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FREE GUIDE • EMAIL & RETENTION

The 5 Email Flows Every Shopify Store Needs

The always-on automations that turn one-time visitors into repeat buyers – with the timing, sequence, and benchmarks to set each one up right.

Welcome • Abandoned Cart • Browse • Post-Purchase • Win-Back

virexomedia.com • Ecommerce growth for D2C & Shopify brands

Stop leaving revenue on autopilot's table

Virexo Media is an ecommerce growth agency for D2C & Shopify brands. We build the systems that turn stores into revenue — and email automation is the highest-ROI one most founders under-use. **This guide is the exact 5-flow foundation we set up first**, written so you can build it yourself this week. No fluff, no padding — just what each flow is, when it fires, what to say, and the benchmark to beat.

Here's the headline most stores miss: **automated flows generate roughly 41% of email revenue from only ~5% of email sends** — about 18× the revenue-per-recipient of one-off campaigns (Klaviyo / industry benchmarks, 2026). Campaigns are the megaphone; flows are the machine. Build the machine first.

The 5 flows, in plain English

1

Welcome Series

Triggers the moment someone joins your list (popup / footer signup)

EMAILS 3–5 over 5–7 days: (1) deliver the signup offer + set expectations, (2) brand story / why you exist, (3) bestsellers + reviews, (4) how to choose & use, (5) gentle urgency on the offer.

BENCHMARK Welcome flows average **40–60% open** and **8–12% conversion** — among the highest-converting flows you'll run (Klaviyo, 2026).

QUICK WIN Put the actual discount code in email 1's subject line — don't make a brand-new subscriber hunt for it.

DO

Segment by signup source (ad vs blog vs popup) and tailor email 1.

DON'T

Send one generic "thanks for subscribing" and stop there.

2

Abandoned Cart & Checkout

Triggers when a cart or checkout starts but the order never completes

EMAILS 3 over ~72h: (1) within 60 min – "you left something," show items + reviews, *no discount*; (2) ~24h – handle objections (shipping, returns, guarantee); (3) ~48–72h – optional small incentive + light urgency. Run **cart and checkout separately** – checkout abandoners are higher-intent.

BENCHMARK Top performers recover **10–14%** of carts (most stores 3–5%). A first email within ~60 min pushes recovery toward ~15%, and 3-email sequences vastly outperform single sends. Avg ~\$3.65 revenue/recipient; elite ~\$28.89 (Klaviyo / industry, 2026).

QUICK WIN Fire email 1 inside 60 minutes – send speed is the single biggest lever on recovery rate.

DO

Lead with the product image + social proof first.

DON'T

Open with a discount – it trains shoppers to abandon for a code.

3

Browse Abandonment

Triggers when a known contact views a product/collection but never adds to cart

EMAILS 1–2 within a few hours: (1) "still thinking it over?" – show the viewed product + 3 related + one review; (2) optional helpful angle (sizing, use-case), no hard sell. Lower intent than a cart, so stay helpful.

QUICK WIN Show the exact product they viewed *plus* three alternatives in the same category.

DO

Suppress this flow if they later add to cart (the cart flow takes over).

DON'T

Treat it like a hard-sell cart sequence – intent is lower.

4

Post-Purchase

Triggers after an order ships – the cheapest revenue you'll ever earn

EMAILS (1) thank-you + shipping expectations; (2) how to get the most from the product (cuts returns & tickets); (3) review request ~5–10 days after expected delivery; (4) replenishment / cross-sell at the right interval.

WHY IT MATTERS Repeat-purchase rate and reviews are won here – and reviews feed your product pages, ads, and SEO. Flows like this are the ~41%-of-revenue engine (Klaviyo / industry, 2026).

QUICK WIN Time the review request to land just *after* delivery – not at the moment of purchase.

DO

Split first-time vs repeat buyers and change the message.

DON'T

Upsell before the product has even arrived.

5

Win-Back & Sunset

Triggers when a customer/subscriber goes quiet (~60–120 days no open or order)

EMAILS (1) "we miss you" + your best reason to return; (2) stronger offer / what's new; (3) final "still want to hear from us?" — then **suppress** non-responders (sunset).

BENCHMARK Win-back flows average ~\$0.84 revenue per recipient for \$100–200 AOV brands — found money from a list you already own (Klaviyo, 2026).

QUICK WIN Actually suppress dead addresses after the sunset email — it lifts inbox placement for everyone else on your list.

DO

Give a genuine reason to come back (new arrivals, a real offer).

DON'T

Keep blasting unengaged contacts — it sinks your sender reputation.

A store running the full core flow set tends to perform ~2–3× one running only 2–3 flows — at the same traffic and list size.

Industry benchmark, 2026. Your result depends on traffic, AOV, and list health.

Setup order — start here

Build highest-intent revenue first: **1.** Abandoned cart & checkout → **2.** Welcome series → **3.** Post-purchase → **4.** Browse abandonment → **5.** Win-back & sunset. Turn on cart recovery today; you can have the first three live within a week.

Quick-start checklist

- ✓ Cart *and* checkout flows live — first email sends in under 60 minutes
- ✓ 3–5 email welcome series with the offer delivered in email 1
- ✓ Browse-abandonment flow with suppression rules (skips if a cart starts)
- ✓ Post-purchase series with a delivery-timed review request
- ✓ Win-back + sunset flow to protect deliverability
- ✓ First-time vs repeat segmentation on post-purchase
- ✓ A quarterly review of timing, offers, and subject lines

Common mistakes that quietly cost you

- ✗ Only a cart flow and no checkout flow — you miss the highest-intent abandoners.

- ✗ Discounting in email 1 – it trains customers to wait for a code.
- ✗ A single welcome email instead of a series – you waste your warmest moment.
- ✗ Never suppressing unengaged contacts – deliverability slowly collapses for everyone.
- ✗ One-size post-purchase for first-time and repeat buyers.
- ✗ "Set and forget" – flows need a quarterly tune-up of timing, offers, and subject lines.

What good looks like

ILLUSTRATIVE EXAMPLE – HYPOTHETICAL, NOT A GUARANTEE

A store doing ~\$40k/month with only an abandoned-cart email switches on the full 5-flow set. Using industry benchmarks – automated flows contributing ~40% of email revenue at ~18× the per-recipient value of one-off campaigns – a meaningful slice of revenue shifts from manual sends to always-on automation that runs while the founder sleeps. Your actual numbers depend on traffic, AOV, and list health.

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Want these flows built for you — properly?

Virexo Media maps, writes, and optimizes Klaviyo email flows for D2C & Shopify brands — tuned to your products, your margins, and your customer journey, so retention runs on autopilot while you focus on the store.

Start with a free flow audit — we'll show you which flow is leaking the most revenue first, and exactly how to fix it.

[Book your free flow audit → virexomedia.com](https://virexomedia.com)

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