

Klaviyo Lifecycle & Email Revenue Performance

Stefan Blagojevic

Email Marketing Strategist | Klaviyo Lifecycle & Retention Specialist

About

Email Marketing Strategist specializing in Klaviyo lifecycle systems, retention strategy, and revenue-driven email programs for eCommerce brands.

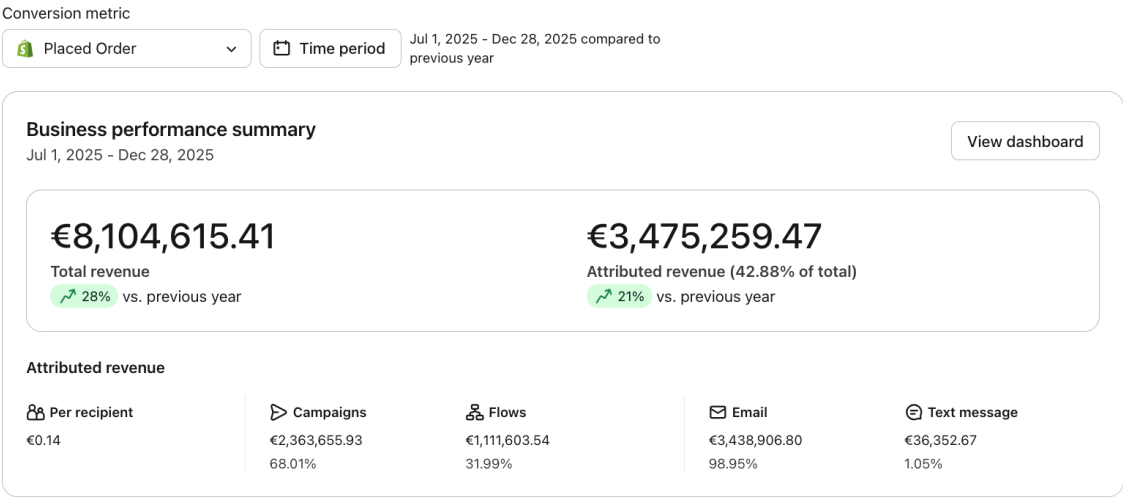
Currently managing multiple email programs contributing to over \$3.5M in revenue through lifecycle optimization, segmentation, and performance-focused campaign execution.

Email Performance Across Managed Accounts

The performance snapshots below highlight results from email programs managed across multiple eCommerce brands. These examples demonstrate how structured lifecycle systems, segmentation strategies, and performance-driven campaign execution can turn email into a major revenue channel.

Across different accounts and reporting periods, email consistently contributes a significant share of total store revenue while automated lifecycle flows generate a large portion of that revenue.

Revenue Performance Snapshot



Example performance snapshot showing total store revenue and email attributed revenue within Klaviyo reporting.

Lifecycle Flow Performance

Business performance summary

Sep 1, 2025 - Oct 31, 2025

View dashboard

\$1,161,576.09

Total revenue

↗ 9%

 vs. previous period

\$421,664.80

Attributed revenue (36.30% of total)

↗ 14%

 vs. previous period

Attributed revenue

👤 Per recipient

\$0.18

📺 Campaigns

\$92,730.05

21.99%

🔗 Flows

\$328,934.75

78.01%

✉ Email

\$403,516.83

95.70%

📧 Text message

\$18,147.97

4.30%

Top performing flows

Sep 1, 2025 - Oct 31, 2025

View all flows

Flow	Status	Type	Deliveries	Placed Order	Percent change
UE Welcome Flow UPDATED Added to Email Subscribers list	🟢 Live	✉ A/B	28,952	\$219,045.94 \$7.57 / recipient	↗ 10.88%
UE Abandoned Cart UPDATED Added to Cart	🟢 Live	✉ A/B	38,379	\$40,811.14 \$1.06 / recipient	↗ 18.41%
UE Abandoned Checkout UPDATED Checkout Started	🟢 Live	✉ A/B	4,801	\$24,757.05 \$5.16 / recipient	↗ 41.48%
UE Post Purchase UPDATED Placed Order	🟢 Live	✉	14,304	\$15,561.37 \$1.09 / recipient	↗ 67.84%

Automated lifecycle flows generating consistent revenue through optimized welcome, abandonment, and post-purchase sequences.

Revenue Growth Snapshots

Business performance summary

Nov 1, 2025 - Jan 21, 2026

View dashboard

\$1,414,924.98

Total revenue

↘ 11%

 vs. previous period

\$243,128.15

Attributed revenue (17.18% of total)

↗ 372%

 vs. previous period

Attributed revenue

👤 Per recipient

\$3.67

📺 Campaigns

\$58,333.38

23.99%

🔗 Flows

\$184,794.77

76.01%

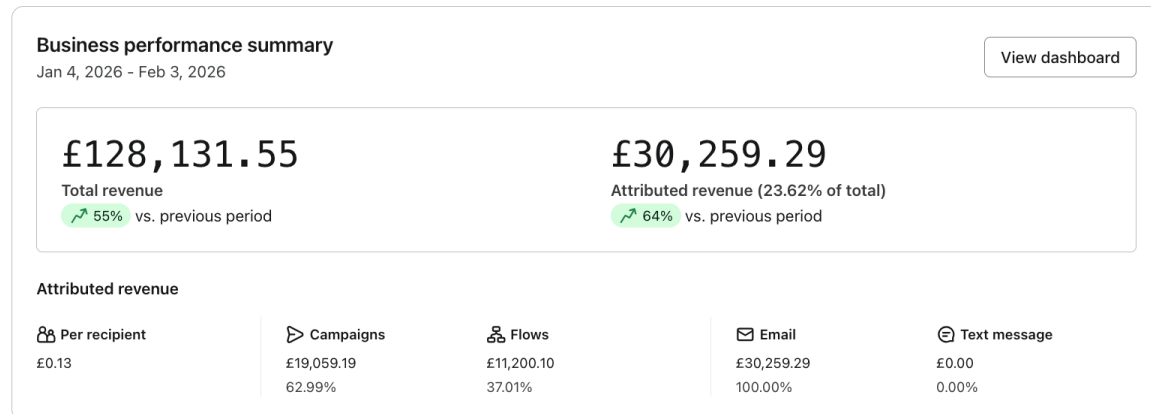
✉ Email

\$243,128.15

100.00%

📧 Text message

Set up text messaging for free →



These examples illustrate how lifecycle optimization, segmentation, and structured campaign execution can significantly increase email attributed revenue over time.

Lifecycle Systems I Build

- Welcome Flow
- Abandonment Flows
- Post-Purchase Upsell / Replenish
- Winback / Reactivation
- VIP Segmentation

Optimization Focus

- A/B testing (subject lines, offers, segments)
- Campaign calendar planning
- Revenue per recipient optimization
- Deliverability and list hygiene

Tools

Klaviyo | Shopify | Yotpo | Google Analytics | Figma

Some of the clients:

- [Prograde Digital](#)
- [Wild West Boots](#)
- [NeuralDPS](#)

Note: Due to client NDAs, brand names and certain campaign assets cannot be publicly shared.