



URTH

Customer Journey Marketing:

High-Level Audit Insights

Client Name	URTH
Andzen Client Code	URTHXX
Audit Date	25 Jan 2024
Audit by	Carissa Tumala



KAV: YOUR KLAVIYO TOTAL REVENUE 2023

Total Website Revenue in 2023

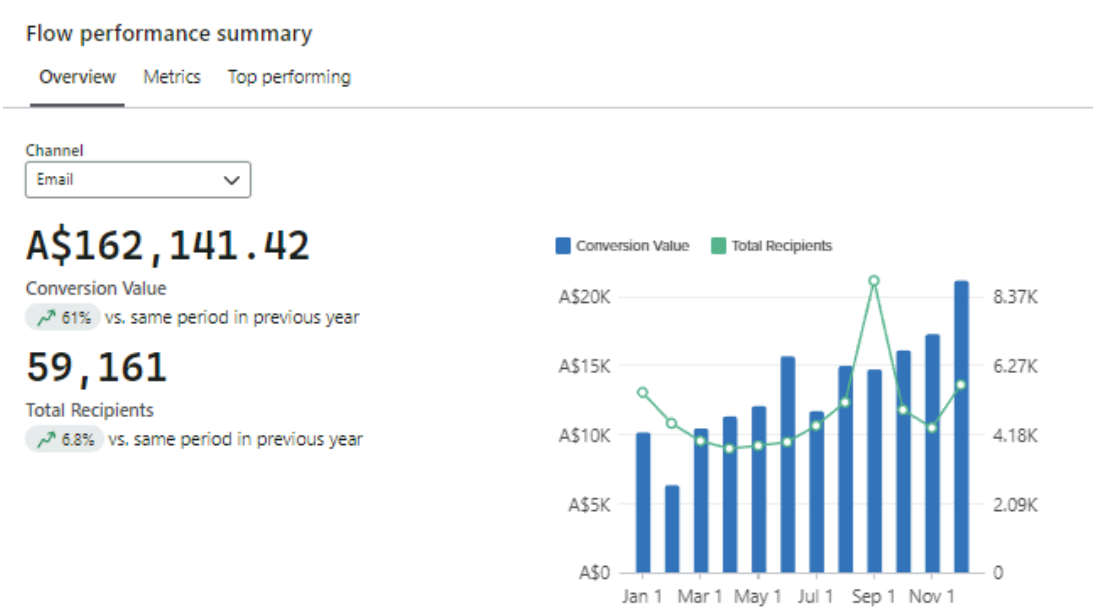
Market	Total Website Revenue	Total Klaviyo-Attributed Revenue	Total Flow-Attributed Revenue	Total Campaign-Attributed Revenue
AU	\$848,713.31	\$220,568.05	\$162k	\$58.4k

Based on the data above, your current email marketing efforts in 2023 contributed to **30%** of your total website sales which is a 46.3% increase versus 2022.

Flow Revenue

According to the data, the bulk of your Klaviyo-attributed revenue last year came from your automations, with flows contributing 73.51% of the total Klaviyo-attributed revenue and a **significant 61% increase** compared to the previous year.

Analysing the monthly summary of flow performance, it appears that between January and August, there were fluctuations in revenue, however, starting September, there has been consistent growth in revenue. The revenue rose by 9.52% from September to October and by 7.5% from October to November. December experienced the most significant surge, with a 22% increase in flow-attributed revenue.



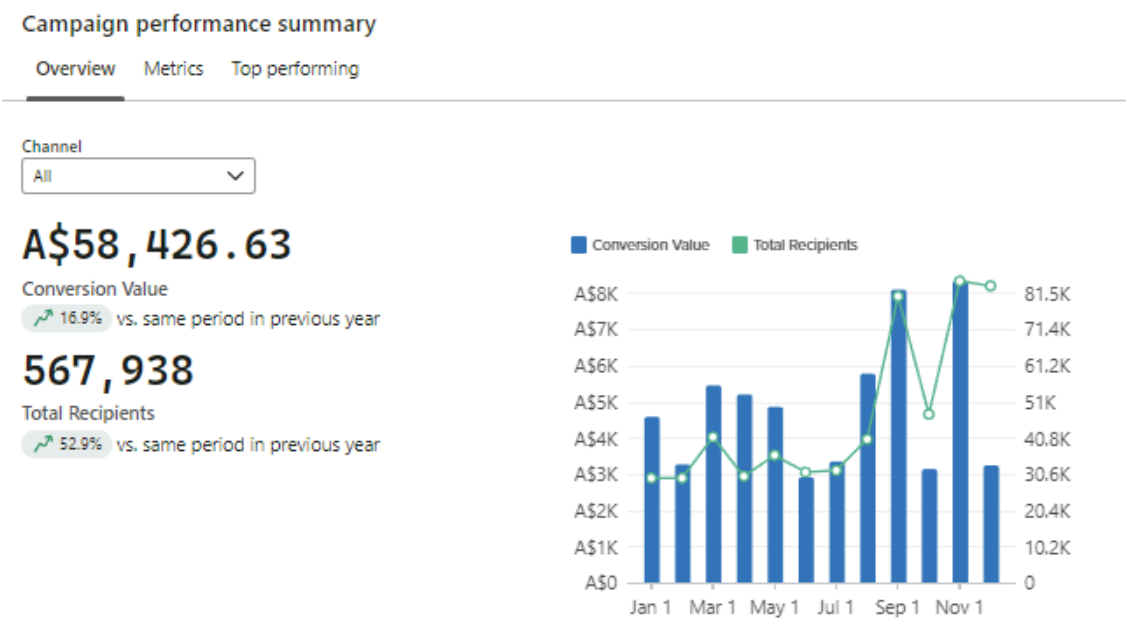
Urth AU Flow Revenue Performance 2023 MoM



Campaign Revenue

Revenue generated from email campaigns contributed to 26.49% of the total email sales. This signifies a positive growth of 16.9% increase compared to the previous year.

Analysing the month-over-month performance, it looks like there were fluctuations in revenue, with peaks in September and November identified as the highest-performing months for campaigns. Notably, we've observed an outstanding growth in campaign revenue in November, a 164.24% increase versus October. However, December saw a substantial decline, which shows a 60.96% decrease in campaign sales. The same substantial downward trend is observed for October.



Urth AU Campaign Revenue Performance 2023 MoM

Our Insights

Based on our findings, our goal is to identify more opportunities for revenue growth while maintaining a balanced distribution between revenue generated through automated flows and campaign-driven initiatives. During the audit, we uncovered significant untapped potential for Urth to surpass the existing 30% in attributed sales and this involves optimising your current data capture strategy, refining workflows, and exploring additional avenues within your campaign strategy to fully maximise the capabilities of Klaviyo.

In the next sections of this audit, our focus will shift to examining your list growth overview and the overall health of your subscriber list. Maximising growth and revenue can be challenging without a steady influx of leads to Klaviyo. Therefore, we will delve into your list growth and data capture methods, exploring strategies to leverage website traffic and refresh your contact database with newer leads, considering that subscriber attrition tends to occur over time.

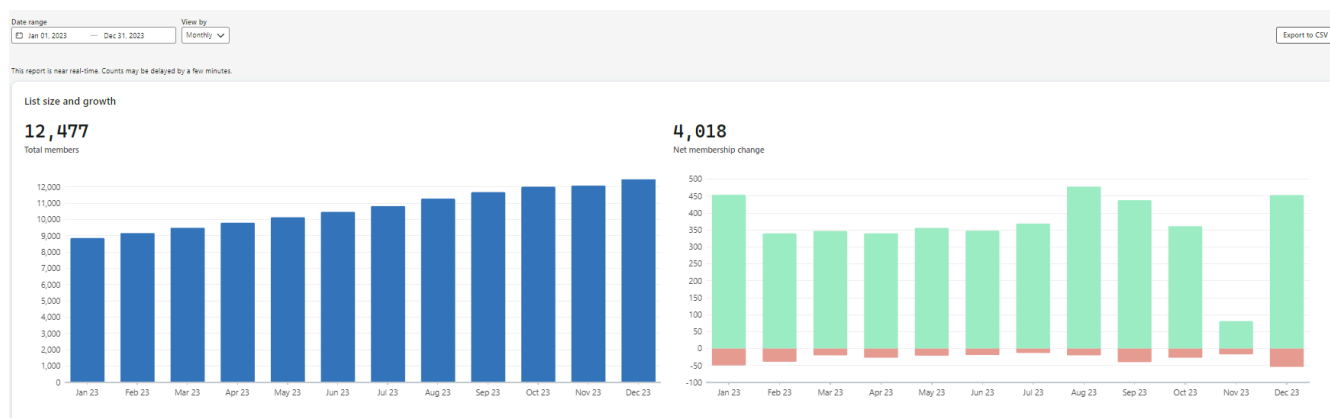


LIST GROWTH

While our primary objective is to boost revenue streams from Klaviyo, we recognize the significance of prioritising list growth as your database plays a crucial role in shaping the effectiveness of your emails. A larger and more engaged subscriber base provides a wider reach for your marketing emails, increasing the potential for interactions and conversions. Additionally, a growing database counteracts natural attrition, ensuring a sustained audience and maximising the impact of your email efforts on overall engagement and revenue generation.

Newsletter List Growth 2023

The graphs below depict the monthly total members gained and net membership change of your main email list in 2023, to provide insights into the health of your lists and net changes over time.



According to the provided data, your list showed a net gain of 4,365 subscribers last year. Notably, a substantial 67.61% of the new sign-ups appear to originate from Shopify or individuals who provided consent at checkout. Additionally, 23.85% of the new sign-ups were attributed to your embedded form. Andzen's pop-ups contributed 8.30% of new sign-ups. However, it's crucial to note that their performance cannot be accurately assessed due to the limited timeframe, as these pop-ups were activated in late October.

During the same period, there was a loss of 347 subscribers mainly due to unsubscribed individuals, representing a significant 44.57% of your losses. This gives us an average churn rate of 2.37% which is within an acceptable range, posing no immediate concerns as long as it remains below the 3% threshold.

It's crucial to note that the revenue growth observed in campaigns and flows last year is closely tied to the number of email deliveries. This increase can be directly attributed to the effectiveness of your existing data capture strategies, playing an important role in the overall growth in email-attributed revenue. Thus, the ongoing efforts to consistently grow your email list is imperative to both sustain and amplify this positive trend.



Flow performance summary

Overview Metrics Top performing

Channel

Email

A\$162,141.42

Conversion Value

📈 61% vs. same period in previous year

59,161

Total Recipients

📈 6.8% vs. same period in previous year

Flows Total Recipients 2023

The total recipients for flows experienced a 6.8% increase compared to 2022.

This wider reach provides more opportunities to connect with your audience and drive revenue, as well as allows for more refined targeting. Understanding your audience through data capture enables you to tailor your flows to specific segments, increasing the relevance of your messages and improving the chances of conversion.

Campaign performance summary

Overview Metrics Top performing

Channel

All

A\$58,426.63

Conversion Value

📈 16.9% vs. same period in previous year

567,938

Total Recipients

📈 52.9% vs. same period in previous year

Campaigns Total Recipients 2023

There was a 52.9% increase in total recipients for campaigns versus 2022.

This significant increase in the number of recipients can contribute to a higher likelihood of conversions and, subsequently, an increase in email-attributed revenue. As more people receive and interact with your emails through campaigns, the potential for generating sales and revenue also grows.



DATA CAPTURE

Improving your data capture strategy will maximise your email/mobile list growth with high-performing pop-ups that turn website visitors into subscribers and ultimately drive revenue. Data capture is a crucial part of your overall email marketing strategy by maximising the number of recipients in each workflow, as well as the amount of profile information you have on each subscriber.

For this audit, our focus will be on your pop-up forms, which we consider your primary data capture methods. We conducted a 30-day report, given that these pop-ups were activated in late October.

Data Capture Form Performance in the last 30 Days

Form Name	Impressions	Submissions	Submit Rate
AZF-URTH-DC-01 (Desktop)	2.8k	95	3.38%
AZF-URTH-DC-01 (Mobile)	4.5k	215	4.77%
<u>AZF-URTH-DC-02</u> (Desktop)	1.6k	42	2.67%
AZF-URTH-DC-02 (Mobile)	1.9k	88	4.52%

Our Insights

We learned in the list growth report that the pop-ups collected only 8% of new subscribers in 2023, but it's important to clarify that this doesn't indicate poor performance. The short duration since going live is a key factor. In fact, based on the 30-day performance, the pop-up forms generated an average submit rate of 3.84% which is above industry standards.

Typically, the e-commerce industry standard for email opt-in rates hovers between 3-5% but exceptionally high-performing forms can achieve rates as high as 6.5%. However, opt-in rates vary across industries, with some verticals performing better than others. What might be considered healthy in one sector could be relatively low in another. Nevertheless, our target should aim for a minimum of 3% submit rate.

Upon individual assessment of the forms, only the desktop variation of the exit intent form falls below the 3% threshold while all other forms demonstrate performance exceeding the 3% benchmark. This performance indicates a strong engagement level and suggests that the pop-up forms are effectively resonating with your audience, showcasing their potential to contribute significantly to list growth and engagement in the long term. Consider further optimisation and strategic utilisation to capitalise on this positive momentum.



Strategy Roadmap

In our upcoming roadmap, we aim to enhance your existing data capture form by introducing profiling, thereby elevating personalisation in the user journey. Additionally, we plan to implement new strategies to attract new profiles to join your newsletter list and loyalty program, employing a series of targeted pop-up forms.

These data capture strategies include:

- **Birthday Collection:** By collecting customers' birthdays, we aim to implement a customer milestone automation in the form of a birthday flow. This flow presents an excellent opportunity to re-engage customers on their special day by offering personalised greetings, gifts, and exclusive promotions. Celebrating customers' birthdays not only fosters a positive and personalised relationship but also provides an enticing incentive for them to shop.
- **Returning Customer Pop-Up Form:** This form is designed for engaging returning customers who haven't yet subscribed to your newsletter. Through this form, we aim to welcome them back to your store and entice them with an additional discount as an incentive for opting in to your newsletter.
- **Dedicated Loyalty Program Sign Up Form:** The goal is to actively promote and deepen customer engagement with the loyalty program.
 - Introducing a dedicated loyalty program sign-up pop-up form to existing subscribers who are not yet members provides a targeted approach to encourage program enrollment. This strategy ensures that we are reaching out specifically to those who have already shown interest in our brand.
 - By adding a loyalty program sign-up option to the thank-you screen of our main pop-up forms, we create a seamless and convenient way for customers to join the loyalty program during their interaction with our brand.

Importantly, we plan to manage the timing and user experience effectively. We'll ensure that the returning customer pop-up and loyalty program pop-up do not appear simultaneously if we decide to implement the forms separately.



OVERALL AUTOMATION PERFORMANCE

We've compiled a high-level report on your automated emails over the past 30 days to gage the performance of each flow in terms of key metrics and revenue. Our aim is to make sure that we are maximising the flows and reaching industry benchmarks

Your Klaviyo automation performance in the last 30 days

Flow Name	Average Open Rate	Average Click Rate	Average Placed Order Rate	Revenue	Revenue Per Recipient
AZA-URTH-NS-Nurture-Series	59.93%	3.23%	3.07%	\$24,604.25	\$4.33
AZA-URTH-AC-Abandoned-Car t	72.50%	13.55%	10.42%	\$5,914.84	\$14.18
Browse Abandonment - Standard	16.67%	0.00%	0.00%	\$0	\$0
NLE Pre Checkout Started Flow Abandoned Checkout (clone) (clone)	18.65%	0.22%	0.49%	\$133.50	\$0.33
Back In Stock Flow - Standard	79.67%	15.40%	2.03%	\$743.70	\$2.31
AZA-URTH-PP-Post-Purchase (clone)	50.67%	1.06%	0.00%	\$0.00	\$0.00
Post Purchase Thank You	53.99%	17.29%	0.49%	\$606.00	\$0.63
Okendo Review Request	48.96%	2.40%	0.24%	\$307.00	\$0.39
Sunset	13.52%	2.08%	0.43%	\$134.10	\$0.58
Customer Winback - A/B Test Time Delay	48.89%	2.29%	0.40%	\$483.40	\$0.32
Earth Tier Reached Fire Tier Reached Water Tier Reached (Combined)	70.83%	3.24%	7.41%	\$453.00	\$12.20



What does “good” look like for all automations (*Specialty*)?

Open Rate	Click Rate	Conversion Rate	Revenue Per Recipient
54.19%	5.24%	1.72%	\$1.65

Our Insights

- Your Welcome Series is currently the top revenue contributor, closely followed by the Abandoned Cart flow. It's worth noting that Welcome Series and Abandoned Cart flows often stand out as the most lucrative email sequences, consistently driving the highest revenue across diverse industries. This trend is particularly remarkable in your case, given that both flows have been operational for less than 60 days.
- We observed that your Browse Abandonment flow is not displaying any data. Upon reviewing the data for this flow over the past year, we discovered zero deliveries, requiring immediate investigation. Given the significant revenue potential of this path-to-purchase flow, addressing this issue remains a top priority. The absence of data may be linked to a potential misconfiguration of the Viewed Product snippet code in Shopify, a matter we plan to investigate in the next phase of our partnership.
- It appears that there is an additional Abandoned Cart flow currently active and running concurrently with the recently launched one by Andzen. This flow utilises the same trigger, 'Started Checkout,' and doesn't seem to be exclusive to a specific set of customers. It is advisable to deactivate this flow if it serves the same purpose as with the new Abandoned Cart flow to avoid spamming customers.
- Currently, we have a Post-Purchase flow triggered by the Date of Next Order and another triggered by Placed Order, serving as a Thank You. The latter is exhibiting strong performance in terms of click rate. However, the Andzen Post-Purchase flow requires some improvement across all metrics, with its open rate and click rate falling below benchmarks. It also has generated zero revenue so far.
 - We plan to monitor this flow for an additional 1-2 months to assess whether optimisations are necessary. In the meantime, we recommend enhancing your Post-Purchase flows by introducing more touchpoints. This could involve creating dedicated first, second, and third purchase flows, with segmentation based on the collections they've ordered from.
- We've observed that your existing loyalty flows, emails notifying members about reaching the next tier, demonstrate strong average performance in key metrics. However, the number of deliveries and the revenue generated are comparatively lower than typical. Despite this, the high open and click rates suggest active engagement among your loyalty members. This emphasises the importance of promoting your loyalty program to attract more participants.



Strategy Roadmap

In our upcoming roadmap, our goal is to implement new automations and enhance personalisation. We also plan to expand your existing flows by adding more touchpoints. This strategy aims to maximise email activity revenue and ensure effective engagement with customers at different stages of their journey through tailored messaging.

We'll explore the following additional automations aside from optimising your existing flows:

- **Cross-Selling:** There's an opportunity to implement dedicated cross-sell flows, customised according to the number of orders and collections customers have purchased. These flows could include dedicated first, second, and third purchase sequences, utilising segmentation based on the specific collections customers have ordered from.
- **Loyalty Program Flows:** In line with the objective to promote your loyalty program, we plan to create new loyalty program flows. Specifically, we are considering a loyalty welcome flow for new program members and a loyalty points reminder flow.
- **Add To Cart:** While auditing your flows, we noticed the absence of an Abandoned Cart flow triggered by '**Added To Cart**.' Currently, there's an Abandoned Cart flow triggered by 'Started Checkout,' which differs from the 'Added To Cart' trigger.

The key distinction between these triggers lies in the customer's journey: 'Added To Cart' captures users at an earlier stage when they express initial interest by adding items to their cart, while 'Started Checkout' indicates a more advanced stage, signifying higher intent as they move closer to completing a purchase.

Having separate flows for 'Started Checkout' and 'Added To Cart' triggers is beneficial because customers at these stages are on different paths in their buying journey. Those who've initiated checkout are usually more committed and interested in completing a purchase compared to those who've only added items to their cart.

By setting up distinct flows, we can tailor our communication more precisely: the 'Started Checkout' flow can focus on incentivizing those who are closer to purchase, while the 'Added To Cart' flow can gently nudge and re-engage users who are still exploring options. This strategic approach optimises the chances of recovering potentially lost sales at different stages of the customer journey.

- **Customer Milestone Flows:** Establishing a customer milestone flow for Urth, such as a Birthday Flow and First Purchase Anniversary Flow, is particularly valuable based on insights from the cohort report for retention in Shopify.

The report highlights a trend where, in 2023, first-time customers show low retention rates, with a diminishing percentage returning for subsequent purchases as time passes. The highest rate, ranging



from 4-6% of the customers, is observed within the first 0-1 months after the initial purchase, but this diminishes over the next months.

Date	Cohort size	First order	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
All cohorts	4,486	100%	4.9%	3.7%	1.5%	1.6%	1.5%	1.0%	1.0%	1.1%	0.7%	0.8%	0.8%	0.7%
Jan 2023	430	100%	4.2%	2.3%	1.2%	0.9%	0.9%	0.5%	0.9%	1.9%	0.7%	0.7%	1.2%	0.7%
Feb 2023	312	100%	5.1%	4.5%	1.3%	2.6%	1.3%	1.0%	1.6%	0.3%	0.0%	1.3%	0.3%	
Mar 2023	296	100%	3.7%	3.7%	1.7%	1.4%	1.4%	1.0%	1.0%	1.4%	1.7%	0.3%		
Apr 2023	318	100%	3.8%	5.0%	1.3%	1.6%	1.9%	0.6%	0.6%	1.6%	0.6%			
May 2023	307	100%	7.5%	4.2%	0.7%	2.6%	1.3%	0.7%	1.6%	0.3%				
Jun 2023	304	100%	4.6%	3.0%	2.0%	1.0%	2.0%	2.0%	0.0%					
Jul 2023	351	100%	5.4%	4.3%	0.9%	1.4%	2.6%	1.4%						
Aug 2023	431	100%	5.6%	3.5%	2.3%	2.3%	0.9%							
Sep 2023	411	100%	5.1%	5.4%	2.7%	0.7%								
Oct 2023	446	100%	4.9%	3.1%	0.9%									
Nov 2023	464	100%	4.7%	2.4%										
Dec 2023	416	100%	3.8%											

In response to these findings, activating a Birthday Flow provides an opportunity to nudge customers and offer them another incentive to make a purchase on their special day. Similarly, implementing a First Purchase Anniversary Flow serves to encourage them to consider another purchase around the 12th month since their initial transaction, strategically engaging customers at key points and increasing the chances of reactivation and fostering longer-term customer loyalty.



OVERALL CAMPAIGN PERFORMANCE

We've gathered the campaign performance data in the last 3 months to evaluate how your campaigns have been performing with respect to their key metrics. The data below offers insights into the average metrics during this period and assesses how they compare to industry benchmarks.

Last 3 Months

Campaign performance			
Marketing Performance ⓘ Last 3 Months (Oct 2023 - Dec 2023)			
Metric	Your Performance	Your Value	Your Percentile ⓘ
Open Rate	🟡 Fair ⓘ	38.9%	45th
Click Rate	🟡 Fair ⓘ ⓘ	1.05%	39th
Click Through Rate	🟡 Fair ⓘ	2.70%	37th
Placed Order Rate	🟢 Good	0.06%	61st
Email Revenue Per Recipient	🟡 Fair ⓘ	\$0.07 ⓘ	34th ⓘ
Deliverability Performance ⓘ Last 3 Months (Oct 2023 - Dec 2023)			
Metric	Your Performance	Your Value	Your Percentile ⓘ
Bounce Rate	🟡 Fair ⓘ ⓘ	0.86%	29th
Spam Complaint Rate	🔴 Poor	0.04%	21st
Unsubscribe Rate	🔴 Poor ⓘ ⓘ	0.59%	15th

Our Insights

- Based on the data, the campaigns are displaying an 'okay' performance with fair open rates, click rates, and a 'good' conversion rate. While the current data indicates fair performance, it's always valuable to explore ways to enhance these metrics further. Analysing specific aspects such as email content, segmentation strategies, and timing can help identify areas where optimisations could lead to improved campaign performance.
- Based on the deliverability metrics of the campaigns, there are concerns with a poor spam complaint rate and unsubscribe rate. These indicators suggest that the current sending



cadence might be off and requires reassessment. The issues could stem from either sending too many emails to an audience that prefers sporadic communication or delivering content that doesn't resonate with the recipients. It's essential to re-evaluate the frequency of your emails and engagement levels of the audience, ensuring it aligns with the preferences of the audience and that the content is compelling and relevant to mitigate these deliverability challenges.

- Currently, we notice the use of engagement tracks combined with all other segments, including purchased and unengaged. This combination may be affecting your Open Rates and Deliverability. We suggest exclusively utilising engaged segments until improvements are seen in engagement and deliverability. This approach ensures that your emails are directed only to those genuinely interested in your content, optimising open rates and reducing the risk of emails being marked as spam.

Strategy Roadmap:

Segmentation Strategy: In our roadmap, we'll fine tune your segments and explore the various tracks you should establish depending on engagement levels to achieve the best email outcomes. These tracks should be organised according to your sending frequency or cadence, helping you determine the most suitable approach for your brand.

Below is an example segmentation strategy that aligns with our recommended approach.

Segment Name	Recommended Cadence
Track A: Highly Engaged	Daily
Track B: Moderately Engaged	2-3x/week
Track C: Broad Engaged	1x/week
Track D: Unengaged	Goes through Sunset Flow then suppressed if remains unengaged in a few days
Track E: For Suppression	Do not send. Needs to be suppressed

Smart Send Time: We'll leverage Klaviyo's Smart Send Time feature to determine the optimal times for sending to individual customers. Klaviyo's Smart Send Time feature offers a valuable solution to the common challenge faced by email marketers – determining the optimal time to send campaigns for maximum engagement.

This feature takes a data-driven approach by analysing how recipient engagement fluctuates over a 24-hour period across multiple email sends. Based on the insights gathered during exploratory sends, Smart Send Time intelligently determines the ideal time to dispatch your emails to maximise open rates.



By sending emails when recipients are most likely to open them, this feature enhances engagement rates, ensuring that your well-crafted content reaches a broader audience at the most impactful times. This not only streamlines the campaign delivery process but also contributes to the overall effectiveness of your email marketing strategy. As a Klaviyo Elite Master Partner, we are excited to offer you a strategic advantage in planning your monthly campaign calendar. Leveraging Klaviyo's insights and campaign calendar based on market trends, we can collaborate to craft a compelling content strategy that aligns with crucial occasions when consumers are most receptive to spending or shopping.

This approach ensures that your campaigns are not only well-timed but also resonate effectively with the market/region you operate in. With our expertise and the valuable resources provided by Klaviyo, we aim to optimise your content strategy for maximum impact, making your marketing efforts more targeted, engaging, and ultimately successful in meeting your business goals.

Content Strategy:

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 • Start of Autumn • Women's History Month • World's Greatest Shave	2
3 • Clean Up Australia Day	4	5	6	7	8 • International Women's Day	9
10	11	12	13 • Canberra Day (ACT)	14	15 • World Consumer Rights Day • National Espresso Martini Day	16
17 • St Patrick's Day	18 • Global Recycling Day	19	20 • International Day of Happiness	21 • National Close the Gap Day • Harmony Day	22 • Sydney Royal Easter Show	23 • Sydney Royal Easter Show
24 • Sydney Royal Easter Show	25 • Sydney Royal Easter Show	26 • Sydney Royal Easter Show	27 • Sydney Royal Easter Show	28 • Sydney Royal Easter Show	29 • Sydney Royal Easter Show • Good Friday	30 • Sydney Royal Easter Show • Earth Hour Day
31 • Sydney Royal Easter Show • Easter Sunday						

For example, here is a content calendar designed for the month of March, tailored specifically for Australia-based brands as part of Klaviyo's strategic planning.

