



Customer Journey Marketing: *Audit Insights*

Client Name	Morrison
Andzen Client Code	MRISON
Audit Date	24 Feb 2024
Audit by	Carissa Tumala



KAV: YOUR KLAVIYO TOTAL REVENUE (90 DAYS)

Total Website Revenue in the 90 Days

(November 26, 2023 - February 24, 2024)

Growth overview

Conversion summary Message type breakdown Channel breakdown

A\$1,014,093.54

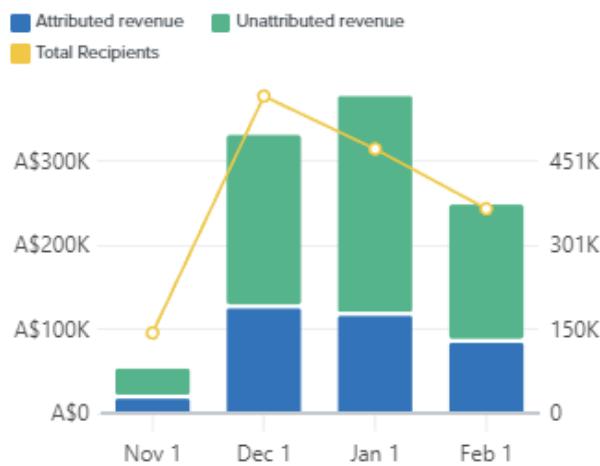
Total revenue

 78.4% vs. previous 90 days

Attributed revenue

A\$343K 33.81%

 45.3%



Total Website Revenue	Total Klaviyo-Attributed Revenue	Total Flow-Attributed Revenue	Total Campaign-Attributed Revenue
\$1,014,093.54	\$343k	\$220,963.82	\$121,884.93

Based on the provided data, your email marketing efforts over the past 90 days contributed to **33.81%** of your total website sales, surpassing Klaviyo's benchmark of at least 30% contribution to overall sales. However, it appears that a majority of the revenue generated from Klaviyo is driven by campaigns, signalling a need for a more balanced distribution between revenue sourced from automated flows and one-time sends. We are confident that achieving this balance is feasible in your case.

Our objective is to identify opportunities for optimising automation and exploring new possibilities within the customer journey that may require additional touchpoints. The goal is to strike a balance between automation and revenue generated through targeted campaigns, while also ensuring a



consistent upward trajectory in your overall Klaviyo-attributed revenue. Additionally, we'll evaluate strategic integration points for SMS within the customer journey, aiming to bolster its effectiveness as a complementary channel alongside existing communication channels.

In the upcoming sections of this audit, we'll begin by discussing our insights regarding your list growth and evaluate the overall health of your database. A sustained influx of leads into Klaviyo is essential for maximising growth and revenue potential, especially considering the natural attrition of unengaged contacts over time. Given this, we will explore strategies to capitalise on website traffic and refresh your contact database with new leads, addressing the inevitable subscriber churn that occurs over time.



LIST GROWTH

In conducting this audit, we've chosen to concentrate on your latest list, **Morrison**. This is due to the fact that your form submissions are currently directed to this list. By focusing on this list, we'll be able to provide a more comprehensive overview of your list's growth dynamics over the last 6 months since its creation. The graphs below depict the total members and net membership change to provide insights into the health of this email list.



Based on the data provided, your list grew by 2,741 subscribers during the specified time period and a significant 44.22% of the new sign-ups seem to originate from your popup form while 41.70% of the new profiles originated from your footer form.

During the same period, there was a loss of 65 subscribers due to spam complaints, bounces and unsubscribed individuals, but this only represents approximately 2.37% of your new sign-ups.

While a churn rate of 2.37% may appear healthy, it's important to note that the average submit rate of your popup form and footer form is significantly low. This suggests that you could potentially be gathering profiles at a faster rate than you're losing subscribers, further reducing your churn rate.

Given this, we'll delve into our data capture findings in the next slides to illustrate how your data capture strategy plays a crucial role in list growth and maximising the effectiveness of your email marketing efforts.



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 flow, as well as the amount of profile information you have on each subscriber.

Data Capture Form Performance in the last 90 Days

Name of Form	Type	Impressions	Total Submitted	Submit Rate	Standing
Subscriber Pop-up	Popup	81k	826	0.9%	Poor
Newsletter Footer	Embed	1.3M	1.2k	0.10%	Poor
Subscriber Embed	Embed	110	65	59.09%	Excellent
VIP SMS Sale Access Embed	Embed	22	6	27.27%	Excellent

After analysing your data capture performance over the past 90 days, we've noted impressive results from the Subscriber Embed and VIP SMS Sale Access Embed forms. However, it's worth noting that the pop-up and footer forms, despite receiving the highest number of impressions, are currently underperforming compared to industry benchmarks.

Typically, the e-commerce industry maintains an email opt-in rate standard ranging from 3-5%. These rates fluctuate across industries, with some sectors outperforming others. What may be deemed satisfactory in one vertical could be considered subpar in another. Nevertheless, our target should set a minimum goal of a 3% opt-in rate.

After analysing the targeting rules and strategy for the pop-up form, we've identified several optimisation opportunities that we believe could substantially improve its performance:

- Your pop-up currently triggers after just 12 seconds, potentially too early in the browsing experience. We'd suggest delaying it until at least 20 seconds into the session, allowing new visitors ample time to form an initial impression of your brand. Placing the pop-up too early risks interrupting their browsing flow, potentially leading them to close the form without engaging further.
- We've observed that the call to action text appears somewhat small. In designing your popup, we strongly suggest incorporating a clear and prominent headline or call to action to truly



capture the attention of browsing users. This ensures enhanced visibility and maximises the potential for engagement.

- We've noticed that your current form is requesting a lot of information all at once, which might discourage new visitors from completing it. Instead of overwhelming them with a single screen, we recommend implementing a two-step form.
 - This approach allows you to ask for basic details like Name, Email, and Birthday on the first screen, followed by requesting SMS information on the second screen. Breaking down the information into bite-sized chunks makes the process more manageable for your visitors and increases the likelihood of form completion.

While you currently offer four different ways for website visitors to join your database—via one popup and four embed forms—it's important to note that embedded forms have a passive nature. Visitors must actively seek them out, which may limit their effectiveness in catching attention.

To broaden your reach and engage more visitors, we suggest introducing additional pop-ups that are triggered based on certain actions such as when visitors have closed the initial form and are about to leave the website, or when visitors have reached the checkout page without subscribing to the newsletter.

Below are just some of the other data capture tactics we use in our strategies.

Advanced Targeting

- Exit Intent
- Returning Customer Form
- Engaged With Form But Not Submitted
- Idle Cart
- Page Views
- Product Viewed

Progressive Profiling

- First Party Data - Collecting On-Site Behaviour
- Zero Party Data - Collecting From Surveys Or Quiz via Okendo

Flyout Forms

- Ability for customer to submit their details at any stage of the browsing journey

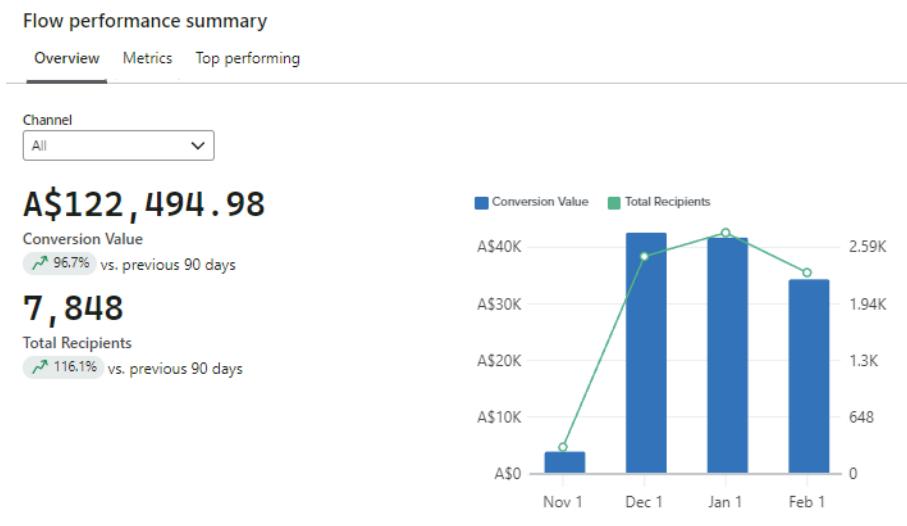


OVERALL AUTOMATION PERFORMANCE [90 DAYS]

The purpose of compiling an overview of your flows is to assess whether any metrics are underperforming and require attention. However, it appears that your flow metrics are generally healthy and do not raise any significant concerns.

EMAIL AUTOMATION					
Flow Name	Average Open Rate	Average Click Rate	Average Placed Order Rate	Revenue Per Recipient	Revenue
Welcome Series	71.19%	21.20%	11.64%	\$73,866.58	\$39.35
Abandoned Checkout - Started Checkout Trigger	62.20%	16.33%	6.42%	\$25,343.16	\$20.83
Abandoned Cart Reminder - Added to Cart Trigger	62.56%	11.17%	1.40%	\$15,050.94	\$3.98
Back In Stock Flow - VIP vs. Non-VIP	69.15%	34.21%	9.97%	\$7,570.00	\$27.86

Your email flows in the last 90 days are showing strong performance across key metrics such as open rate, click rate, and conversion rate. This success indicates that your content is resonating well with your audience, encouraging engagement and driving desired actions effectively.



In terms of revenue, the month-over-month chart shows a spike in December, followed by a gradual decline in conversion value thereafter, albeit not too drastic. However, it's worth noting that your revenue from flows has seen a 96.7% growth compared to the previous period. This growth can be attributed to an increase in email deliveries or 116% more compared to the previous period.



NURTURE / WELCOME SERIES

Your welcome or nurture series offers a valuable chance to connect with your leads prior to their conversion into customers. It serves as a platform to introduce them to your brand and products, establish trust, and, most importantly, guide them along the path toward making their first purchase. With an increased volume of potential customers flowing into your funnel as a result of your data capture tactics, your onboarding process to convert these leads into customers becomes a lot more important.

Welcome Flow Performance in the last 90 Days

EMAIL AUTOMATION					
Flow Name	Average Open Rate	Average Click Rate	Average Placed Order Rate	Revenue Per Recipient	Revenue
Welcome Series	71.19%	21.20%	11.64%	\$73,866.58	\$39.35

What does “good” look like for a welcome series (*Apparel and Accessories*)?

Flow Name	Open Rate	Click Rate	Conversion Rate	Revenue Per Recipient
Welcome Series	59.07%	5.70%	2.52%	\$3.11

Your Welcome Series has demonstrated exceptional performance in the last 30 days, surpassing competitors across all metrics, particularly in click rate. Given its strong performance, we recommend minimal optimisations, focusing primarily on expanding the flow by adding more emails.

We observed that the new customer branch of the flow comprises only two emails with a 23-day gap between them. This highlights an opportunity to improve the series by integrating follow-up emails specifically crafted for subscribers who haven't made their first purchase during this waiting period. Without ongoing communication, there's a potential risk of missing out on converting these interested subscribers into customers.

Expanding the series with additional emails allows us to make a lasting first impression, foster trust, and nurture leads effectively. Through engaging storytelling, highlighting your brand's unique attributes, and sharing customer testimonials and user-generated content, we can effectively transition initial interest into tangible purchases.



ABANDONED CART & ADD TO CART

A customer adding an item to their online shopping cart and almost completing checkout is a heavy indication that they are interested in purchasing your product. But that sale doesn't always come to fruition immediately. A high-performing cart abandonment flow can be the difference between making the sale and losing it—whether your shopper forgot to complete their purchase, sought out options from another brand, or just didn't have their credit card nearby.

Abandoned Cart Flow Performance in the last 90 Days

Flow Name	Average Open Rate	Average Click Rate	Average Placed Order Rate	Revenue Per Recipient	Revenue
Abandoned Checkout - Started Checkout Trigger	62.20%	16.33%	6.42%	\$25,343.16	\$20.83
Abandoned Cart Reminder - Added to Cart Trigger	62.56%	11.17%	1.40%	\$15,050.94	\$3.98

What does “good” look like for Abandoned Cart flows? (Apparel and Accessories)

Flow Name	Open Rate	Click Rate	Conversion Rate	Revenue Per Recipient
Abandoned Cart	54.74%	6.25%	3.36%	\$3.80

Klaviyo's Email Marketing Benchmarks by Industry for Q3'23 reference [here](#)

Your Abandoned Checkout and Add To Cart flows are outperforming benchmarks across all metrics, but we believe there's untapped potential to enhance the email content and broaden the flows by introducing additional segmentation.

Upon reviewing the Abandoned Checkout flow, we've noticed a segmentation that divides the flow between high-value and low-value carts which is a valuable opportunity to tailor your messaging.

However, we've noticed that both email variants share strikingly similar messaging. We believe



there's an opportunity to optimise the email content of your Abandoned Checkout emails to ensure that the segmentation within the flow aligns logically and effectively. For example, for low-value carts, we could consider incorporating dynamic product blocks showcasing additional complementary items to encourage customers to increase their cart size, ultimately boosting their basket value. We could also introduce incentives only if they reach a certain spending threshold, motivating them to add more items to their baskets.

Another effective strategy to enhance your abandoned cart emails is by segmenting based on whether they're new or returning customers. This segmentation allows you to tailor incentives and messaging accordingly, potentially delaying incentives for new customers to encourage them to make their first purchase.

Your Added To Cart flow has potential for further expansion, including the same segmentation based on factors like new versus returning customers and low versus high-value baskets. However, given that this flow captures users at an earlier stage of the purchasing journey—when they express initial interest by adding items to their cart but don't proceed to checkout—we recommend conducting A/B testing to determine the optimal time delay for sending abandoned cart emails.

Customers who have progressed to the checkout stage may respond better to an earlier reminder, as they demonstrate stronger intent and the shopping experience is still fresh in their minds. On the other hand, for those who are simply adding items to their cart, which may indicate 'wishlisting behaviour,' a longer time delay before sending the email might be more effective in nudging them towards completing their purchase.

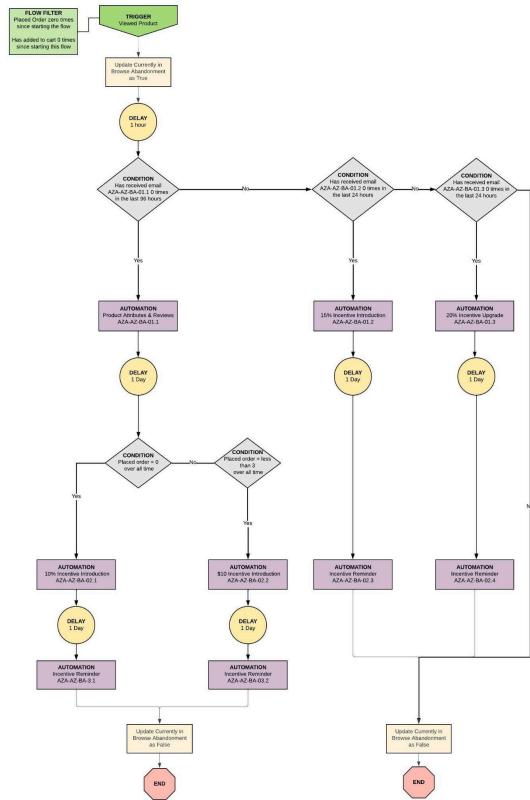


BROWSE ABANDONMENT

During our review of your automations, we observed the absence of a Browse Abandonment flow, which represents a missed opportunity. Implementing this flow would enable you to effectively target interested website browsers who are slightly higher in the funnel. This flow is triggered by a visitor viewing a product page or a collection page, rather than adding an item to their cart.

To strengthen your abandonment flows we'll look to implement a targeted flow for these customers abandoning their browsing experience on your site. There are two approaches to implement this flow. One option is to send a reminder featuring the specific product they viewed. Alternatively, you can send an email reminding them of their interest in your brand, showcasing similar items from the same category instead of the specific product. Since these visitors haven't progressed to the cart or added the item, they likely remain undecided and may wish to continue browsing. Therefore, these browse abandonment emails serve to provide them with additional options to explore.

And since visiting a product page doesn't quite indicate the same level of interest as beginning the checkout process, we'll implement a browse abandonment strategy with "lighter touch points" than your abandoned cart flow. It's also important to consider that browsing behaviour tends to be repetitive. Therefore, we should avoid serving the same email to users each time they browse something.



In this sample Browse Abandonment workflow created for a merchant with an extensive product range, we've introduced segmentation points based on the customer's prior email interactions.

This approach ensures that they won't continuously receive the same browse abandonment email each time they view a product in your store, a common occurrence given the vast array of products available.



POST PURCHASE

Another essential flow missing from your current automation setup is the Post Purchase flow. After a customer completes a purchase, the engagement shouldn't come to a halt. In fact, it's crucial to maintain continuous interaction with your customers as research indicates that the likelihood of a repeat customer purchasing again drastically increases as they repurchase. Given this, the primary objective during the post-purchase phase of a customer's journey should be to ensure a positive and lasting experience, fostering satisfaction, and continued engagement. More importantly, this series should begin to guide the customer towards their next purchase.

An effective segmentation strategy we recommend for the Post Purchase flow involves segmenting customers based on their order history. This segmentation includes first-time customers, returning customers (with 2 or 3 orders), and VIP customers (with more than 3 orders). By creating distinct paths in the flow and tailoring touch points accordingly, we can better address where each customer is in their journey.

For example, first-time customers, often trial buyers, may be more receptive to educational emails as they familiarise themselves with your brand. In contrast, loyal customers who have made multiple purchases may find such emails less relevant. For this group, sending referral emails could be more effective, as they are likely to be advocates for your brand and willing to spread positive word-of-mouth.

Retention Rate

Retention rate								
Date	Cohort size	First order	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5
All cohorts	3,504	100%	5.0%	9.1%	8.0%	8.2%	8.2%	0.0%
Aug 2023	3	100%	66.7%	66.7%	0.0%	33.3%	0.0%	0.0%
Sep 2023	325	100%	5.2%	9.8%	11.4%	9.2%	8.3%	
Oct 2023	407	100%	4.2%	10.1%	8.1%	7.1%		
Nov 2023	876	100%	5.5%	9.1%	6.7%			
Dec 2023	851	100%	5.1%	8.0%				
Jan 2024	1,042	100%	4.7%					

When mapping out your post-purchase flow, we carefully consider the timing for each cohort's likelihood of returning. In the chart above, which illustrates the percentage of repeat customers in each subsequent period following their initial purchase, we observe that the average first-time buyer tends to return within 1-2 months of their initial purchase. Consequently, we recommend focusing on sending emails during this period to maximise the likelihood of encouraging a larger percentage of the cohort to return and improving your returning customer rate in the process.



These are just a few examples of the email content that we can strategically integrate after a purchase to enhance engagement and, ultimately, drive more repeat business through your post-purchase emails.

Customised Thank You emails: Convey appreciation for their purchase and offer a heartfelt welcome to the Initio community. We'll implement a segmentation approach, distinguishing between new, returning, and repeat customers, to ensure our messaging is personalised accordingly.

Educational Content: Share educational content about Morrison through topic deep dives that provide value added props to your customers. This could include garment care, 'behind the scenes,' and 'how to style.'

Cross-Selling: Providing personalised recommendations based on the customer's previous purchase enhances their shopping experience. It shows that Morrison understands their preferences and is dedicated to offering relevant and valuable suggestions, which can lead to increased satisfaction and loyalty.

Surprise and Delight: Provide exclusive discounts or offers for loyal customers who make repeat purchases.

Purchase Anniversary & Milestone Flows: Anniversary and Milestone emails are an ideal opportunity to connect with customers on a personal level. Any incentives delivered here can be framed as 'gifts' to foster further brand loyalty. A "First Purchase Anniversary" flow, triggered 365 days after a customer's initial purchase, presents an excellent opportunity to express gratitude for their support and potentially drive additional purchases by offering a small gift as an incentive.

Lapsed Customer Flow: Utilising Klaviyo's Predicted Date of Next Order, this post-purchase flow offers a more precise timing for sending lapsed customer winback emails. The Predicted Date of Next Order feature gives us the ability to predict when your customers will complete their next order. By using this as a trigger, we are targeting customers around the time they are most likely to buy with you again.

Dedicated Review Flows

We believe that integrating review workflows into your post-purchase strategy holds particular significance. These workflows serve as pivotal tools in strengthening your brand's credibility, trustworthiness, and market visibility. They actively engage customers, offer invaluable insights, and address concerns, thereby bolstering conversions and nurturing customer loyalty.

We would look into a potential Okendo Reviews integration to leverage Okendo's advanced features and its seamless integration with Klaviyo.



OKENDO REVIEWS FLOWS

Review flows are crucial as they bolster your brand's credibility, trustworthiness, and visibility. They engage customers, offer valuable insights, and provide opportunities to address negative feedback, ultimately improving conversions and fostering customer loyalty.

Positive reviews serve as social proof, while addressing concerns demonstrates your commitment to customer satisfaction. This user-generated content can also boost your search engine rankings and highlight areas for product improvement, making review flows an essential element of your post-purchase strategy.

Beyond the advantage of enhancing campaigns with product-specific reviews, **Okendo** provides various capabilities including but not limited to:

Dynamic Flows

Leveraging Okendo events to trigger intelligent Klaviyo flows opens up opportunities for increased customer engagement. For instance, upon receiving a 5-star review, you can respond with tailored product recommendations or initiate a referral campaign. In the case of less satisfied customers, trigger support emails to address their concerns promptly and prevent them from disengaging with your brand.

Dynamic Content

The integration allows for dynamic product blocks to show customer reviews for each product in your email, whether it's a campaign or an automated message such as an abandoned cart email. You can also decide to show the average star rating and the total number of reviews alongside an image of each product.

Intelligent Automation

Utilise Klaviyo's Flow tool to set specific sending conditions, such as time delays based on delivery or customer location. When these conditions are met, seamlessly trigger the review request process in Klaviyo, reaching out to customers automatically.

UGC Shoppables

If you use Okendo, you can gather all your user-generated content, like photo and video reviews, as well as Instagram posts, and turn them into shoppable galleries. It's easy to include these galleries in your Klaviyo emails – just drag and drop them into your email templates.



WISHLIST AUTOMATION

Another custom automation we could implement is a Wishlist flow. This is especially valuable for fashion and accessories brands because of the wide range of product categories. The objective is to re-engage with customers who have items in their wishlists, sending them low-stock notifications and reminding them to make a purchase if those items have been sitting in their wishlist for a while.

The overarching goal of the strategy is to position the Wishlist feature as a valuable tool for customers, while also embracing **Wishlist Plus** and Klaviyo's integration. Unlike the abandoned cart, add to cart, and post-purchase flows, our approach will involve customers actively choosing to receive product-related communications.

The primary goal here is to make sure that reminder emails provide real value to our customers, and they can feel like they're gaining an advantage, ultimately boosting the usage of wishlists.

We can achieve this by informing them when a product wishlisted is:

- Running low in stock
- Back in stock
- Price dropped or discounted

Can't Decide?
Create a Wishlist!

Hey lovely, create an account and start a wishlist to curate your very own collection. We'll send you updates (like low stock and sale alerts) so you can make them yours.

First Name

Email

Password

Opt-in to the Runway Scout newsletter

CONFIRM

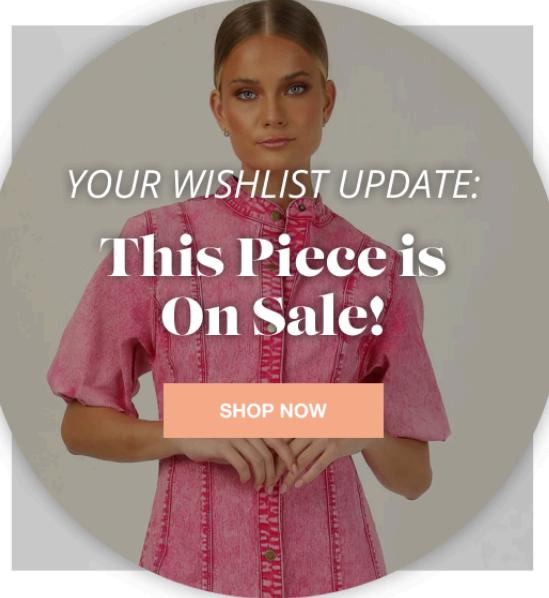
Wishlist Data Capture

Here's an example of a Wishlist Data Capture that we've implemented for a client.

This data capture form promotes the Wishlist account creation, targeting website visitors or returning customers who spend substantial time on the website or visit numerous pages in a single session.

This behaviour suggests they might be feeling overwhelmed by options, making them ideal candidates for a Wishlist account.





Ready To Start a Wishlist?

Create an account and start a wishlist to curate your very own collection. We'll send you updates (like low stock and sale alerts) so you can make them yours before they're gone.

[CREATE AN ACCOUNT](#)

Email Automations (Tactic 1)

We will set up distinct, specialised automation sequences for the Wishlist, which will include a Wishlist nurture series, a low-stock alert, a price drop or discount notification, and a back-in-stock notification. These sequences are designed to gently remind customers about the products they've added to their Wishlist and encourage them to complete their purchase.



Email Automations (Tactic 2)

We'll add content blocks into key emails within Morrison's current automations and make use of Klaviyo's show/hide feature to prompt customers who don't yet have a Wishlist account to create one. This way, we're ensuring that customers have the chance to save their favourite products at various points in their customer journey.



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.

Campaigns Performance Summary 2023

Average Open Rate	Average Click Rate	Average Placed Order Rate	Total Revenue
41.39%	4.73%	0.14%	\$218,681.07

What does “good” look like for campaigns? (Apparel and Accessories)

Open Rate	Click Rate	Conversion Rate	Revenue Per Recipient
44.50%	1.66%	0.07%	\$0.09

Over the past 3 months, your campaign metrics have indicated lower Open Rates compared to industry benchmarks. However, it's noteworthy that the average click rate appears to be stronger.

A lower open rate in an email campaign may suggest that you're batch and blast sending, implying that some recipients in your database are no longer engaged or prefer to receive fewer emails. They may selectively open emails that are relevant to them, such as sales or new arrivals. However, a good click rate despite the low open rate indicates that among those who do open the emails, there's a significant percentage that are highly interested in the content and decide to take action by clicking on links or calls to action within the email.

Upon reviewing your campaign segmentation strategy, it appears that you're consistently sending to a single list, primarily your Newsletter, and often exceeding 10 campaigns per month. This approach can lead to a low open rate, which in turn may impact your deliverability.

In our campaign strategy, we've found that organising subscribers into engagement tracks proves to be an effective method for preventing over-sending and mitigating the risk of emails being marked as spam or going unopened. These tracks are structured based on your preferred sending frequency, allowing us to evaluate and determine the most suitable approach for your brand.



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.

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

Send Strategy

When sending campaigns, timing is equally crucial as it can significantly impact open rates too. We recommend utilising Klaviyo's Smart Send Time feature, which analyses individual customer behaviour to determine the optimal times for sending emails. This feature addresses a common challenge faced by email marketers by providing insights into the best timing for sending campaigns, ultimately maximising engagement with your audience.

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.

