARY

The Klaviyo email template editor makes it easy to create beautiful emails to send to your customers.

If you aren't sure where to begin, use one of our pre-built email templates.

You can further customize any template to fit your needs through the drag-and-drop functionality of the editor.

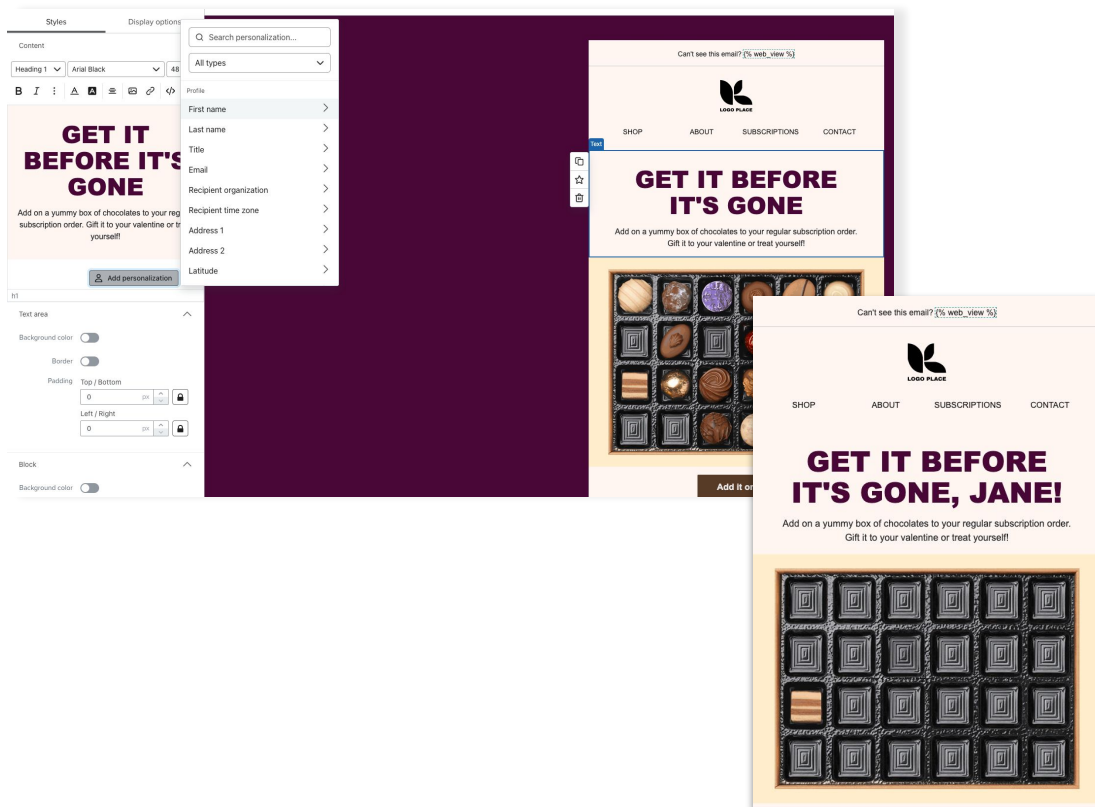


DYNAMIC CONTENT

Make your emails more personalized and increase engagement by easily including customer data, like “first name”.

Any data you collect on your customers can be inserted into your email templates, like points from your rewards platform, pet's name, favorite sport, etc.

[Learn more about personalization.](#)



DYNAMIC COUPONS



Klaviyo can create one-time use coupon codes so that each customer receives their own unique coupon code.

Codes can be inserted into any campaign or flow email.

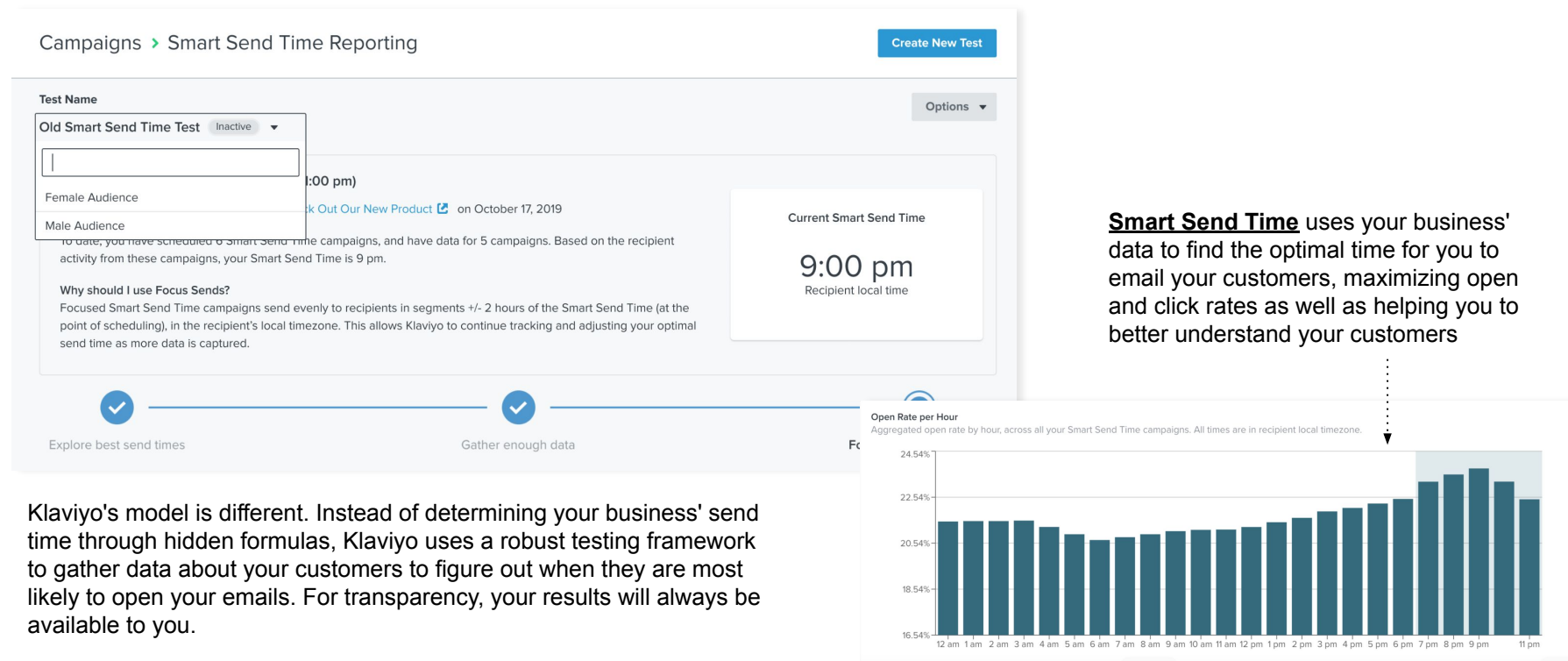
.....

This feature provides an alternative to creating a generic coupon code for a given promotion, which means you don't have to worry about codes being shared.

.....



SEND TIME OPTIMIZATION



Klaviyo's model is different. Instead of determining your business' send time through hidden formulas, Klaviyo uses a robust testing framework to gather data about your customers to figure out when they are most likely to open your emails. For transparency, your results will always be available to you.

SMART SENDING FOR CAMPAIGNS

Smart Sending Period

Skip recipients that have received an email in the last hour(s)

Smart sending prevents your recipients from receiving too many messages if you have many active [flows](#) and [campaigns](#).

☐ Ignore transactional messages

If selected, a recipient would not be skipped due to smart sending if they just received [a transactional email](#).

Smart Sending allows you to limit the number of emails or text messages someone can receive from you in a given period of time.

This is a good way to prevent your subscribers from receiving too many messages at once if you have many active flows and campaigns.

You can adjust the Smart Sending timeframe for your account.

The screenshot shows the 'Edit Email Campaign 1' interface in Klaviyo. At the top, there are three tabs: '1 RECIPIENTS', '2 CONTENT', and '3 REVIEW'. The 'RECIPIENTS' tab is active. Below the tabs, there are three main sections: 'Campaign Information', 'Recipients', and 'Tracking'. In the 'Campaign Information' section, there is a note about 'Automatic account verification check' and a link to 'Learn more about how account verification works'. Below this, there are fields for 'Name' (set to 'Email Campaign 1') and 'Tags' (a dropdown menu). In the 'Recipients' section, there are two dropdown menus: 'Send to' (set to 'Choose a list or segment') and 'Don't send to (Optional)' (set to 'Choose a list or segment'). Below these, there is a toggle switch for 'Skip recently emailed profiles'. The toggle is currently turned on (green). The text next to the toggle says: 'This campaign will skip profiles who received an email in the past 16 hours. Also called Smart Sending, you can update this timeframe in [Account Settings](#).' In the 'Tracking' section, there is a toggle switch for 'Include tracking parameters', which is currently turned off (grey).

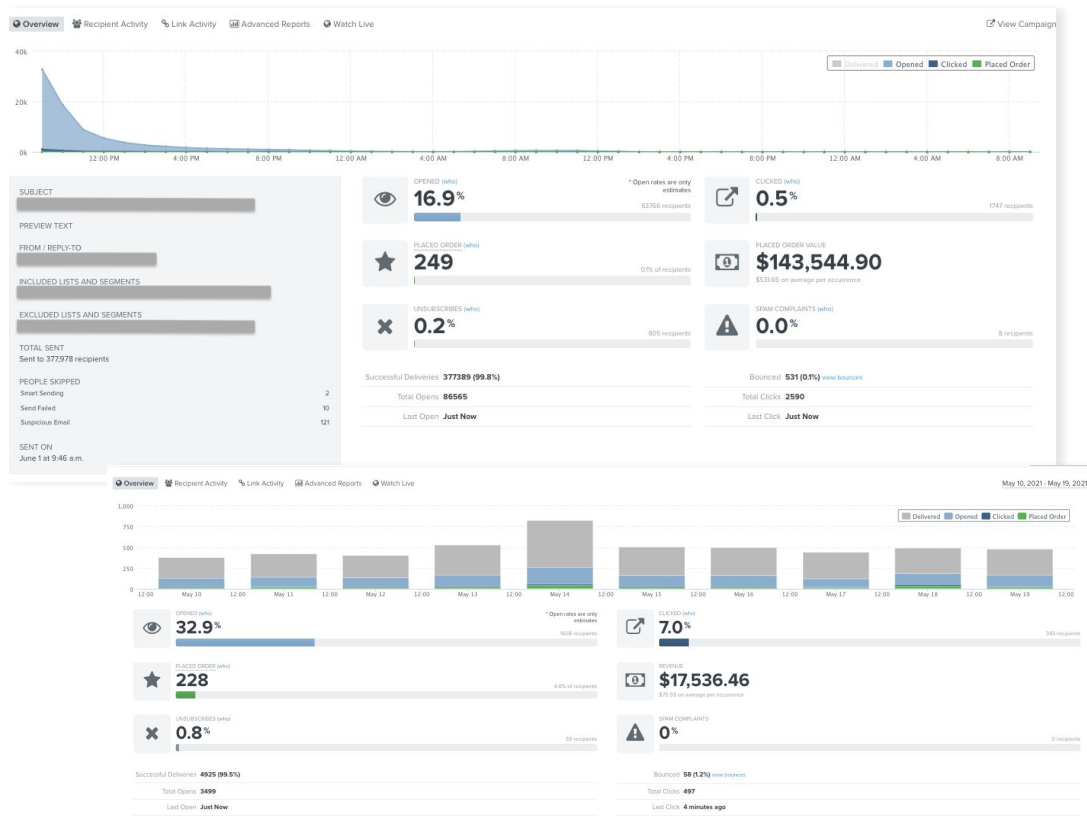
REPORTING AND ANALYTICS

EMAIL ANALYTICS

Easily track the performance of every email sent from Klaviyo.

Whether it is a campaign or automated message, you can easily understand when your audience is engaged, how they interact with your message, what purchases are made, and more.

Learn more about Klaviyo's cooperative attribution model, in coordination with SMS marketing.

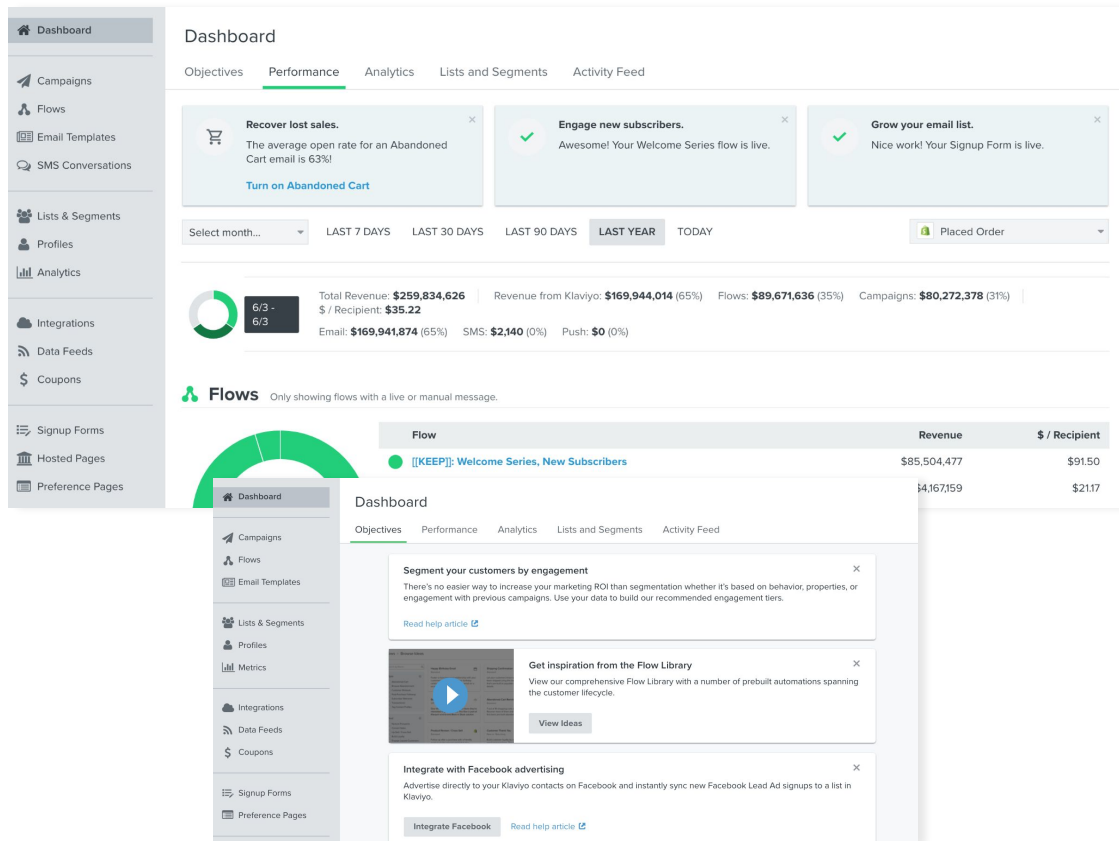


DASHBOARD

The Performance Dashboard provides a detailed overview of how your different communication channels perform over time, as well as suggestions to improve going forward.

Here, you can analyse business trends and strategies to grow your business.

[Learn more about the Dashboard.](#)

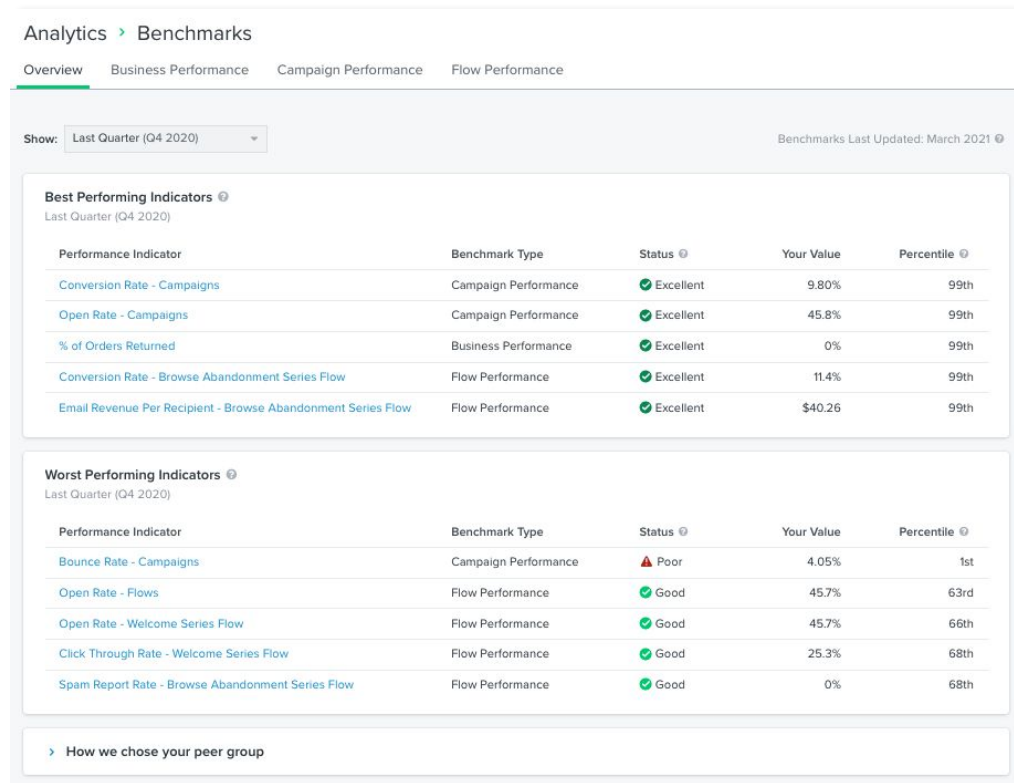


BENCHMARKS

Klaviyo benchmarks allow you to analyse your account data in relation to industry trends and companies similar to your own.

By seeing how different aspects of your account perform, you can prioritize efforts in areas that need improvement in order to use Klaviyo to its maximum potential.

[Learn more about Benchmarks.](#)



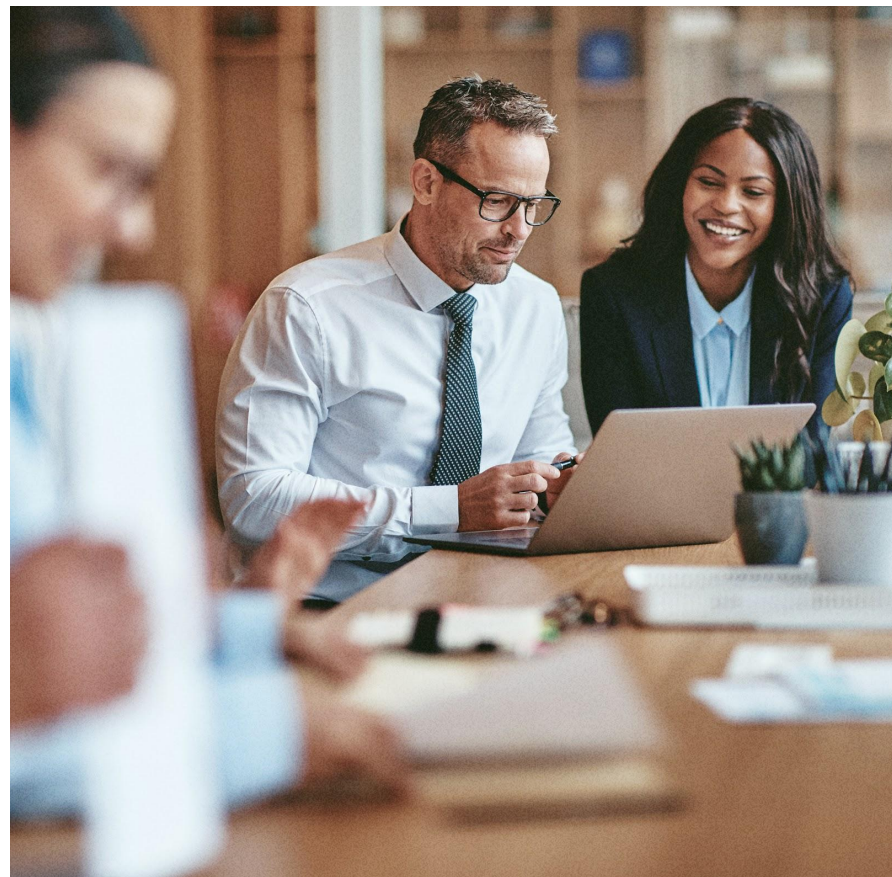
BENCHMARKS BY INDUSTRY FROM Q3'23

EMAIL MARKETING BENCHMARKS BY INDUSTRY

[VIEW EMAILS ►](#)

SMS MARKETING BENCHMARKS BY INDUSTRY

[VIEW SMS ►](#)



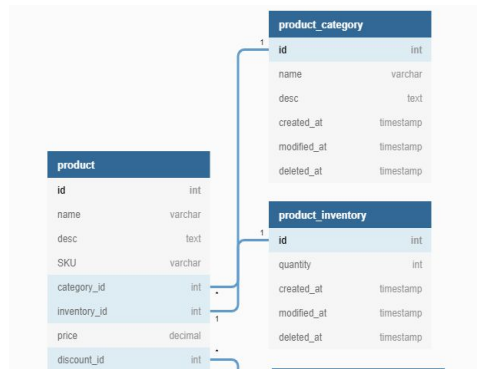
PRESTASHOP

klaviyo

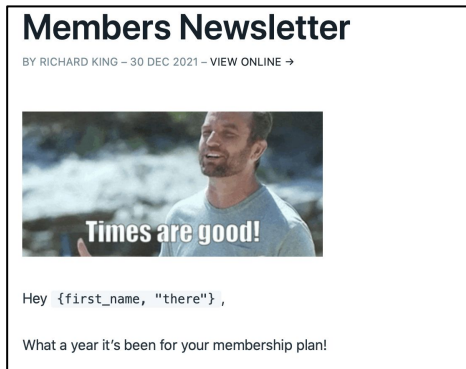
LEARN MORE ABOUT KLAVIYO

Mail Boxes Etc. and PrestaShop. One Team. One suite of business solutions for Commerce.

CURRENT TECHNOLOGIES FALL SHORT



(I've been a member
for a month)



Complex solutions/legacy technology are too expensive and require extra work

- Difficult and complex to use
- Require months of implementation
- Limited data storage & compute capacity
- Costly to maintain and customize

Point solutions don't connect into key components of your ecosystem

- Limited integrations
- Basic data gathering only
- High latency / no real-time data

IT'S TIME TO REIMAGINE THE CUSTOMER PLATFORM



PRESTASHOP

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THAT'S WHY WE BUILT KLAVIYO

Mail Boxes Etc. and PrestaShop. One Team. One suite of business solutions for Commerce.

**KLAVIYO IS A UNIFIED
CUSTOMER PLATFORM
THAT HELPS LEADING
BRANDS PERSONALIZE
COMMUNICATIONS TO
THEIR CUSTOMERS AT
SCALE, EASILY ACQUIRE
NEW ONES, AND USE
THEIR OWN DATA TO
DRIVE REVENUE.**



WHY LEADING BRANDS CHOOSE KLAVIYO

**UNIFIED
PLATFORM**

Built to unleash growth

**FAST AND
ACCESSIBLE**

To speed execution

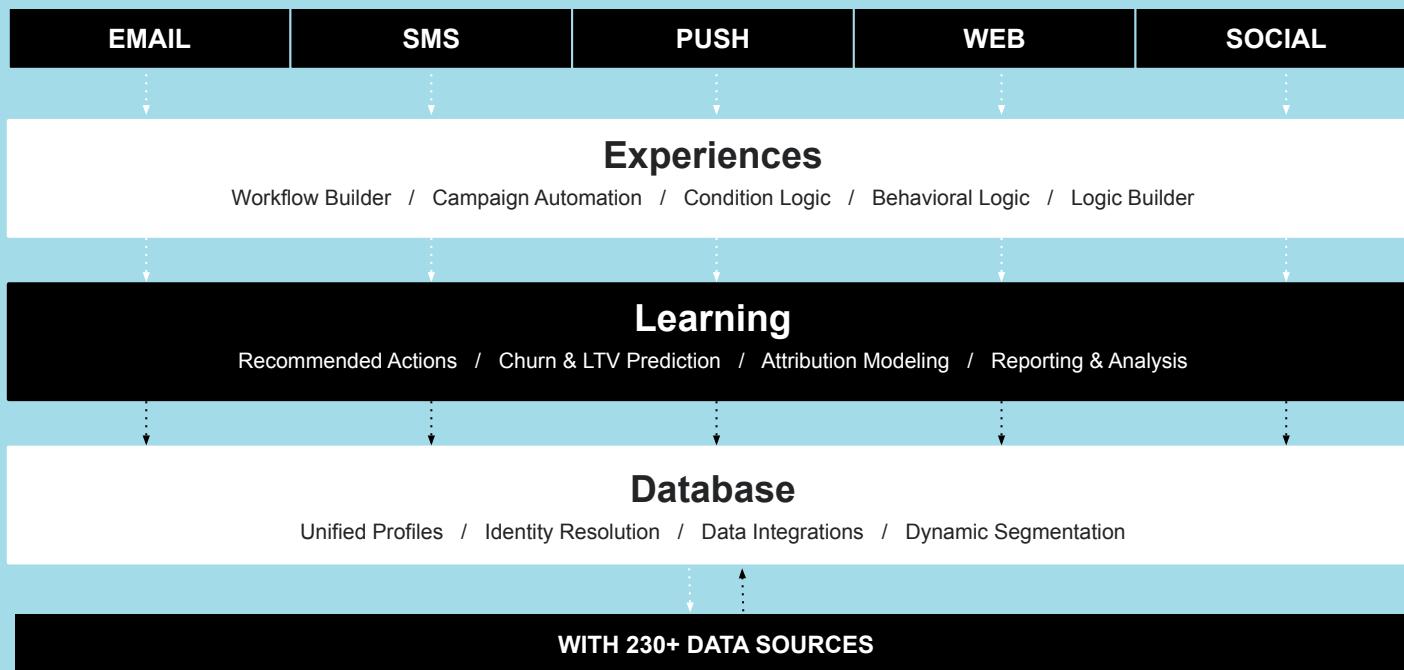
**ENTERPRISE-
GRADE**

Personalization that
scales

**POWERFUL
ECOSYSTEM**

Ready to help you

A CUSTOMER PLATFORM BUILT AS ONE UNIFIED EXPERIENCE FROM THE GROUND UP



DEEPLY FAST & POWERFUL...

Segments > Create a segment

Select a condition ^

- What someone has done (or not done)
- If someone is or is not within the EU (GDPR)
- Someone's proximity to a location
- Predictive analytics about someone

Segments > SMS only engagers

What someone has done (or not done) v

Clicked SMS v at least once v in the last v 30 days v

AND

What someone has done (or not done) v

Opened email v zero times v in the last v 60 days v

Valuable from day one

Fast to set-up, implement, and make money—you don't need to wait months / years to implement

Scaleable flows that feel 1:1 for customers

Trigger personalized flows based on dates, events, list membership or segments from any user action and automate in real-time

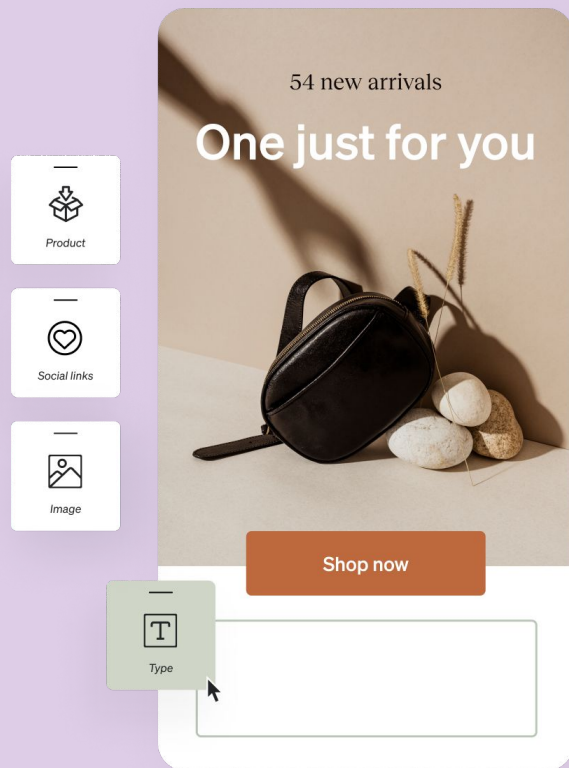
Learn & get smarter quickly

Automated A/B testing, reporting, revenue attribution and more let you move fast and double down on what's most successful

High-performance & versatile APIs

Open API's that are 'integration friendly' ensure you can easily sync your customer data with Klaviyo without any of the hassle

...BUT EASILY ACCESSIBLE



Power + ease of use in one

The only platform built from the ground up to ingest millions of transactional data in minutes with a marketer-friendly UI

Segmentation made easy

Klaviyo's segment-builder makes it easy for marketers to create highly targeted segments

Accelerate execution with dynamic templates

Choose from dozens of pre-built and fully customisable ecommerce templates and flows—want to customize further? Add your own custom code

Streamline your setup

Working across brands or geos? Save time by easily copying flows and templates across sub-accounts

PRESTASHOP

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MEET PRESTASHOP AUTOMATION WITH KLAVIYO

Mail Boxes Etc. and PrestaShop. One Team. One suite of business solutions for Commerce.

PRESTASHOP AUTOMATION WITH KLABIYO

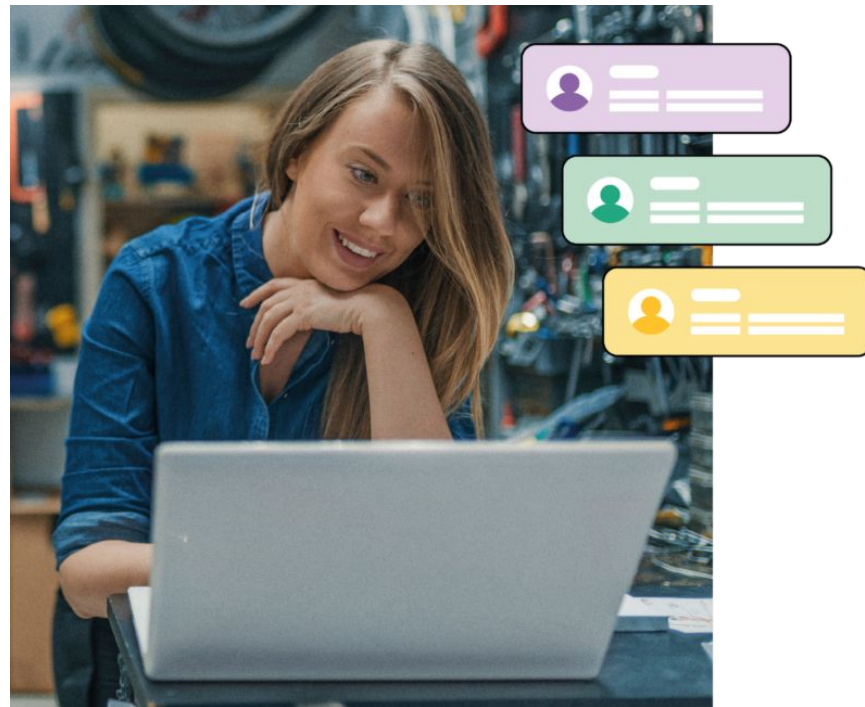
Speak to every customer like they're the only ones

Prestashop Automation with Klaviyo easily connects your Prestashop store with Klaviyo.

Unlock email marketing, automation, segmentation, and analytics built specifically for e-commerce needs.

Features available:

- Powerful segmentation: send the right content to the right audience
- Unified database: historical and real-time datasets, automatically synced
- One-click data integrations: bring all your data together
- Predictive and custom reports: pre-built dashboards and personalized analytics
- High-performing templates: and A/B tests possible
- A cross-channel solution: omnichannel marketing



PRESTASHOP AUTOMATION WITH KLAVIYO

Learn more about the module in this video





Want to know more?

Visit our website:

prestashop.com/essentials/prestashop-automation/

THANK YOU!

PRESTASHOP