

SERVICE GUIDE

Pet Brand Klaviyo Revenue Recovery Sprint

A focused audit-and-build engagement for Shopify pet and animal-wellness brands.



NIMROD OGACHI

KLAVIYO LIFECYCLE & RETENTION • SHOPIFY PET BRANDS

Stores with traffic, customer intent and an incomplete lifecycle system.

1

Active Shopify store

Real products and customer traffic.

2

Klaviyo or migration plan

A platform environment that can support the work.

3

Lifecycle gap

Welcome, abandonment, post-purchase or retention needs improvement.

4

Implementation support

Required access, approvals and product evidence are available.

A practical system, not disconnected email files.

1

Audit

Customer journey, active flows, gaps, exclusions and measurement.

2

Roadmap

Priority journeys and the reason each one matters now.

3

Build

Up to three agreed flows with logic, copy and design direction.

4

QA

Links, personalization, tracking, rendering and automation logic.

5

Testing

Defined hypotheses, metrics and guardrails.

6

Handover

Documentation and a 30-day optimization review.

FIVE-STEP PROCESS

Diagnose, map, build, test and measure.

1

Diagnose

Business goals and current journey

2

Map

Triggers, segments and message jobs

3

Build

Automation, copy and design direction

4

Test

Logic, links, tracking and rendering

5

Measure

Observation, reporting and next priorities

Choose the flows that match the commercial need.

1

Welcome

Subscriber promise and first purchase

2

Browse

Observed product interest

3

Checkout

High-intent recovery

4

Post-purchase

Education and support

5

Replenishment

Expected next order

6

Win-back

Lapse and re-engagement

What is handed over at the end of the sprint.

1

Strategy

Lifecycle roadmap, customer-stage objectives and priority rationale.

2

Implementation

Configured flow logic within the agreed access and scope.

3

Creative

Mobile-first copy and a reusable visual direction.

4

Operations

QA checklist, reporting guide and handover notes.

A public review and a full account audit are not the same thing.

1

Public customer-journey review

Storefront, signup, visible recovery touchpoints and post-purchase experience. No private settings are claimed.

2

Authorized Klaviyo account audit

Triggers, filters, split logic, suppression, deliverability, historical performance and reporting within agreed access.

Credentials, customer data and API keys should never be submitted through a public form.

Start with the clearest lifecycle priority.

Request a public retention-opportunity review or discuss the scope required for a full account audit and implementation sprint.

No revenue guarantee is made. The service promise is a defined scope, transparent evidence, implementation quality and measurable next steps.

