

RETENTION CASE STUDY • 001

The Retention System

Applied to LUMÉ — French Skincare

A repeatable Klaviyo retention framework — from diagnostic audit to segmentation, lifecycle automation, on-brand design, and a live measurement layer.

PLATFORM

Shopify × Klaviyo

DISCIPLINE

Lifecycle Retention

SCOPE

4 Flows • 5 Segments

Most DTC brands leave the majority of email revenue *on the table.*

For a premium skincare brand like LUMÉ, email should drive roughly a quarter of total revenue. The reality at the start: flows were incomplete, the list was treated as one undifferentiated blast audience, and there was no way to see deliverability decaying until it was too late.

EMAIL % OF REVENUE

11%

Starting point

BENCHMARK — PREMIUM DTC

28%

Where it should sit

REVENUE RECOVERABLE

17pts

The opportunity

The gap isn't a creative problem — it's a **systems** problem. Closing it means treating retention as infrastructure: diagnose, segment, automate, design, and measure as one connected loop.

Three findings that capped revenue.

Every engagement opens with a structured audit across seven zones. For LUMÉ, three findings accounted for most of the lost revenue.

01 Core lifecycle flows missing or incomplete

ZONE • FLOWS

Welcome, abandoned checkout, post-purchase, and winback were either absent or sending generic one-offs. The highest-RPR automations — the ones that run 24/7 — weren't capturing intent.

02 List treated as one undifferentiated audience

ZONE • SEGMENTS

No RFM scoring, no exclusion logic. Best customers and dormant contacts received identical sends, suppressing engagement and quietly eroding deliverability.

03 No visibility into deliverability health

ZONE • DELIVERABILITY

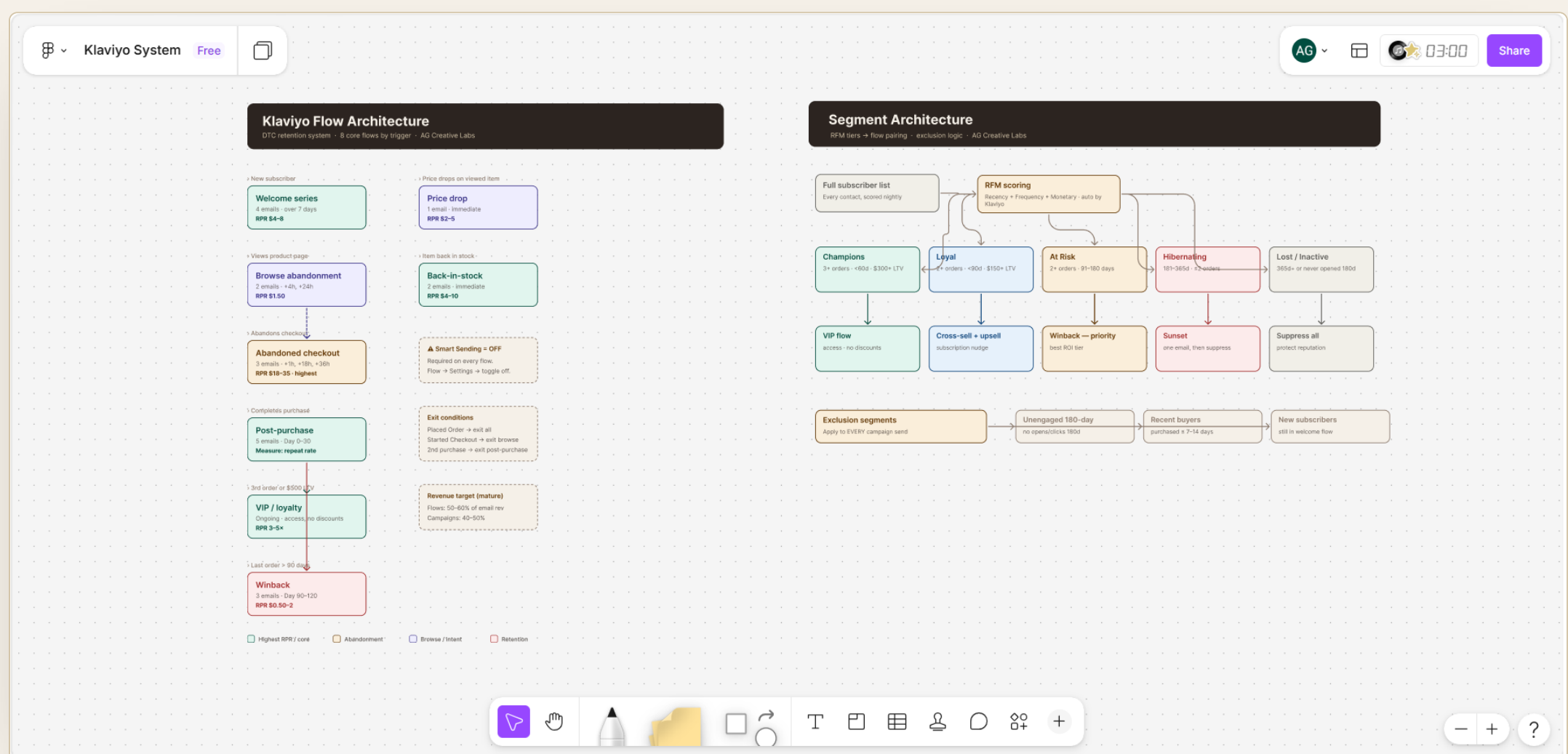
Complaint rate, unsubscribe trend, and active-subscriber ratio went unmonitored — problems would only surface after revenue had already dropped.

THE FIX

Rebuild retention as one connected system — segmentation feeding flows, flows feeding measurement, measurement protecting the sender reputation that keeps the whole thing running.

Who gets what, and who gets left alone.

Every contact is scored nightly on Recency, Frequency, and Monetary value, then routed to the flow that fits their stage. Exclusion logic is applied to *every* send — it's a deliverability tool, not just a targeting one.



ROUTING

Champions & Loyals → VIP and cross-sell. At-Risk → winback on day 91. Hibernating → sunset sequence.

PROTECTION

Unengaged 180-day, recent buyers, and active welcome-flow contacts are excluded from campaigns to guard reputation.

The flows that run the revenue.

Four core lifecycle flows, each with conditional logic, exit conditions, and Smart Sending off. Below: the full Welcome flow — branching on purchase and engagement so no one is double-sold or over-mailed.

DESIGN PRINCIPLE

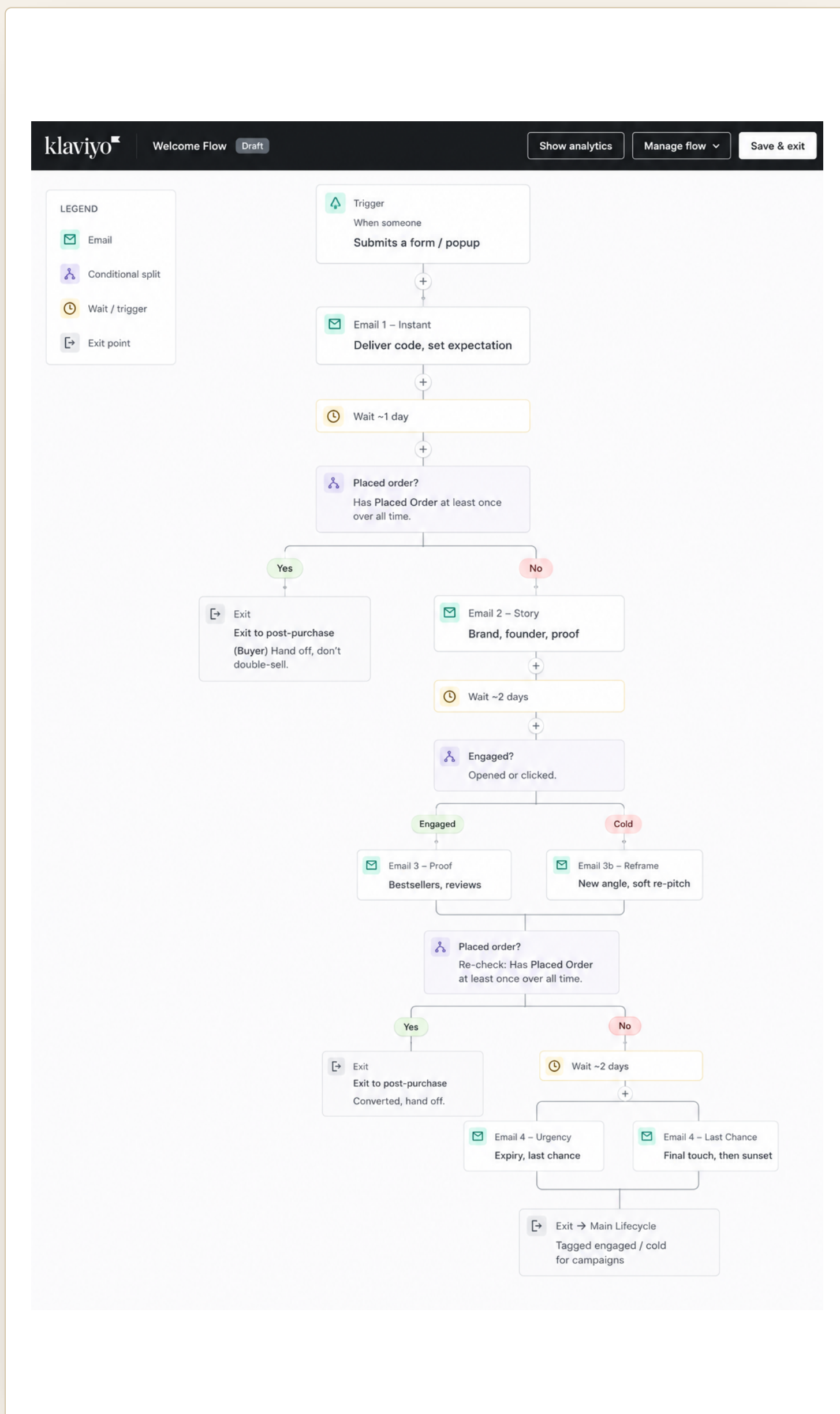
Branch on behaviour, not on time alone.

Buyers exit to post-purchase. Engaged subscribers get proof; cold ones get a re-framed pitch. A final re-check prevents selling to anyone who already converted mid-flow.

NON-NEGOTIABLE

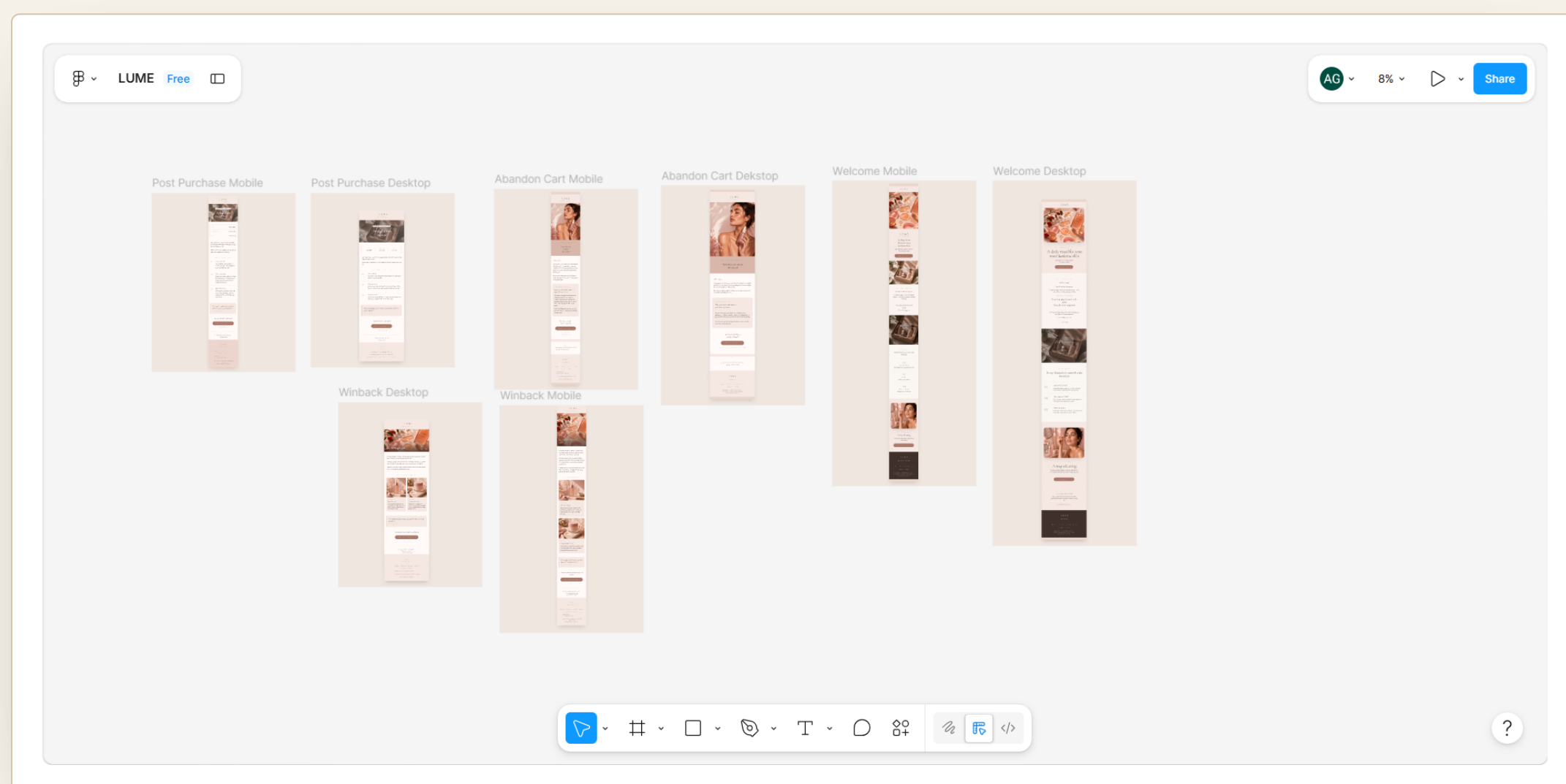
Smart Sending = OFF

On every flow, so transactional-intent emails always deliver.



Designed to match the brand, not the template.

Each flow rendered as on-brand, responsive email — welcome, abandoned cart, post-purchase, and winback, in both mobile and desktop. Editorial layout, warm palette, restrained type: built for a premium skincare buyer.



4

Flows designed

8

Responsive layouts

2

Breakpoints each

*Mobile-first, because that's where
skincare buyers open.*

A system you can see working.

Retention without measurement is guesswork. A live health dashboard tracks the vital signs — active subscribers, complaint rate, engagement — with red/amber/green thresholds and a clear action for each.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	EMAIL HEALTH DASHBOARD																
2	Track your email program's vital signs. Enter data in BLUE cells. Green = Healthy Yellow = Warning Red = Critical																
3																	
4	📅 CURRENT MONTH DATA																
5	Reporting Month: February 2026																
6		Metric	Your Data	Sample	What This Means												
7		Total Subscribers	1,00,000	1,00,000	Everyone in your database												
8		Emails Sent This Month	20,000	80,000	Total emails delivered (not bounced)												
9		Total Opens This Month	16,000	16,000	Unique opens (be aware of Apple MPP inflation)												
10		Total Clicks This Month	3,200	3,200	Unique clicks												
11		Subscribers Who Opened	18,000	18,000	Anyone who opened, clicked, or took action												
12		Unsubscribes This Month	5,000	120	Total opt-outs												
13		Spam Complaints This Month	15	15	People who marked as spam												
14		Hard Bounces This Month	50	50	Permanently failed addresses												
15																	
16																	
17	📊 YOUR DELIVERABILITY VITAL SIGNS																
18	Metric	Your Score	Benchmark	Status	What To Do												
19	Monthly Active Subscribers (MAS)	18,000	Growing month	✓ Healthy	Your real reach. Track this monthly - if it's shrinking, you're losing audience.												
20	MAS as % of Total List	18.0%	>15% = Excellent	✓ Healthy	What % of your list is actually reachable and engaged? Anything under 10% means most of your list is dead weight.												
21	Complaint Rate	0.08%	<0.10% Good <0.05% Excellent	✓ Healthy	CRITICAL METRIC. If people mark you as spam, your deliverability drops. Above this = instant spam filtering. This is now a hard stop limit at 0.3%.												
22	Unsubscribe Rate	25.00%	<0.25% Typical	⚠ Check Segments	Not inherently bad - shows visibility. What matters is WHO is unsubscribing.												
23	Open Rate (UTO)	31.25%	<1.0% Good <0.5% Excellent	⚠ Something Breaking	CRITICAL METRIC. Of people who opened, what % unsubscribe? Rising UTO = non-conforming list.												
24	Open Rate	80.0%	15-25% (Apple)	✓ Healthy	NO CONSIDERABLE INFLATION TO APPLE MPP. Use for trends only, not absolute deliverability.												
25	Rate	16.00%	2-5% Typical	✓ Healthy	True engagement signal. Not inflated by automation.												
26	Rate	0.25%	<2% Good <5% Excellent	✓ Healthy	Natural decay is 2-3% monthly. Above 5% signals bad acquisition or old data.												
27																	
28																	
29	⚡ IMMEDIATE ACTION ITEMS																
30	• If Complaint Rate > 0.30%: STOP SENDING. Segment and clean immediately. You're at Yahoo's hard limit.																
31	• If MAS is declining month-over-month: You're losing reach. Start re-engagement campaigns to inactives.																
32	• If UTO is rising: Something is breaking under attention. Review recent campaigns and frequency changes.																
33	• If Hard Bounce Rate > 5%: List quality crisis. Audit acquisition sources and implement double opt-in.																
	• If MAS < 10% of list: Most of your list is dead weight. Consider sunseting 2+ year inactives and re-allocation budget to acquisition.																