

Account Audit Checklist

- Check Owned Marketing (Klaviyo Attributed Revenue) in portal - good benchmark is 20-30%
- Campaigns
 - Deliverability - average open rate of campaigns between 15-25%?
 - Only sending to one list?
 - Master list?
 - Segmenting?
 - Multiple types of email?
 - Sale, standard, newsletter?
- Check flows
 - Welcome Series on?
 - How many emails - should they add another based on performance (placed order rate > 1% on last email)?
 - Is the 2nd email mentioning the value add?
 - Is the 2nd email on a 1 day delay?
 - All forms on site are being added as desired?
 - Abandon Cart on?
 - How many emails - should they add another based on performance (placed order rate > 1% on last email)?
 - Smart sending off?
 - Browse Abandonment on?
 - Viewed product tracking working?
 - How many emails - should they add another based on performance (placed order rate > 1% on last email)?
 - Smart sending off?
 - Post Purchase flow on?



- Cross-sell flow on?
- Sunset flow on?
- Segments
 - Do they have an L30?
 - Do they have an L60?
 - Do they have an L90?
 - Do they have an LI80?
 - Do they have a VIP?
- Forms
 - Using Klaviyo forms?
 - AB testing form?

