

Migration from Listrak to Klaviyo

Deliverable

Notes & Resources

Integrate Klaviyo with Your eCommerce Store

If you have a custom-built eCommerce store, we will work with your developers to make successful integration. In all other cases, we will do the integration ourselves.

Setup Klaviyo's Active Onsite & Viewed Product Tracking

To leverage the Abandoned Browse flow and understand which products customers are viewing you will have to add two small pieces of code to your eCommerce platform.

Migrate Templates or Customize Templates

Up to 3 templates

Create and Launch Key Flows:

- Welcome Series (3 emails)
- Abandoned Cart (2 emails)
- Browse Abandonment (2 emails)

We find that these flows yield the highest return in the shortest amount of time, all while helping you to build up your sending reputation. Copy and Design is not included.

Set Up Signup Forms

Up to 3 sign up form

Create Highly Engaged Segment

No additional notes

Create Campaign Warming Schedule

No additional notes

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