



Klaviyo Reviews Onboarding

Use this checklist to keep track of your accounts' progress.

Note: It may be helpful to make a copy of this document for each account you are onboarding onto Klaviyo Reviews

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Pre-Launch Objectives:

Prerequisites for Launch		
Install the Klaviyo Reviews app	☐ Install the Klaviyo Reviews app on your client's store. Klaviyo Reviews is compatible with Shopify and Woo.	Getting Started with Klaviyo Reviews
Install reviews widgets	☐ Install reviews widgets on your client's site. Reviews widgets allow you to display products' star ratings, review summaries, and individual reviews on product pages and elsewhere on the site.	Install Reviews Widgets on Your Site
Import previous reviews data	☐ If applicable: Import your client's previous reviews data into Klaviyo.	Migrate from a Previous Reviews Platform
Sync reviews to google shopping	☐ If applicable: Sync reviews with Google Shopping so shoppers from across the web can see your customer ratings.	How to Sync Reviews to Google Shopping
Set up custom questions	☐ If applicable: Use custom questions to collect	How to Create Custom Review Questions

additional information from reviewers.

Data Integrations

Import previous reviews data

- ☐ If applicable: Import your client's previous reviews data into Klaviyo.

[Migrate from a Previous Reviews Platform](#)

Automation:

Flows

Request reviews from customers

- ☐ Request reviews from your client's customers using a flow.

[How to Request Reviews from Your Customers with Klaviyo Reviews Flows](#)

Create a review follow up flow

- ☐ Create a review follow up flow to reward customers for leaving a review.

[Create a Review Follow-up Flow](#)

Create a support ticket when you receive a negative review

- ☐ If applicable: Create a customer service ticket when you receive a negative review so that your team can follow up.

[Create a Customer Service Ticket when You Receive a Negative Review](#)

Prepare to Go Live:

Test and Review

Test your setup	☐ To ensure you're ready to cut over to Klaviyo Reviews, test your setup in Klaviyo.	Test Your Reviews Setup
Stop collecting reviews from previous provider	☐ Stop collecting reviews from your client's previous provider	
Review your prioritization settings	☐ Review and make adjustments to which items Klaviyo prioritizes for reviews	Understanding How Klaviyo Prioritizes Review Requests

Optimize

Improve		
Feature reviews in flows	☐ Feature positive reviews in high traffic flows, like abandoned cart.	Feature Reviews in Key Messages
Use custom questions in segmentation	☐ Use information from customer reviews to enhance your client's segmentation.	Use Customer Reviews Data to Enhance Segmentation
Improve SEO	☐ Customer reviews can offer SEO benefits by improving your rankings in search results, adding keyword-rich content to your product pages, and helping you understand the language your customers use to find what they need.	How to Improve SEO with Klaviyo Reviews

Want more strategy guidance? Check out the [Reviews Strategy Workbook](#).