



Tool Session: Klaviyo

45 tips, tricks og ting, du kan i Klaviyo på 45 minutter.



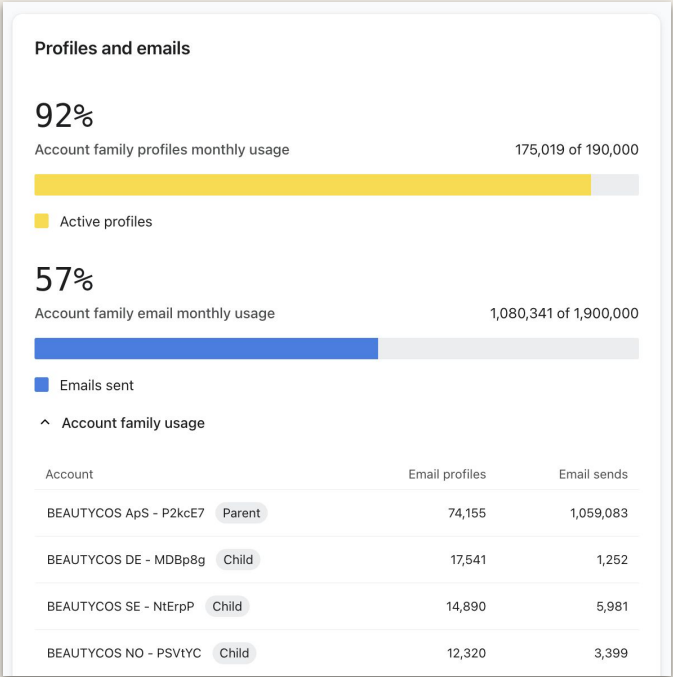
Først det kedelige

Peter Kragh Lauritsen, CEO.

Cilie Fejerskov Frandsen, Team Lead.

Texta er et digitalt marketingbureau fra Aarhus og Holstebro. Vi hjælper brands som Sisi Copenhagen, bisgaard og Selfmade med marketing, kommunikation og branding i ind- og udland.

#1 Billed Under Parent



#2 Contract

Billing

1

Your account is on a contract. Contact your Klaviyo representative to make any changes.

Contract Term

Nov 1, 2024 to Oct 31, 2025 (billed semi annually)

Plan Information

Customer platform

250,000 active profiles / month

Emails

30,000,000 email sends / year

Klaviyo success plan

Standard

Profiles and emails

1

You're close to your plan limit. If you exceed the limit, you will be charged for additional profiles and email sends. If you don't want your plan to exceed the limit, update your billing preferences. [Update](#)

81%

Contracted profiles usage

201,700 of 250,000 monthly profiles

Active profiles

65%

Contracted email usage

19,421,167 of 30,000,000 annual email sends

Emails sent

Account family usage

#3 Frekvenskontrol

Profile filters

[Edit](#)

Limit the flow to only certain profiles.

- **Started Checkout** zero times since starting this flow

AND

- **Placed Order** zero times since starting this flow

AND

- Has not been in flow in the last **7 days**

AND

- **Email** doesn't contain **denmark.dk**

AND

- is in **DK B2C Mainlist**

AND

- **Person** can receive email marketing

AND

- **CooldownPeriod** doesn't contain ["Yes"]

AND

- **Received Email** is less than **5** in the last **48 hours**

#4 Contact Auto Suppression

 Trigger

When someone is added to Non-subscrib...

 Webhook #1 - Suppress
'Never Subscribed'

a.klaviyo.com

Waiting	0% (0)
Sent	94.5% (1,987)
Failed	5.5% (115)

 Live

 Day 0

#5 Soft Bounces Suppression

 Trigger

When someone is added to Texta - Soft B...

 Webhook #1 - Soft bounces cleaning

a.klaviyo.com

Waiting	0% (0)
Sent	100% (32)
Failed	0% (0)

 Live

▼

 Day 0

#6 Anonymous Visitor Tracking

Anonymous visitor tracking

Update



Enable anonymous visitor tracking

Track each site visitor's activity before they're identified. Once they become a profile, any tracked activity and behavior will be backfilled.

#7 Attribution Settings

Tracking and reporting data

Determine what data you want to measure in your reports and attribution.

- ☒ **Exclude transactional messages from attribution data**
Accurately measure marketing message performance by removing transactional communications from attribution metrics.
- ☒ **Exclude bot interactions from Clicked Email**
Accurately measure Clicked Email performance by excluding activity taken by email security software. [Learn more about bot interactions](#) 
- ☒ **Exclude bot interactions from Clicked SMS**
Accurately measure Clicked SMS performance by excluding actions taken by mobile device software. [Learn more about bot interactions](#) 
- ☒ **Exclude Apple Mail Privacy Protection (MPP) opens from attribution data**
Filter out MPP opens from Opened Email to more easily identify your engaged profiles.

#8 Attributions- og tilskrivningsvindue

Attribution windows

Determine the time frame leading up to a conversion to give credit to. Changes may take up to 36 hours to apply historically, during which settings cannot be edited again.

Touchpoints	Time frame	
^  Email	Opened: 1 day	Clicked: 7 days
☒ Opened email	1 Days ▼	
☒ Clicked email	7 Days ▼	
▼  SMS	Delivered: 12 hours	Clicked: 5 days

#9 Instagram-integration

Reach more customers with Instagram

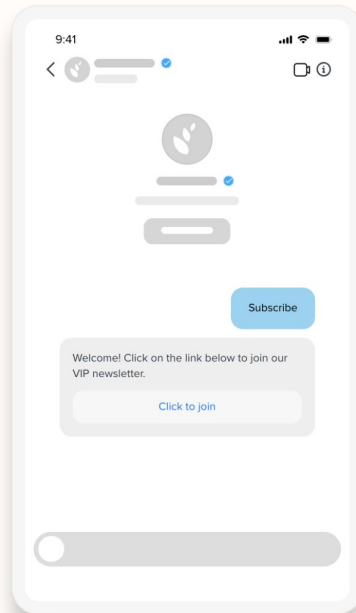
Make it easy for your customers to grow their relationship with your brand and reach out with product questions or order issues.

Coming Soon: Turn Instagram into a list growth engine by turning followers into email and text subscribers.

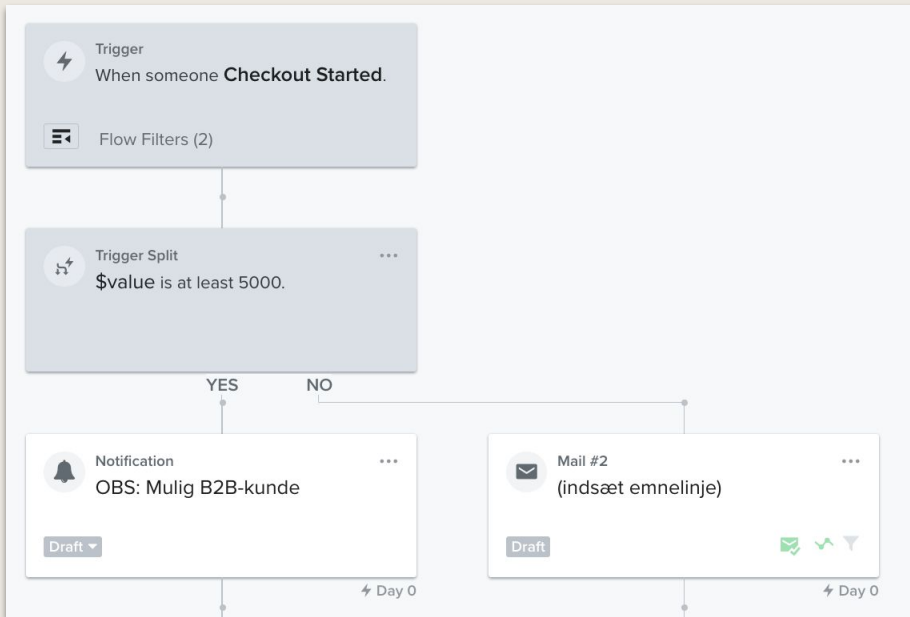
Connect to Instagram 

By clicking "Connect to Instagram," you acknowledge and agree that all Instagram applications, features, services, and APIs are separately provided by Instagram, LLC or Meta Platforms Ireland Limited (together, "Instagram"), and that your use of these features is governed by all applicable Instagram and/or Meta Platforms Inc. ("Meta") terms and policies, including the [Instagram Terms of Use](#), [Meta Platform Terms](#), [Instagram Graph API Terms](#), and the [Meta Business Tools Terms](#), as applicable.

Before you begin, you'll need a Meta Business account.



#10 Internal Notifications



CONFIGURATION

Send to 📧

peter@texta.dk x

This list contains unconfirmed recipients that must opt in before receiving notifications. [Learn more about the opt-in process](#)

From

Texta

From / Reply-To Email

kontakt@texta.dk

Subject

OBS: Mulig B2B-kunde

B *I* U [List Icon] [Table Icon] [Link Icon] [More Icon]

Hej. Der har muligvis været en B2B-kunde forbi shopen, som har efterladt en større kurv.

Data:

Navn: {{ first_name }}

Mailadresse: {{ email }}

Kurvstørrelse: {{ eventlookup:'\$value'default:"" }}

Antal produkter: {{ eventlookup:'Item Count'default:"" }}

#11 Server side-tracking

Q view

Status

Tags

Has email sender alerts

Clear

Metric time period

Conversion metric

Last 30 days

Placed Order

Flow ↑	Type	Status	Last updated	Revenue	Revenue per r...	
Viewed Category (Legacy) Viewed Category	✉	Live	Oct 21, 2:16 PM	DKK 16,607.95	DKK 3.16	⋮
Viewed Category (Server Side) Viewed Category SS	✉	Live	Today at 7:14 AM	DKK 6,516.25	DKK 15.66	⋮
Viewed Product (Legacy) Viewed Product	✉	Live	Oct 21, 2:16 PM	DKK 25,923.15	DKK 8.02	⋮
Viewed Product (Server Side) Viewed Product SS	✉	Live	Today at 7:14 AM	DKK 12,738.75	DKK 18.46	⋮

1 - 4 of 4

#12 Pause-funktionalitet

Tag en pause fra vores mails

Din e-mail *

Dit
telefonnummer

+45xxxxxxxx

Det er helt okay at have brug for en lille pause.

Tag en pause på 30 dage og gå ikke glip af vores tilbud og nyheder i fremtiden.

☐ Ja tak, giv mig en pause.

Er det tid til at sige farvel?

Vi er kede af at se dig gå ♥

Men vi respekterer din beslutning, hvis du ønsker at afmelde vores nyhedsbrev.

☐ Afmeld nyhedsbrev

☐ Afmeld SMS-beskeder

BEKRÆFT

#13 Integrationner

Integrations

Manage apps that sync your activity and data to and from Klaviyo.

Manage data

Developers

Explore apps

Name	Category	Status	
 Google Ads	Advertising	✓ Enabled	
 Gorgias	Support & help desk	✓ Enabled	
 Meta Ads	Advertising	✓ Enabled	
 Shopify	eCommerce platform	✓ Enabled	

#14 Inklusions- og eksklusionsmålgrupper

Custom audiences

Sync settings

Sync profiles from Klaviyo lists and segments to Facebook and Instagram as custom audiences. [Learn more](#)

Ad account ^{*}

KULTURKUNDE

Connections

Klaviyo list/segment		Meta custom audience	
High intent ("Gå til booking" eller lign.)	→	High Intent Audience	
Frequent Visitor	→	Potential Customers	

Add connection

Need help? [Visit our help article.](#)

#15 Extended ID

Extended ID

✓ Active

Track web visitors and create personalized experiences by extending cookies indefinitely with our first-party identity graph.

Identifier type	Identifier	Status	
Shopify	_shopify_y	✓ Active	

Show 5 ▾

1 - 1 of 1

#16 Zero party-data

klaviyo Birthday

[← Back](#) Targeting & behavior

Targeting 

By Visitor

☐ Show to all visitors

☐ Don't show to existing Klaviyo profiles

☒ Target visitors in a list or segment

☒ Show to visitors in certain lists and segments

×

▼

×

Hvornår skal vi ønske dig tillykke?

Vi ville ønske, at vi kunne give dig en gave på din fødselsdag, men vi ved ikke, hvornår du skal fejres 😊

Fortæl os, hvornår du har fødselsdag, så vi kan give dig en gave og ønske dig tillykke på dagen 🎁🥳

DD/MM/YYYY

Indsend

#17 Benchmarks

Industry information

Your selection powers Klaviyo analytics and helps provide more accurate guidance for your account. It can be updated 2 times every 30 days.

Save

Industry

Defines your business and what goods or services you sell.

E-commerce (Toys and Hobbies) ▾

Top Performing Metrics ?

Last Month (Aug 2025)

Metric	Performance	Your Value
Open Rate (Email) All Thank You Flows	✓ Excellent	80.1%
Revenue Per Recipient (Email) All Browse Abandonment Flows	✓ Excellent	€2.5 ?
Conversion Rate (Email) All Browse Abandonment Flows	✓ Excellent	2.7%
Average Order Value Business Performance	✓ Excellent	\$84 ?
Open Rate (Email) All Abandoned Cart Flows	✓ Excellent	59.9%

#18 Preference Page



sisi copenhagen

Fortæl os om dine præferencer 

E-mail*

Fornavn

Tilføj din fødselsdag og modtag en overraskelse 

Hvilke typer af nyhedsbrevet er du mest interesseret i? (Vælg gerne mere end én)

- ☐ Nyheder på shoppen
- ☐ Kampagner og tilbud
- ☐ Styling og inspiration
- ☐ Smykkeviden og indsigt
- ☐ Bag om Sisi Copenhagen

Hvilke smykkematerialer er du mest interesseret i? (Vælg gerne mere end én)

- ☐ Sølvsmykker
- ☐ Forgylde sølvsmykker
- ☐ Smykker i 9 kt. guld
- ☐ Diamantsmykker i 14 kt. guld

Hvem køber du typisk smykker til? (Vælg gerne mere end én)

- ☐ Til mig selv
- ☐ Til andre i gave

Opdatér præferencer

Afmeld

#19 Unsubscribe Page



Vidste du...

...at du kan vælge, hvilke type vine, du gerne vil høre om?

På den måde modtager du kun mails de dage, hvor vi har tilbud på disse type vine. Smart, ik?

Opdater dine præferencer forneden – og bliv hos os lidt endnu 🍷

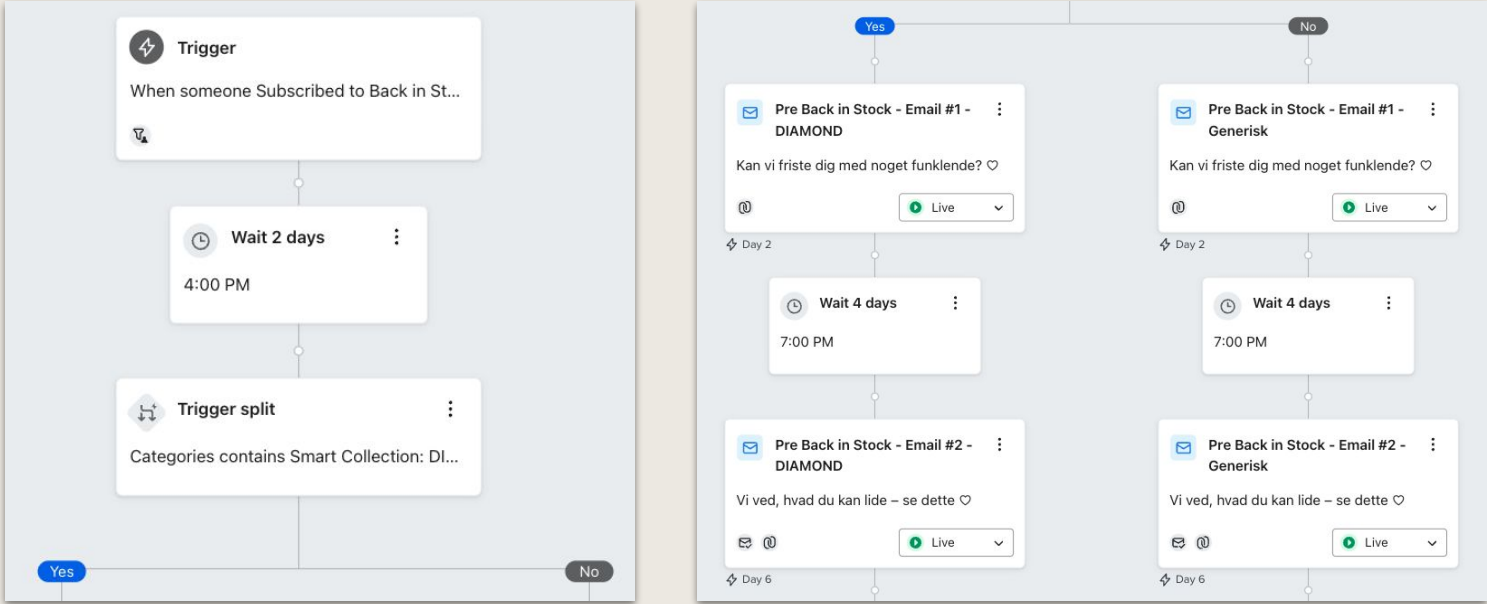
Ellers håber vi at se dig en anden god gang! 😎

Email*

Opdater dine præferencer

Afmeld dig

#20 Pre Back in Stock



#21 Smart Send

Schedule or send campaign

Schedule

Choose a future date and time to send

Send now

Start sending your campaign immediately

Type*

Fixed send time

Fixed send time

Schedule your message to be sent at a specific date and time.

Smart send time

Send your messages at the optimal send time.

Gradual send over several hours

Send your message to a selected percentage of your recipients over time.

Time Zone

Recipient's Local Time Zone

#22 Automatiserede kampagnemails

Top performing flows

May 23, 2025 - Jun 22, 2025

View all flows

Flow	Status	Type	Deliveries	Placed Order	Percent change
Texta - Auto - Bestseller (NY) Added to Texta - Automatiseret kampagnemails list	Live		87,547	DKK 46,369.47 DKK 0.53 / recipient	-
Texta - Auto - Low In Stock (NY) Added to Texta - Automatiseret kampagnemails list	Live		86,740	DKK 40,628.02 DKK 0.47 / recipient	-
Texta - Auto - Most viewed products (NY) Added to Texta - Automatiseret kampagnemails list	Live		88,069	DKK 20,924.53 DKK 0.24 / recipient	7.60%
Texta - Abandoned Checkout (NY) Checkout Started	Live		531	DKK 11,402.66 DKK 21.47 / recipient	656.40%
Texta - Velkomst (NY) Added to Hovedliste list	Live		18,169	DKK 9,014.80 DKK 0.50 / recipient	-
Texta - Expected Date Of Next Order (NY) Starts 1 week before Expected Date Of Next Order.	Live		5,144	DKK 7,050.70 DKK 1.37 / recipient	-
Texta - Post Purchase flere køb (NY) Fulfilled Order	Live		15,843	DKK 4,788.12 DKK 0.30 / recipient	1,777.69%
Texta - Frequent Browse (NY) Added to TEXTA - Frequent browser list	Live		1,063	DKK 4,738.60 DKK 4.46 / recipient	24.78%
Texta - Viewed product (NY) Viewed Product	Live		2,479	DKK 4,638.59 DKK 1.87 / recipient	258.79%
Texta - High intent (NY) Added to TEXTA - High intent list	Live		443	DKK 4,106.96 DKK 9.27 / recipient	78.78%

#23 Custom Events

Events API overview

Before you begin

Check out our general [API overview](#) to make sure you're ready to get started with specific endpoints.



Check out our [YouTube tutorial on creating custom events](#) with the Events API.

Our [Events API](#) allows you to retrieve and create events, which are actions taken by Klaviyo profiles. Each event has exactly one metric (effectively the “event type”) associated with it and a timestamp for when it occurred. The metric and profile associated with an event are stored in the event's [relationships](#) object.

There are two types of endpoints within the Events API:

- Events endpoints for fetching or creating event data.
- Relationships endpoints for accessing a list of related metrics or profiles for a specific event.

#24 Master Template/Universal Content

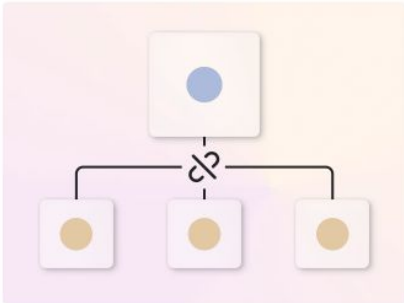
 Section

Footer_NY

287 emails or templates are using this universal content.

 Edit across all instances

 Unlink and edit independently



Edit universal content to update all instances across your emails and templates, or unlink this instance to edit it independently.

[Learn more about universal content](#) 


GRATIS FRAGT
OVER 249 KR.


LEVERET I FINE
SMYKKEÆSKER


30 DAGES RETUR &
GRATIS OMBYTNING

 sisi copenhagen

Rosenborggade 1B
1130 København K
shop@siscph.dk

Du modtager denne e-mail, da du har takket ja til at modtage salgsfremmende materiale fra Sisi Copenhagen. Ønsker du ikke at modtage flere e-mails? [{{% unsubscribe 'Afmeld dig her' %}}](#)

#25 MFL § 10, stk. 2

Kontaktinformation

Har du allerede en konto? [Log ind](#)

Mail



Hvis ikke du ønsker at modtage de bedste tilbud eller nyheder om lignende produkter fra din-webshop.dk via e-mail og SMS, kan du sige nej ved at fjerne krydset i feltet.

#26 Multiple Dates Properties

first child

Birthay

DD/MM/YYYY

Age

Select an option...

second child

Birthay

DD/MM/YYYY

Age

Select an option...

third child

Birthay

DD/MM/YYYY

Age

Select an option...

UPDATE MY INFO

klaviyo

← All profiles

Alex Palmer

alexxyoga@email.com • +61 0491 570 156 • Sydney, New South Whales, Australia

Details Metrics and insights Lists and segments Messages Objects

Pets in household

^ Baxter

Type
Dog

Breed
Labrador Retriever

Birthay
03/12/2018

Last purchase
Good Grains 20 lbs bag

^ Luna

Type
Cat

Breed
American shorthair

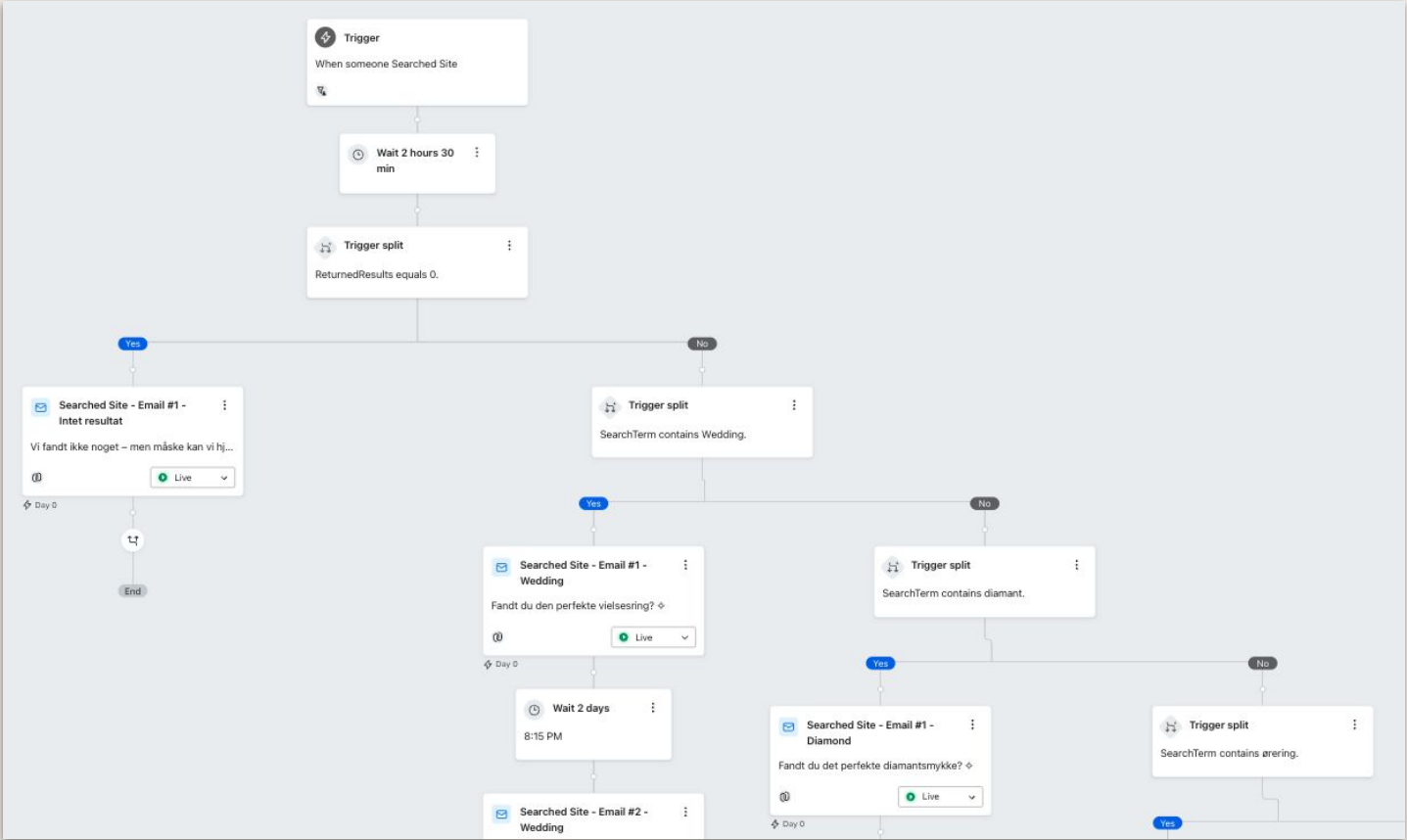
Birthay
06/23/2022

Last purchase
Plush birdie

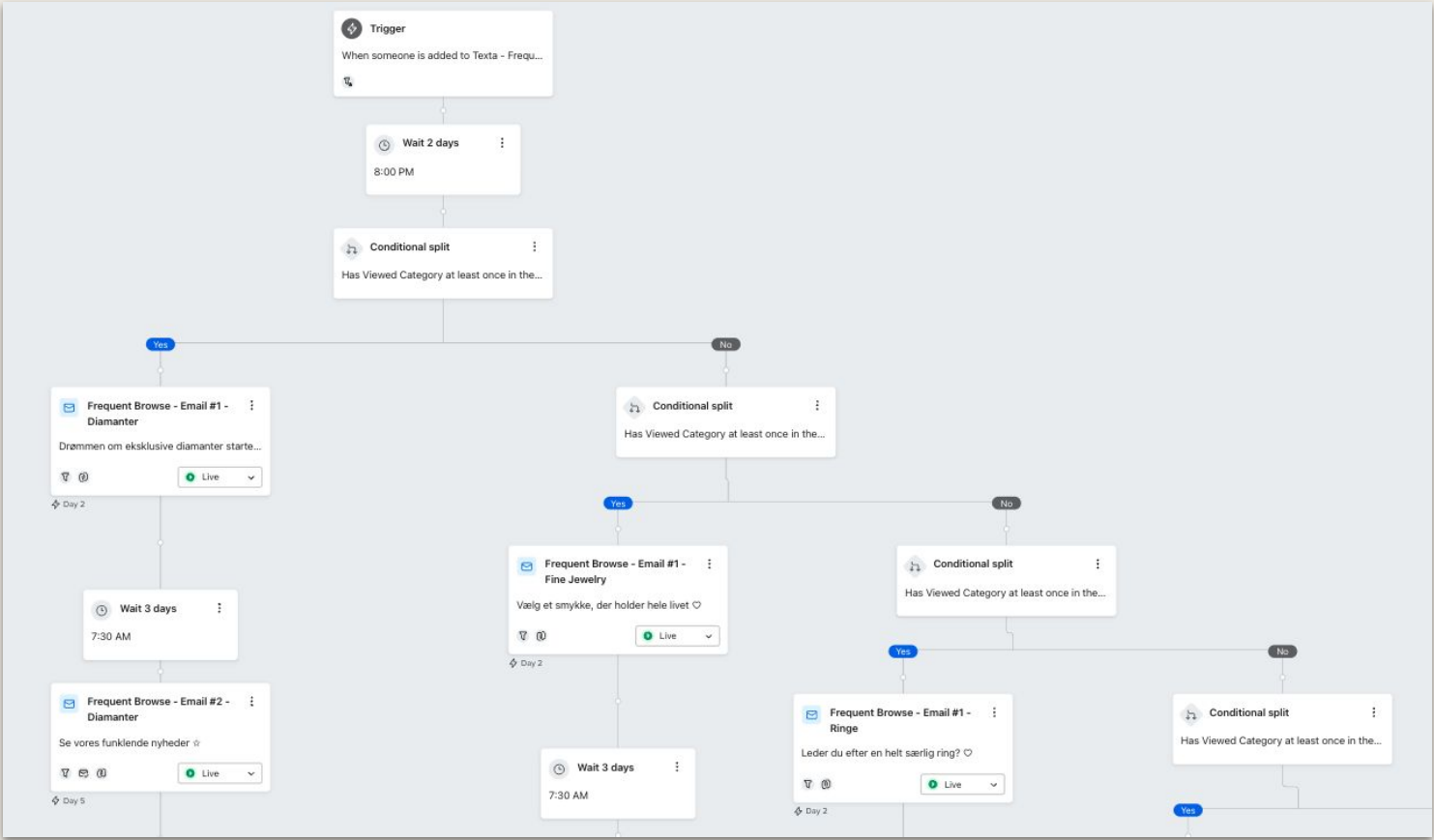
#27 Failed Payment

[illegible]

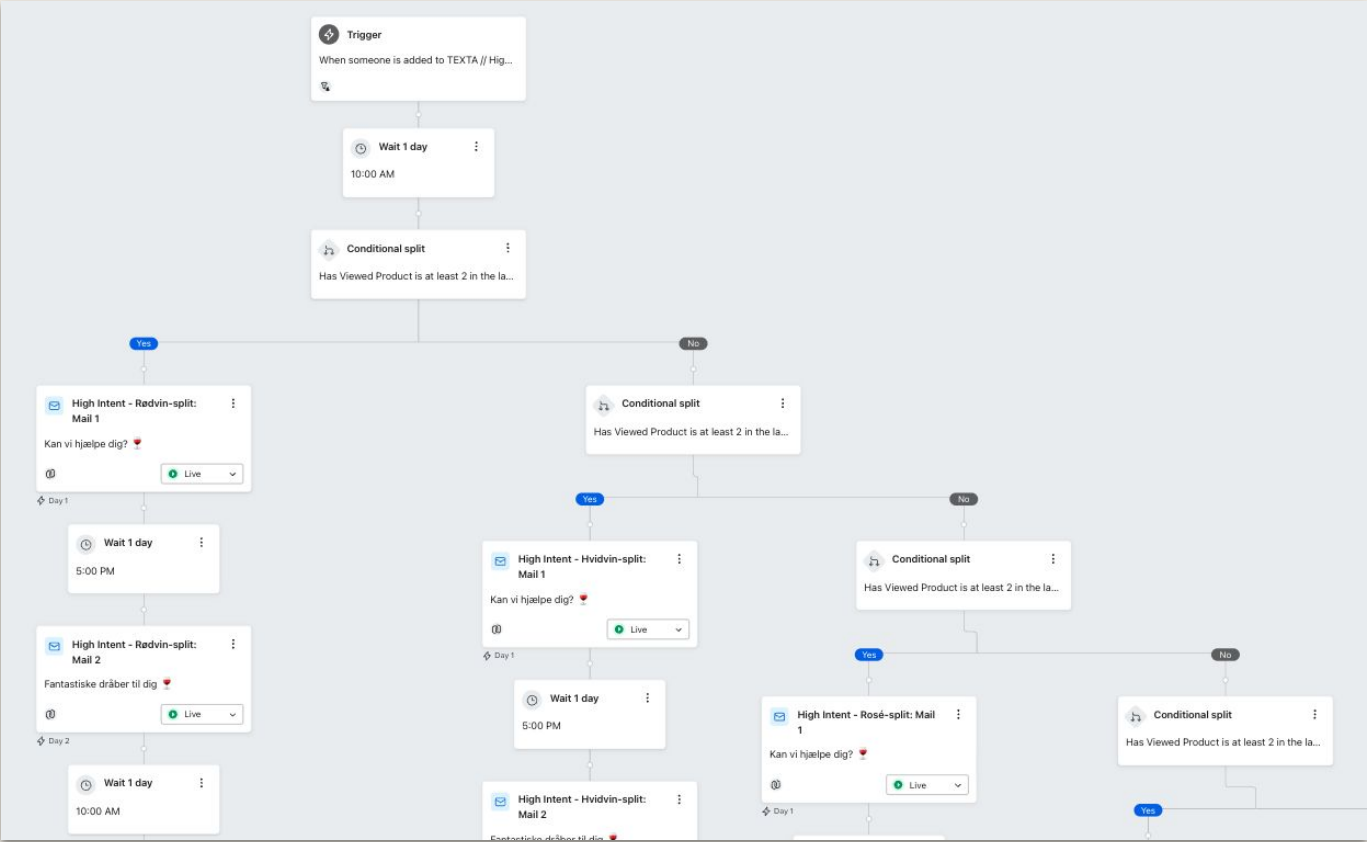
#28 Searched Site



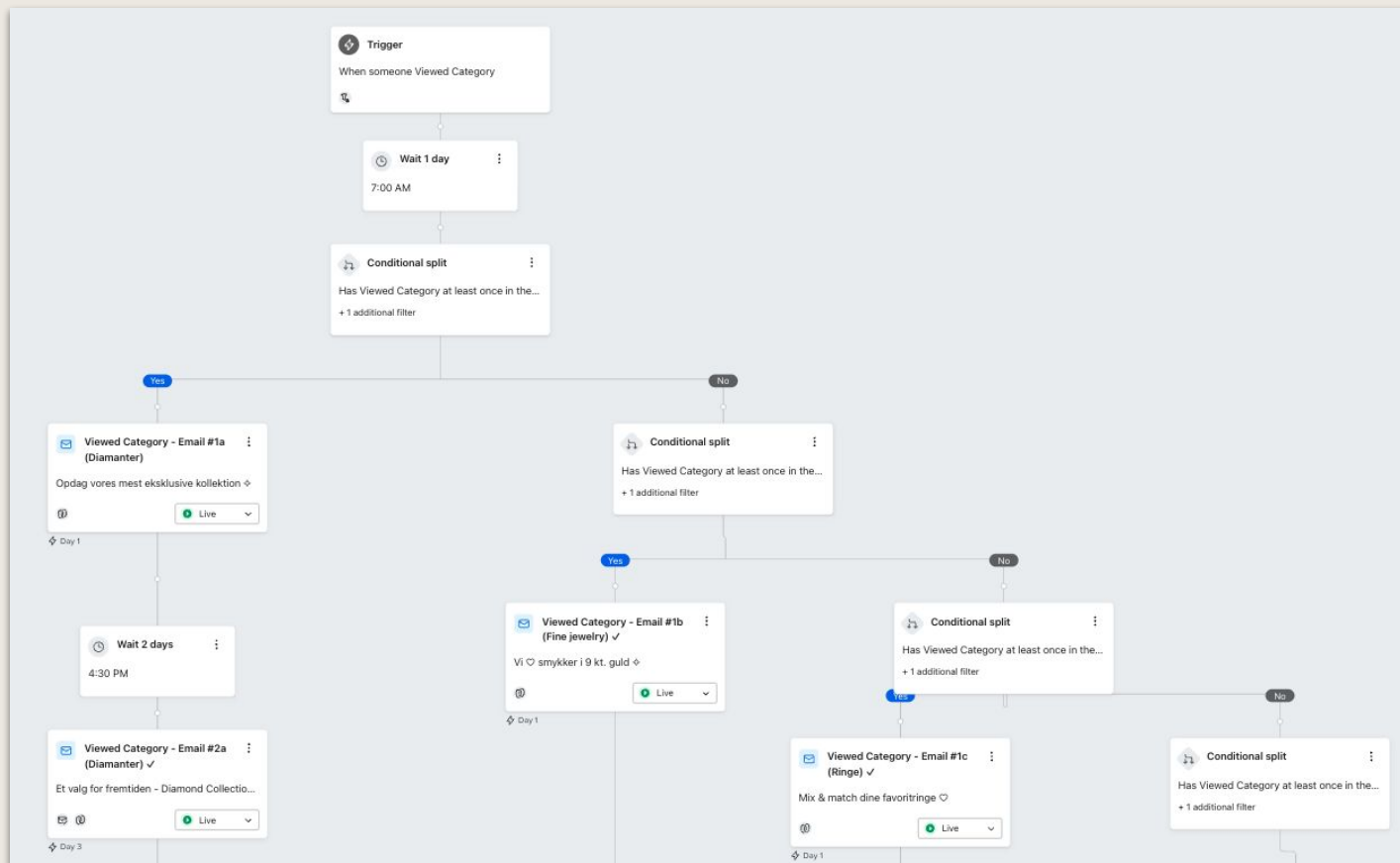
#29 Frequent Browser



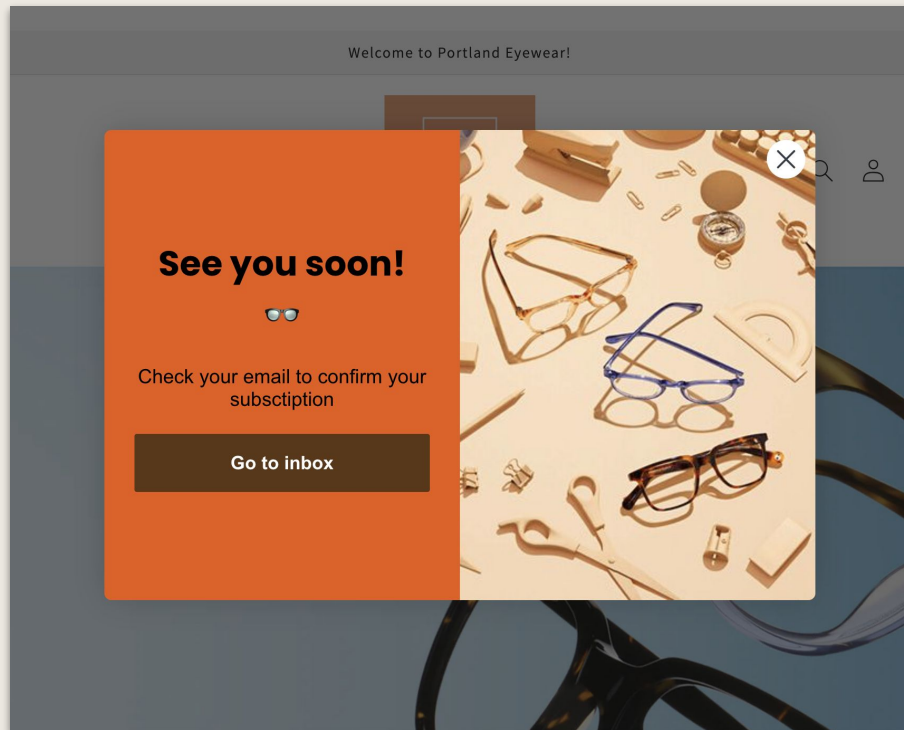
#30 High intent



#31 Viewed Category



#32 Go to Inbox



#33 Dark Mode-testing

Select inbox tests

Q

Search inbox providers

☐

Save selections as default inbox tests

^

Popular inbox tests

5 selected

Apple Mail 16

macOS 13

☒

Apple Mail

iOS 18

☒

Apple Mail Dark

iOS 18

☒

Gmail.com

Chrome

☒

Gmail App

Android 13

☒

✓

Dark mode

1 selected

[Learn more](#)

✓

Mobile

3 selected

✓

Desktop

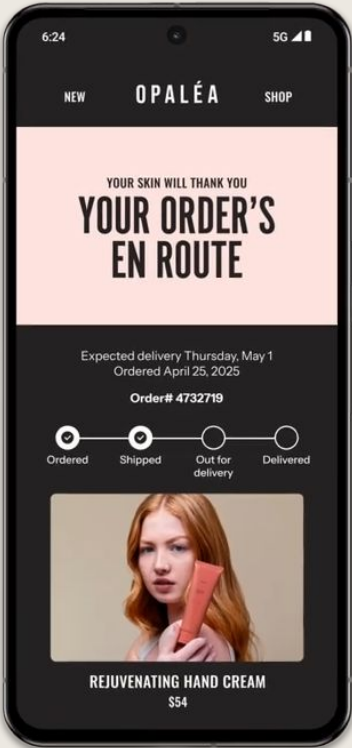
1 selected

⋮

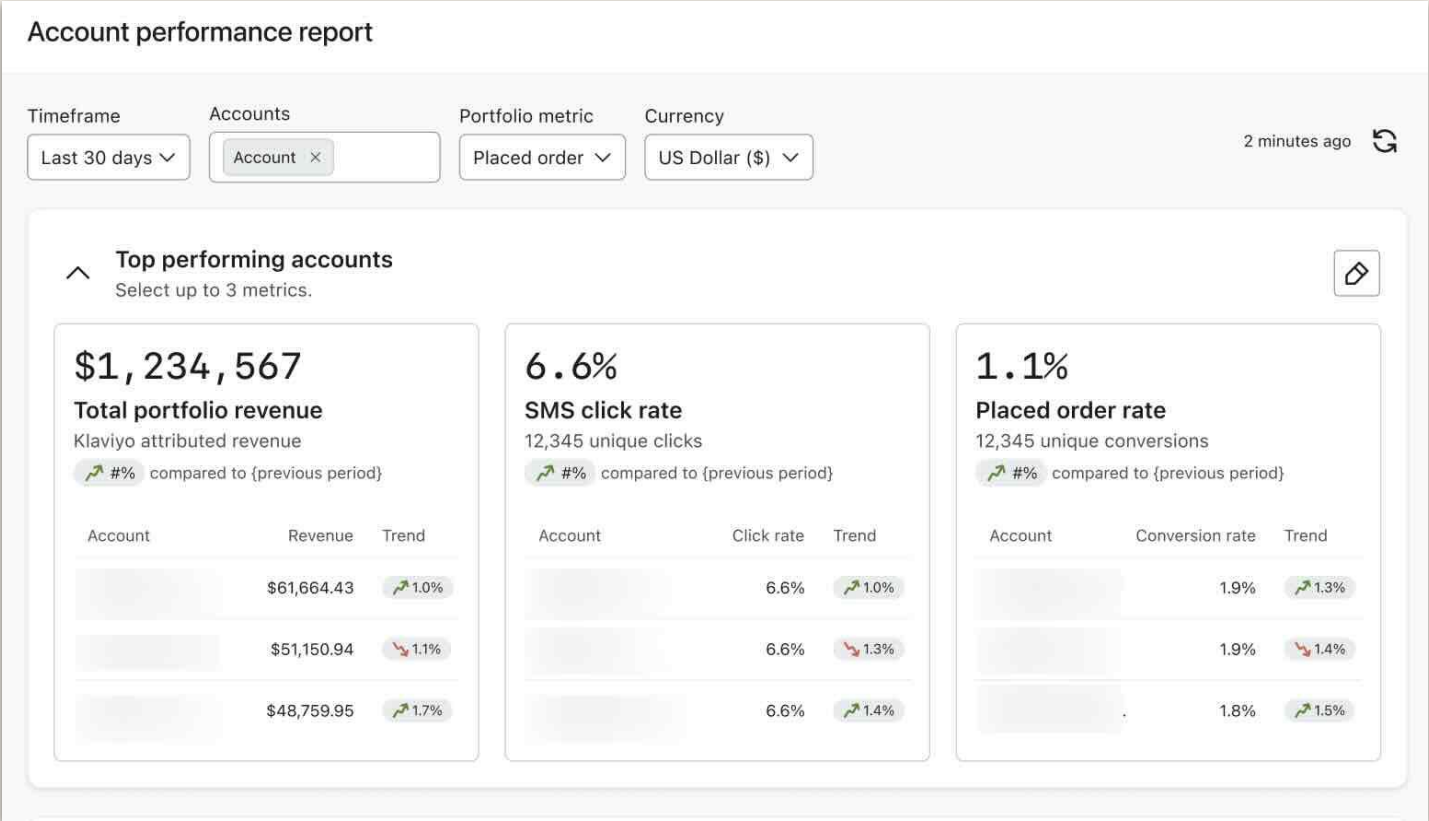
Web

Run test

5 selected



#34 Portfolio Management



#35 Auto-downgrade

Profiles auto-downgrade

Update

Your plan will be automatically downgraded based on your active profile count 24 hours before your billing cycle turnover. This feature (auto-downgrade based on profiles) cannot be used with the option to auto-upgrade based on sends.

☐ Auto-downgrade profiles

#36 Deliverability Reports

Key metrics

Open rate

71.8%

↗ 6.82%

Click rate

1.98%

↗ 0.54%

Bounce rate

0.34%

↘ 0.07%

Unsubscribe rate

0.35%

↘ 0.02%

Spam complaint rate

0.003%

↘ 0.004%

Inbox provider	Recipients	Open	Click	Bounce	Unsubscribe	Spam complaint
Hotmail / Outlook	119,489	66.31% 79,078 recipients	1.50% 1,786 recipients	0.19% 225 recipients	0.27% 325 recipients	0.01% 7 recipients
Gmail	112,502	76.45% 85,946 recipients	2.28% 2,563 recipients	0.07% 76 recipients	0.43% 479 recipients	0.00% 0 recipients
Apple	11,166	88.06% 9,810 recipients	2.18% 243 recipients	0.23% 26 recipients	0.28% 31 recipients	0.00% 0 recipients
Other	11,105	62.59% 6,612 recipients	3.07% 324 recipients	 4.87% 541 recipients	0.43% 45 recipients	0.00% 0 recipients
Verizon Media Group	9,018	71.82% 6,469 recipients	2.51% 226 recipients	0.12% 11 recipients	0.37% 33 recipients	0.01% 1 recipients

Total recipients: 274,665

#37 Predicted Data

Segment builder

Name*

Predicted Gender

Tags

Select tags

Predictive analytics about someone

Predicted Gender

is

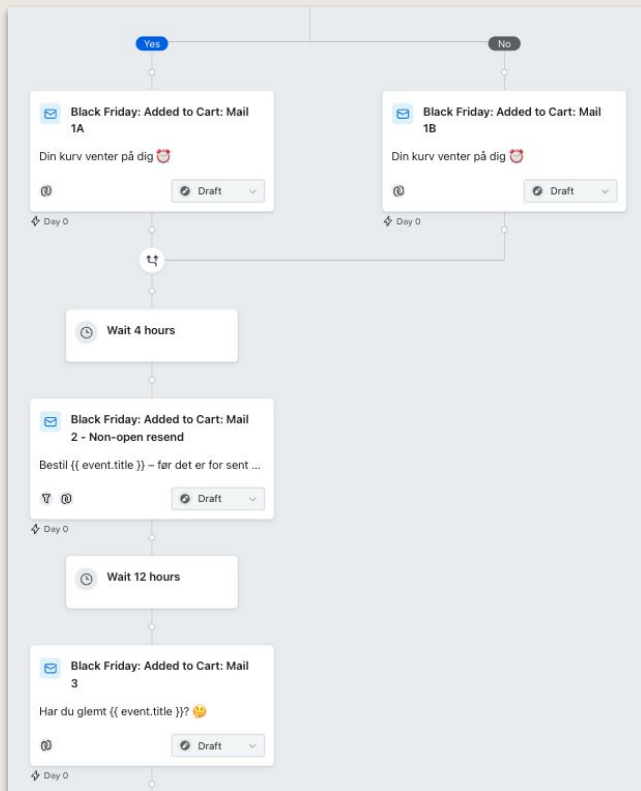
Likely Male

+

Add condition

105,522

#38 Non open-resending



Additional filters

Add additional filters to this email to further restrict who will receive it.

What someone has done (or not done) ▾	
Person has	Opened Email ▾
where	Campaign Name ▾
equals	Added to Cart: Mail 1A
	zero times ▾
	since starting this flow ▾
OR	
What someone has done (or not done) ▾	
Person has	Opened Email ▾
where	Campaign Name ▾
equals	Added to Cart: Mail 1B - Mobilepay
	zero times ▾
	since starting this flow ▾
OR	

#39 Plain text

FROM [REDACTED]
SUBJECT 🍕PIZZAOVN TILBAGE PÅ LAGER!!

Hej Cilie,

Vi har noget vildt at fejre! Vi har nu solgt over **1 million flasker** af Vianora, Boccantino Primitivo-Susumaniello og Menzattia 18 – og det kræver en ordentlig fejring.

I går solgte vi **50 smagekasser inkl. pizzaovn på under 30 minutter**. Mange gik forgæves, men nu har vi skaffet flere pizzaovne! Denne gang er det **Håws pizzaovne** (= endnu større værdi!), og du kan få fingrene i én af dem.

Køber du vores fejrbundle med 18 italienske rødvine, får du en Håws pizzaovn med i købet – stadig til kun **1399,-**

[Bestil her med fri fragt](#)

Antallet er begrænset og tilbuddet gælder kun så længe lager haves.

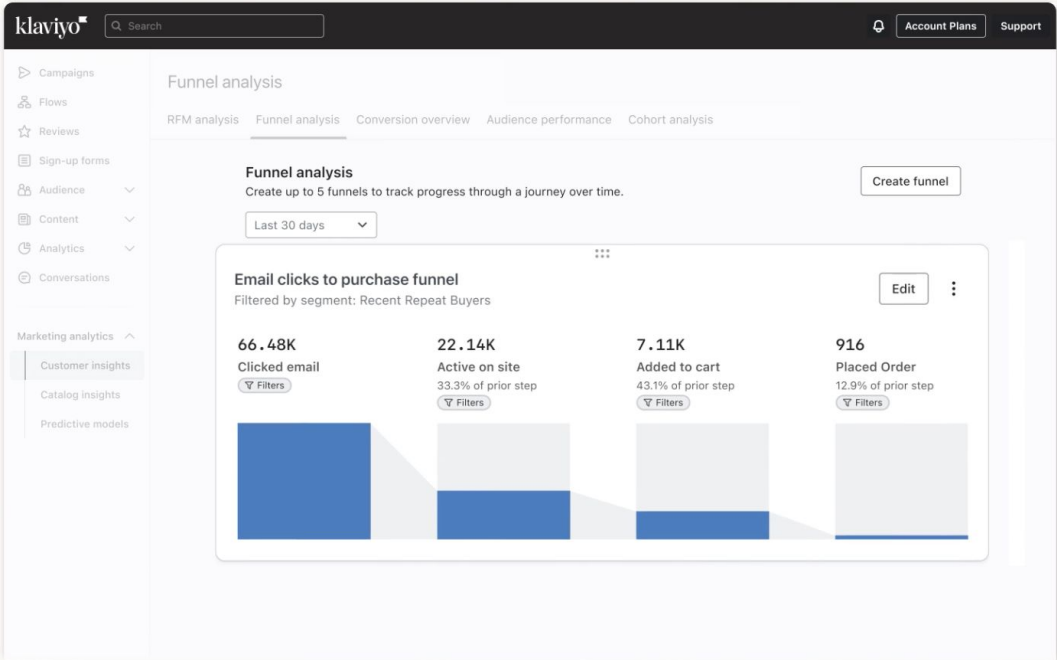
De bedste weekend hilsner,

[Arneid dig her](#)

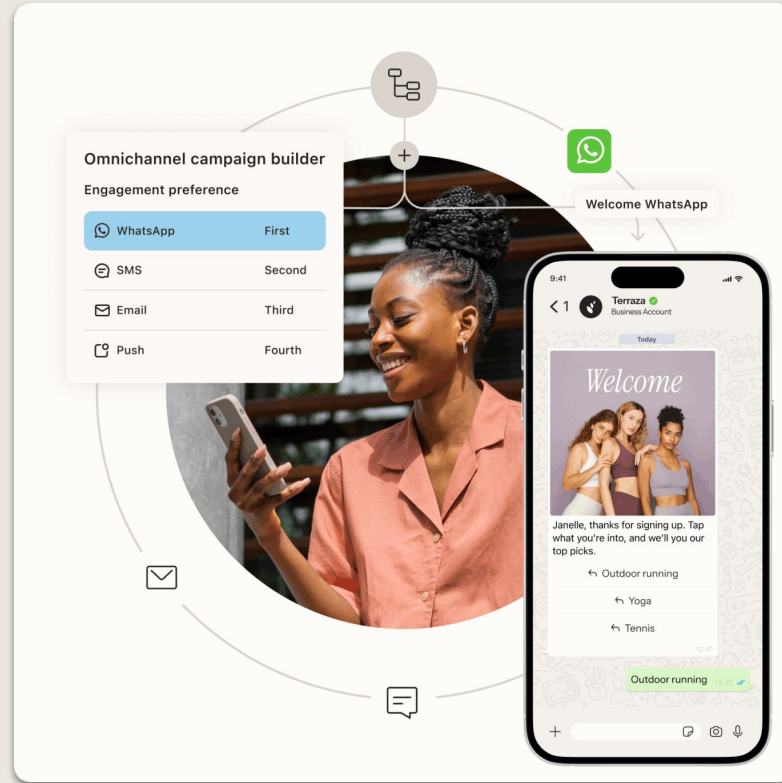
#40 Audience Breakdowns

List or Segment	Total Reci...	Bounces	Opens	Clicks	Placed Or...	Revenue ↓
SM A0-30 dage engaged	43,479 99.78%	0.22% 96 recipients	77.90% 33,793 recipients	1.09% 472 recipients	0.04% 18 recipients	DKK 17,484
Smykkeinteresse: Diamond (MED SAMTYKKE)	5,939 99.76%	0.24% 14 recipients	57.54% 3,409 recipients	4.15% 246 recipients	0.07% 4 recipients	DKK 8,888
Interests: Diamonds	5,623 99.79%	0.21% 12 recipients	57.41% 3,221 recipients	4.12% 231 recipients	0.07% 4 recipients	DKK 8,888
SM E121-180 dage engaged	2,874 99.79%	0.21% 6 recipients	2.96% 85 recipients	0.35% 10 recipients	0.00% 0 recipients	DKK 0
SM D91-120 dage engaged	1,839 99.78%	0.22% 4 recipients	5.56% 102 recipients	0.22% 4 recipients	0.00% 0 recipients	DKK 0
SM C61-90 dage engaged	2,087 99.52%	0.48% 10 recipients	8.43% 175 recipients	0.39% 8 recipients	0.00% 0 recipients	DKK 0
SM B31-60 dage engaged	4,403 99.66%	0.34% 15 recipients	9.98% 438 recipients	0.52% 23 recipients	0.00% 0 recipients	DKK 0

#41 Marketing Analytics



#42 Omnichannel Campaigns



#43 Channel Affinity

← All profiles



Alexa Palmer

alexapalmer@email.com • +61 0491 570 156 • Sydney, New South Whales, Australia

Details

Metrics and insights

Lists and segments

Channel affinity ⓘ

✦ Klaviyo AI

Optimize communications based on highest engagement potential.

Channel	Engagement preference ↑
 SMS	First
 Email	Second
 Push	Third

#44 Multi-touch attribution

Patrik Junker Ravn · 1.
 ☑ Skaber liv i din indbakke & på din bundlinje | Head of E-mail Marketing...
 4d · 📧

Omnichannel attribution er landet i Klaviyo 🎉

Klaviyo udruller endnu et tiltag i deres rejse mod at være mere end en e-mail marketing platform. Denne gang ved at give os omnichannel attribution.

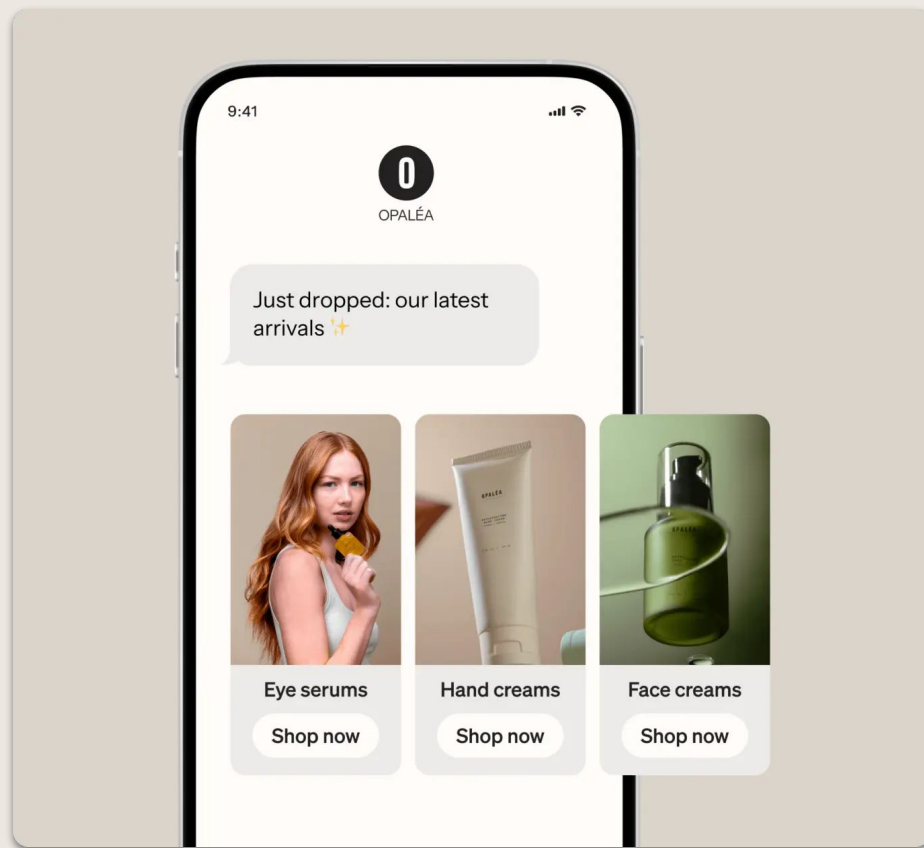
Kort sagt: Et forsøg på at give marketingteams et samlet overblik over performance på tværs af alle kanaler.

Ved første øjekast er der gode og mindre gode sider af funktionen:

- ❌ Du har blot to attribueringsmodeller: Linær og Last Click (🔍)
- ✅ Til gengæld ligger der et stærkt overblik over aktive UTM kampanjer, der viser trafik, konverteringsrater mm. for hver enkel kampagne.

Nogle der har fået sat det op? Hvad er jeres oplevelse? 😊

#45 RCS



Tak for opmærksomheden.

Texta | www.texta.dk | kontakt@texta.dk | +45 60 54 61 24

