

ILLUSTRATIVE REVIEW

Public Retention Review Sample

An illustrative storefront review for a hypothetical Shopify pet brand.

SELF-DIRECTED PORTFOLIO • NO VERIFIED CLIENT RESULT IS CLAIMED

NIMROD OGACHI

KLAVIYO LIFECYCLE & RETENTION • SHOPIFY PET BRANDS



PawKind Daily: premium dog-wellness essentials.

This sample shows the structure of a public review. It does not describe a real client store.

1

Visible situation

The store has a popup, product pages and checkout, but the lifecycle journey is not clearly communicated.

2

Review boundary

No Klaviyo login, customer data, account settings or performance dashboard is available.

3

Review goal

Identify three public-facing opportunities worth validating in a full audit.

OPPORTUNITY 1

Strengthen the signup promise.

1

Observed pattern

The popup offers 10% off but gives no reason to remain subscribed after the first order.

2

Recommended test

Pair the incentive with a useful promise: product guidance, routine support or a pet-wellness education series.

What still requires account access: form source mapping, consent fields, welcome-flow entry, suppression, split logic and performance.

Use checkout recovery to answer the buying question.

1

Observed pattern

The storefront gives basic product information, but sizing, suitability or use guidance is difficult to find quickly.

2

Recommended test

Build recovery messages around the largest product-specific hesitation rather than repeating the cart link.

What still requires account access: event trigger, consent, delay, exits, dynamic product data, attribution and message history.

Create a visible path to the second purchase.

1

Observed pattern

The public experience explains the first order but gives little indication of usage support, replenishment or the next product.

2

Recommended test

Use post-purchase education, product-specific timing and a relevant replenishment or cross-sell path.

What still requires account access: purchase events, SKU logic, quantity, subscriber status, exit conditions and repeat-purchase reporting.

Three visible opportunities to validate next.

1

1. Signup value

Give the subscriber a reason to stay after the coupon.

2

2. Buying reassurance

Address the product-specific question in recovery messaging.

3

3. Next-purchase path

Make product use and replenishment visible after purchase.

What authorized access would allow the reviewer to inspect.

1

Architecture

Active, draft and overlapping flows

2

Logic

Triggers, filters, splits, exits and suppression

3

Audience

Lists, segments, consent and engagement

4

Deliverability

Authentication, bounces, complaints and sunset rules

5

Creative

Copy, templates, rendering and product data

6

Reporting

Attribution, cohorts, negative signals and testing

A public review should be useful and accurately named.

The review can identify visible customer-journey gaps. It cannot responsibly claim to audit private Klaviyo settings or performance without authorized access.

This document is illustrative. PawKind Daily is a hypothetical brand and no client engagement, private account review or result is claimed.

