

# The Always-On Email Engine

5 automated flows that recover lost sales and turn one-time buyers into repeat customers — with copy templates you can paste in today.

Virexo Media is an ecommerce growth agency for D2C & Shopify brands. We build the systems — sites, ads, SEO, and email — that turn stores into revenue. This guide is for founders who are paying to get traffic but losing it after the click. Email is how you stop the leak: it returns about **\$36 for every \$1 spent**, and roughly **2% of email volume drives 37% of revenue** when the right flows are automated. Below are the five that matter most.

## The 5 flows every store should have running

### 1 Welcome Flow

Trigger: new email signup · 3 emails over 5 days

Your highest-attention moment. New subscribers are warm — greet them, set expectations, and make a first-purchase offer. **Welcome emails average an 83.6% open rate — the highest of any flow**

**Email 1 (instant):** “Welcome — here’s your 10% off.” Deliver the promised code + your one-line brand story.

**Email 2 (day 2):** Best-sellers / what makes you different (social proof).

**Email 3 (day 5):** Gentle nudge — “Your code expires tonight.”

### 2 Abandoned Cart Flow

Trigger: cart created, not purchased · 3 emails over 24h

The single highest-leverage automation in ecommerce. They already chose the product — remove the friction that stopped them. **A 3-email sequence recovers ~6.5x more revenue than a single reminder**

**Email 1 (within 60 min):** “You left something behind” + the exact item image. Sending within the hour recovers up to 3x more carts.

**Email 2 (~24h):** Handle the objection — shipping, returns, a review.

**Email 3 (~48h):** Light incentive (free shipping > discount where possible).

### 3 Browse Abandonment Flow

Trigger: viewed product, no cart · 1-2 emails

Catches earlier-stage intent the cart flow misses. They looked but didn’t add — bring the product back into view.

**Email 1 (a few hours later):** “Still thinking it over?” + the product they viewed and 2-3 related items.

**Email 2 (next day, optional):** A benefit-led reason to come back (a key feature or a customer quote).

### 4 Post-Purchase Flow

Trigger: order placed · 2-3 emails over 2-3 weeks

Where one-time buyers become repeat buyers. Reduce buyer’s remorse, then earn the second order and the review.

**Email 1 (instant):** Order confirmation + “here’s what happens next.”

**Email 2 (after delivery):** How to get the most from it + ask for a review.

**Email 3 (~3 weeks):** A replenishment nudge or a relevant cross-sell.

## 5 Win-Back Flow

Trigger: no purchase in 60–90 days · 2 emails

Cheaper than acquiring a new customer. Re-engage lapsed buyers before they forget you.

**Email 1:** “We miss you” + what’s new since they last shopped.

**Email 2:** A final, stronger incentive with a clear deadline.

### Common mistakes that kill flow revenue

- Sending one abandoned-cart email instead of three — you leave most of the recovery on the table.
- Waiting hours (or a day) to send the first cart email instead of within ~60 minutes.
- Leading every email with a discount — it trains buyers to wait and erodes margin.
- Setting flows live once and never testing subject lines, timing, or offers.
- No post-purchase flow — so every order stays a one-time order.

**What good looks like (illustrative example):** A store doing \$40k/mo with no automated email turns on these 5 flows. If flows reach the healthy benchmark of ~58–65% of email revenue and email contributes even a modest share of total sales, that’s thousands in recovered revenue per month — from carts and customers they were already paying to acquire. (Hypothetical, for illustration. Benchmarks: Klaviyo / 2026 ecommerce email reports.)

## Want this built for you?

Virexo Media designs and writes high-converting email automation for D2C & Shopify brands — mapped to your store, your products, and your margins. We’ll set up all five flows so your store keeps selling around the clock.

[Book a free strategy call →](#)

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Benchmarks sourced from Klaviyo abandoned-cart reports, Ringly & Mailmend 2026 ecommerce email statistics. Figures are industry averages, not Virexo client results.