Site Abandonment Workflow for The Early Checkout Readers <mark>[MAKE A COPY OF THIS DOCUMENT]</mark>
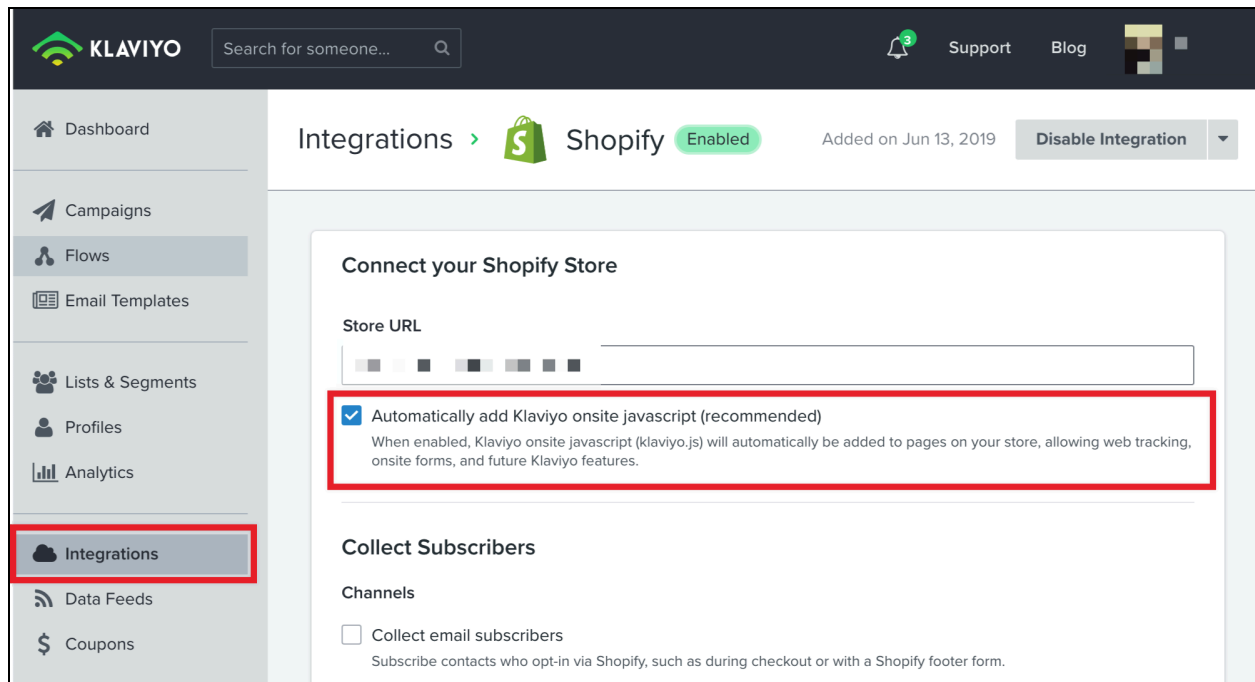
This workflow was provided exclusively to The Early Checkout readers by [Build, Grow, Scale](#) who've generated over $400M in ecommerce sales.

To get this flow to work, you need to set up your "Active on Site" metric. But don't worry, I'm here to walk you through it! This flow also requires that you have a subscriber already on your list.

Let's set up the "Active on Site" metric:

1. Open Klaviyo and click "Integrations" on the left-hand side of the panel.
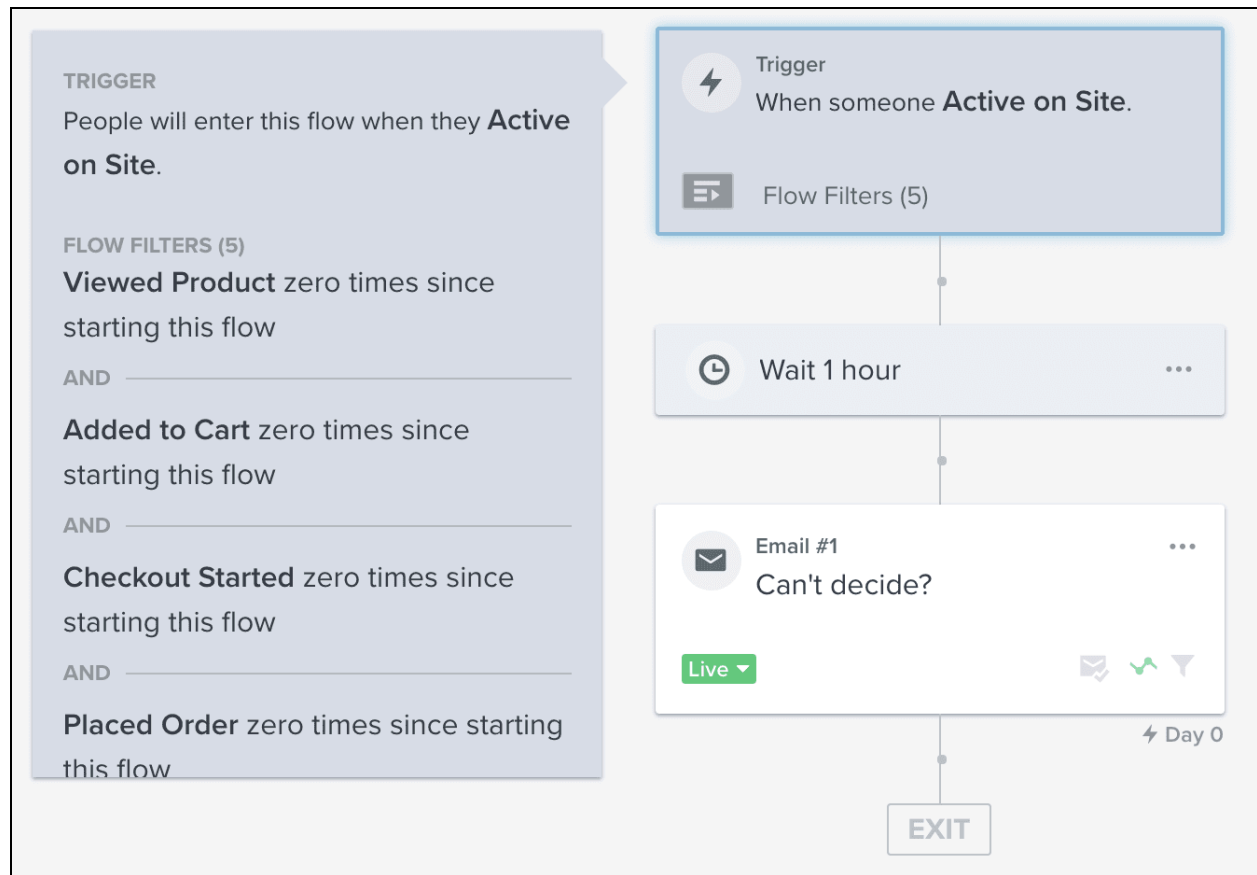2. Check the box that reads, "Automatically add Klaviyo onsite JavaScript (recommended)."

You are done! Klaviyo will now begin tracking the "Active on Site" metric. After a few minutes, you should also be able to see this within the "Analytics" tab.

Purpose: A subscriber is active on your site but doesn't take any further action (such as view a product, add a product to the cart, or checkout).

Trigger: "Active on Site"

Flow Filters (5): "Viewed Product" + zero times since starting this flow **AND** "Added to Cart" + zero times since starting this flow **AND** "Checkout Started" + zero times since starting this flow **AND** "Placed Order" + zero times since starting this flow **AND** "Has not been in flow at any time."

Trigger

When someone **Active on Site**.

Flow Filters (5)

🕐 Wait 1 hour   •••

✉ Email #1   •••

Can't decide?

Live ▾

⚡ Day 0

EXIT

Tip: *You may decide to change the final filter from hours to a number of weeks instead of "Has not been in flow at any time." But I'd approach this flow with caution as it can come across as a little creepy. The best way to overcome this is to inject humor into your emails.*

Site-abandonment email swipes

Email 1: Trigger 1 hour after site abandonment
Subject line: I saw you checking us out!
Preview text: See something you like? At 30% OFF, these could sell out today with the Black Friday frenzy …

Take a Peek at Our
Black Friday Best Sellers!

Hey **\<Firstname\>**,

Thanks for stopping by our store during the crazy Black Friday frenzy!

See something you like? At 30% OFF, these [best sellers](#) could sell out today!

One of these items has your name all over it!

\<insert product catalog\>

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

See our full collection below

Best Sellers

\<Sign off\>

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