

\$65K of incremental revenue is sitting in customers you already paid to acquire. The shippable work is lifecycle-first: replenishment and win-back now, proof-capture before any creator/referral scale-up.

AUDIT PERIOD

May 25 → May 26

BUYERS IN WINDOW

18,181

WEEK 0 · THE DIAGNOSTIC

\$65K

of incremental revenue is captureable in year 1 across the top 4 opportunities this brand has built the audience for — grounded in the Loyalty & Referral motion. Steady-state by year 2-3 reaches \$144K.



The top of the funnel is healthy. The middle layer is where the revenue keeps slipping past.

Acquisition is working. Repeat behavior — and the plays you haven't run against it — is where the next 90 days of spend should go. Affiliate is worth validation, but no real creator/referral proof feed is present yet.

ENGAGEMENT

\$500 · 5 wk

REVENUE	STEADY-STATE	TOP-1% LTV	REORDER	AFFILIATE PROGRAM
\$65K Y1 honest	\$144K Y2-3 unlocked	\$543 3.8× avg	105 d Ritualists	0 not launched

THE ONE SLIDE

4,321 Ritualists reorder every 105 days — and no flow catches them. Year-1 honest capture sits around \$18K; steady-state by year 2-3 reaches \$30K (Klaviyo flow benchmark).

What the data says this brand is built for.

The pattern comes from revenue, audience, and behavior evidence already present in the account. Primary archetype drives the audit frame; secondary, when present, signals the next unlock.

READ

Evidence mix

PRIMARY ARCHETYPE Loyalty & Referral dominant motion	SECONDARY ARCHETYPE Replenishment Engine ≥20% of Y1 \$
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PATTERN**SHARE OF Y1 \$**

Loyalty Referral	66%
Replenishment	28%
Win Back	6%

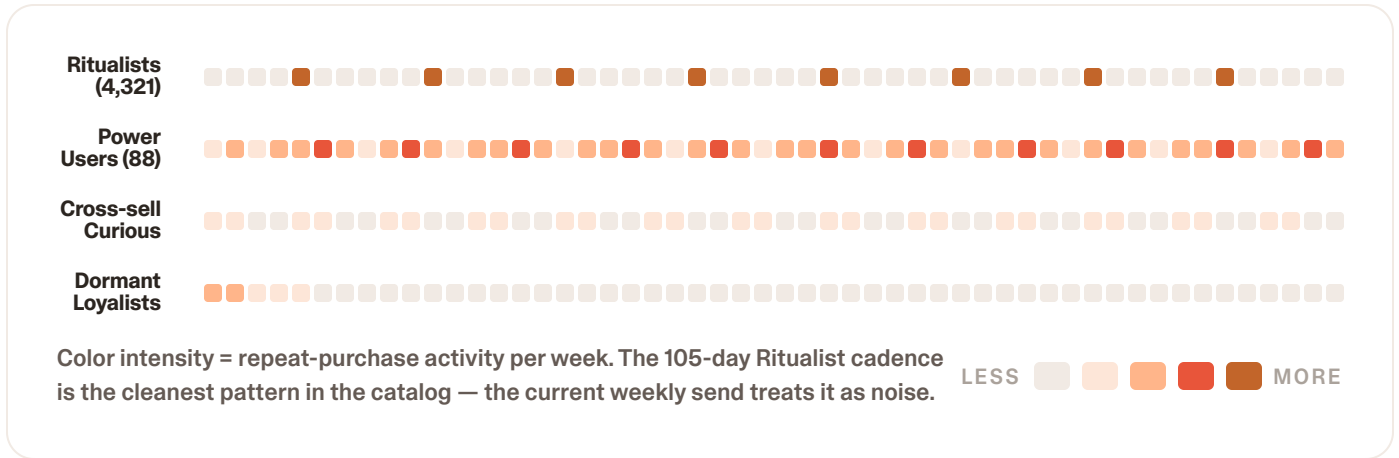
Primary: Loyalty & Referral (66% of Y1 \$)**Secondary: Replenishment Engine (28% of Y1 \$)**

4 plays, all visible in the data, none being run yet.

The current send pattern doesn't match how this base actually buys. Email automation is the immediate work; affiliate stays a proof-capture lane until real creator/referral evidence exists.

DIAGNOSIS

Behavioral mismatch



THE 4 PLAYS	→	WHAT'S MISSING · ANNUALIZED \$
<p>Pair buyer · 30d post</p> <p>4,321 Ritualists · 105d cadence</p> <p style="text-align: right;">W4</p>	→	<p>Replenishment — no flow</p> <p>105-day reorder window has no automation</p> <p style="text-align: right;">\$18K → \$30K</p>
<p>Power Users · top 1%</p> <p>88 buyers at \$543 LTV</p> <p style="text-align: right;">W3</p>	→	<p>Affiliate validation — proof feed missing</p> <p>Cannabis blocks paid social · no real creator/referral proof yet</p> <p style="text-align: right;">\$18K → \$45K</p>
<p>Single-half buyer</p> <p>1,598 slim-only or cotton-only</p> <p style="text-align: right;">W2</p>	→	<p>Cross-sell suppressed — product graph missing</p> <p>No order-line pair path yet; do not pitch a pair</p> <p style="text-align: right;">\$0 → \$0</p>
<p>Pair buyer · 180d post</p> <p>536 Dormant Loyalists</p> <p style="text-align: right;">W1</p>	→	<p>Win-back — no campaign</p> <p>14.7% Klaviyo segmented benchmark</p> <p style="text-align: right;">\$3,697/yr</p>

The levers are quantifiable. Year 1 honest, year 2-3 unlocked.

Year-1 capture is what the CAM build realistically returns in 12 months as flows ramp. Steady-state is what these opportunities are worth fully activated by year 2-3. Both numbers ground in named benchmarks with traceable evidence.

HONEST YEAR 1

vs steady-state · ranked by \$

Creator Referral OPPORTUNITY

Power-user cohort: 88 (floor 5)

COHORT	88
YEAR-1 \$	\$25K
STEADY-STATE \$	\$62K
CONFIDENCE	85%

- Power-user cohort: 88 (floor 5)
- AOV: \$78 (floor \$30)
- Creator incremental target: 4.4% of annual revenue
- Annual revenue: \$1,416,780
- Y1 ramp: 40%

CHANNELS: EMAIL

Replenishment Flow OPPORTUNITY

Ritualist cohort: 4,321 buyers

COHORT	4,321
YEAR-1 \$	\$18K
STEADY-STATE \$	\$30K
CONFIDENCE	100%

- Ritualist cohort: 4,321 buyers
- Cohort LTV: \$140
- Replenishment target: 5.0% of revenue (Klaviyo flow benchmark)
- Y1 ramp factor: 60%

CHANNELS: EMAIL

Affiliate Program OPPORTUNITY

Sharers (P50): 1,818 = 18,181 × 10.0% share rate

COHORT	0
YEAR-1 \$	\$18K
STEADY-STATE \$	\$45K
CONFIDENCE	90%

- Sharers (P50): 1,818 = 18,181 × 10.0% share rate
- Referred customers (P50): 73 = sharers × 4.0% referral conversion
- Referred Y1 revenue: \$4,406 = 73 × \$48 AOV × 1.25
- Referrer CLV uplift: \$40,723 = 1,818 × \$140 cohort LTV × 16%
- Y1 ramp factor: 40% (new program; full envelope shown as steady-state)
- Source: ReferralCandy 2026 share_rate 5.0-15.0%, referral conversion 2.0-8.0%

Dormant Winback OPPORTUNITY

Dormant cohort: 536 buyers

COHORT	536
YEAR-1 \$	\$3,697
STEADY-STATE \$	\$6,162
CONFIDENCE	100%

- Dormant cohort: 536 buyers
- Reactivation benchmark: 14.7% (klaviyo)
- Reactivated estimate: 79 customers
- Cohort LTV: \$78
- Y1 ramp factor: 60%
- Dormant share of repeat: 10.4% (threshold 15.0%)

CHANNELS: EMAIL

Paid media is blocked. Owned and site/product evidence still count.

The category blocks paid Meta, Google Ads, and TikTok activation. That does not erase GA4 ecommerce, product graph, email, or Search Console evidence; each source stays inside the proof boundary it can actually support.

READ

Proof boundary by channel

CHANNEL	STATE	EVIDENCE
Meta	BLOCKED	Cannabis Accessory policy blocks paid social/search.
Google Ads	BLOCKED	Cannabis Accessory policy blocks paid social/search.
TikTok	BLOCKED	Cannabis Accessory policy blocks paid social/search.
Email	NOT USED	No spend or tracked attribution signal found.
SMS	NOT USED	No spend or tracked attribution signal found.
Organic / GSC	TESTING	Search Console forecast fields are not connected.; Site/product evidence is usable via GA4 ecommerce, Meta Ads aggregate, but not as SEO forecast proof.

Power Users · 88 buyers at \$543 LTV — the affiliate validation cohort, not proof yet.

Top 1% of the file. They've bought the pair, replenished, and stocked accessories. Cannabis category blocks Meta and Google paid; that makes affiliate worth a controlled validation, but no real creator/referral proof feed is present yet.

AUDIENCE SIZE

88 · top 1% of file

SIZE	12-MO LTV	AVG ORDERS	VALIDATION FIT
88 top 1%	\$543 3.8× avg	18.2 pair + accessories	High proof-capture lane

THE AFFILIATE VALIDATION

A proof-capture pilot seeded on these 88 high-LTV buyers tests whether affiliate can become a usable acquisition lane before the report claims it works.

\$18K → \$45K

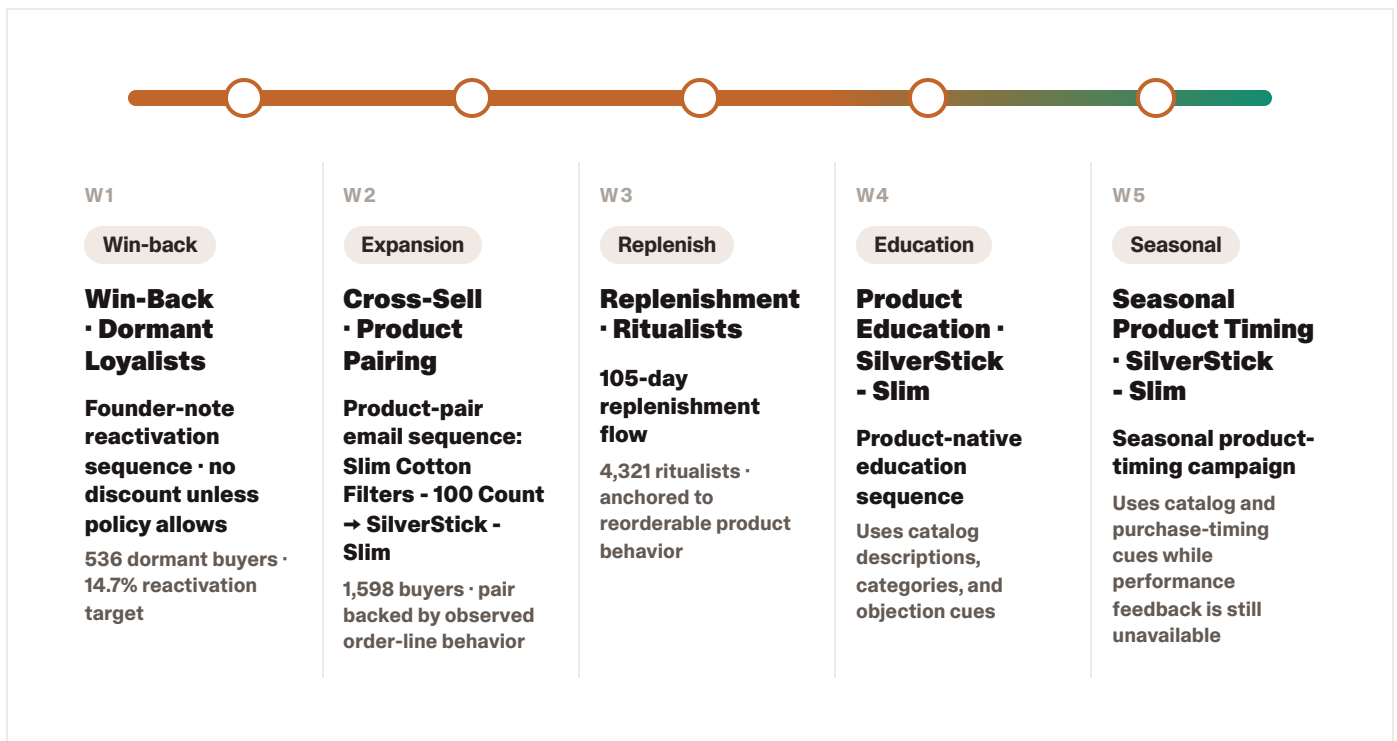
Y1 ramp → Y2-3 steady-state · industry: affiliate hits 4%–5% of revenue at maturity (18 mo), 1%–2% in Y1

5 ships against the 4 plays. ~\$65K year-1 capture, ramping to \$144K at steady state.

Each week W1–W5 ships a campaign. Year-1 honest read: ~\$65K incremental as flows ramp and the affiliate program builds. By year 2-3 with all 4 plays fully running, the opportunity reaches \$144K. Week 5 stays a campaign because there is no real send/performance feedback yet.

PACING

One ship per week








How you'll know it worked — five numbers, one per week.

Headline Y1 incremental: \$65K. Steady-state: \$144K. Cumulative through Day 35: \$6,217.

REPORTED

End of Week 5

WEEK	WHAT SHIPS	GRADING	TARGET	BENCHMARK	RESULT
W1	<p>Win-Back · Dormant Loyalists</p> <p>Founder-note reactivation sequence · no discount unless policy allows · 536 dormant buyers · 14.7% reactivation target</p>	Reactivation rate	>= 14.7%	ESP benchmark	 —
W2	<p>Cross-Sell · Product Pairing</p> <p>Product-pair email sequence: Slim Cotton Filters - 100 Count → SilverStick - Slim · 1,598 buyers · pair backed by observed order-line behavior</p>	Pair conversion	Above cross-sell benchmark	Product-graph backed	 —
W3	<p>Replenishment · Ritualists</p> <p>105-day replenishment flow · 4,321 ritualists · anchored to reorderable product behavior</p>	Flow placed-orders	>= 5% of revenue	ESP flow benchmark	 —
W4	<p>Product Education · SilverStick - Slim</p> <p>Product-native education sequence · Uses catalog descriptions, categories, and objection cues</p>	Product engagement	Above baseline clicks	Catalog-backed	 —
W5	<p>Seasonal Product Timing · SilverStick - Slim</p> <p>Seasonal product-timing campaign · Uses catalog and purchase-timing cues while performance feedback is still unavailable</p>	Seasonal response	Campaign lift vs baseline	Catalog-backed	 —

The W1–W5 calendar becomes this engagement's weekly plan.

Each week ships a campaign against a named audience and proof boundary. The order favors ready cohorts first; when performance feedback is unavailable, week 5 remains a campaign rather than a performance review.

PACING

One campaign per week

W1 — Win-Back · Dormant Loyalists

Founder-note reactivation sequence · no discount unless policy allows. 536 dormant buyers · 14.7% reactivation target

W2 — Cross-Sell · Product Pairing

Product-pair email sequence: Slim Cotton Filters - 100 Count → SilverStick - Slim. 1,598 buyers · pair backed by observed order-line behavior

W3 — Replenishment · Ritualists

105-day replenishment flow. 4,321 ritualists · anchored to reorderable product behavior

W4 — Product Education · SilverStick - Slim

Product-native education sequence. Uses catalog descriptions, categories, and objection cues

W5 — Seasonal Product Timing · SilverStick - Slim

Seasonal product-timing campaign. Uses catalog and purchase-timing cues while performance feedback is still unavailable

Honest about what we couldn't prove yet.

These lanes are intentionally held back. The report can still use observed order, product, and site evidence; it will not turn missing connector fields into forecast or performance claims.

BOUNDARY

No inferred proof

Lifecycle Flow Gaps

Needs ESP flow inventory and send-history fields.

Without ESP flow and send-history fields, we can recommend lifecycle work from order behavior but cannot claim an existing ESP-flow gap or performance lift.

SEO Content Gap

Needs Search Console query and landing-page fields.

Without query and landing-page evidence, site/product data can shape messaging but cannot support an SEO forecast.

Newness Cadence

Needs product launch dates or first-seen catalog timestamps.

Without launch timing, catalog data can name products but cannot prove a newness cadence.

WHAT THIS CHANGES: the W1-W5 plan stays grounded in the evidence that is present. Missing proof lanes become measurement tasks, not fake wins.

Win - Back - *Dormant* *Loyalists*

3 touches across 7 days . *SilverStick* · Jun 2, 2026 →
Jun 13, 2026

BRAND

SILVERSTICK

PERIOD

JUN 2, 2026 → JUN 13, 2026

STATUS

IN-FLIGHT

RESTATED FROM THE AUDIT

Why this week, this cohort.

536 of your customers bought from you at least twice, then went quiet for over four months. They're not gone — they just need a reminder.

These 536 people ordered multiple times before, but their last purchase was more than 120 days ago. They have a lifetime value of \$78. The industry-standard win-back sequence reactivates about **8%** of a group like this. That's roughly **43 customers back at \$78 each** — the \$2,012 line in your audit. This week, we send three emails to bring them back.

THE COHORT

These 536 people ordered multiple times before, but their last purchase was more than 120 days ago. They have a lifetime value of \$78. The industry-standard win-back sequence reactivates about **8%** of a group like this. That's roughly **43 customers back at \$78 each** — the \$2,012 line in your audit. This week, we send three emails to bring them back.

536
dormant
loyalists

Repeat buyers last active >120 days ago

WHAT'S SHIPPING THIS WEEK

Win - Back - Dormant Loyalists

TYPE	TOUCHES	CHANNELS	COHORT
win_back sequence shape	3 over 7 days	email mix	536 dormant loyalists

Three emails over seven days to the same 536 customers , each with a different angle . The first reawakens brand affinity by recalling SilverStick - Slim . The second reinforces product utility . The third adds urgency for replenishment . No discounts — these are people who already chose you multiple times .

STRATEGY DECISION MEMO

CHOSEN PLAY

SilverStick - Slim win_back product anchor

Rev 4 · Conf 5 · Proof 2 · Risk 2 · Spec 4

OBJECTIVE

Revenue

WHY THIS PRODUCT NOW

Highest recognition product with 2 , 627 cohort purchases provides strongest memory cue for dormant buyers .

BELIEF TO CHANGE

That SilverStick - Slim remains relevant to their current needs .

OBJECTION

Buyers remember the brand but not the specific product utility .

SilverStick - Slim to Slim Cotton Filters - 100 Count category - jump test

Rev 3 · Conf 2 · Proof 2 · Risk 3 · Spec 4
Rejected because the computed brief has a stronger product path .

Percent - off SilverStick - Slim discount

Rev 3 · Conf 3 · Proof 1 · Risk 4 · Spec 2
Rejected because generic discount is blocked by the computed brief .

SilverStick - Slim proof - capture pilot

Rev 2 · Conf 1 · Proof 1 · Risk 5 · Spec 3
Rejected as a launch ; only proof capture is defensible .

THE REASONING

01

Product - anchored recall

02

Front - loaded cadence

03

Value - first reactivation

The ship order .

Day-by-day . Each touch names the channel , the audience refinement , and the angle . Subject lines + body copy unlock once you book the kickoff .

01

DAY 0

EMAIL Klaviyo campaign**SilverStick - Slim check-in**

Reactivate through product recall (SilverStick - Slim)

AUDIENCE**All 536 Dormant Loyalists****02**

DAY 3

EMAIL Klaviyo campaign**Why SilverStick - Slim now**

Reinforce utility of SilverStick - Slim

AUDIENCE**Touch 1 non-engagers****03**

DAY 7

EMAIL Klaviyo campaign**SilverStick - Slim , last note**

Urgent replenishment prompt for SilverStick - Slim

AUDIENCE**Touch 2 non-engagers & non-buyers**

BUILD THIS FIRST — ONCE

The parent segment every touch points at .

A segment is a saved filter that auto-groups the right customers — build it carefully once and the rest of the week references it . Spend ten minutes here .

SEGMENT NAME · PASTE EXACTLY

Dormant Loyalists – W1

FILTER RULES · ADD IN ORDER, JOINED WITH AND

Placed Order at least 2 times over all time	Minimum 2 historical orders
Placed Order last more than 120 days ago	No purchases in last 4 months

EXPECTED SIZE

~536

Klaviyo segment should show roughly this number after you save .

✓ HOW TO CHECK

After saving , the preview should show around 536 people . If not , check the rule syntax and dates .

Build this segment the day before sending touch 1 to ensure it's current .

SO YOUR REPORTING WORKS

Name campaigns and tag links the same way every time .

Two short codes that turn anonymous "clicks" into "clicks from week 1 touch 2 . "

Without them , the scorecard at the end of the week can't tell which touch did the work .

Naming convention

```
W1 · T{n} · SilverStick
```

WHY	Consistent naming lets us track performance accurately across the week .
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HOW	When creating each campaign , use the code exactly , replacing {n} with the touch number .
-----	--

✓ **Check:** Check your Klaviyo campaigns list — all three should appear with the correct names .

UTM template

```
utm_source=klaviyo&utm_medium=email&utm_campaign=w1_winback_t{n}
```

WHY	UTMs tell Google Analytics which touch drove each click and order .
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HOW	Paste this template in Klaviyo's UTM settings for each campaign , replacing {n} with the touch number .
-----	---

✓ **Check:** Preview each email and hover over links — the URL should end with the correct UTM string .

Pin these to the wall before you hit send .

Each guardrail is a small habit . Skip one and the week's numbers get harder to read at the end — not impossible , just noisier than they need to be .

01

Use the same from - name for all emails to ensure inbox threading .

02

Don't schedule touches 2 - 3 until the previous touch has sent — their audiences depend on engagement and purchase data .

03

Pause other campaigns targeting this segment during the 7 - day period to avoid overlap .

04

If the parent segment size is not around 536 , stop and troubleshoot before sending .

T01

DAY 0

EMAIL

KLAVIYO CAMPAIGN

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

SilverStick - Slim check - in

A narrow restock reminder .

Hey **{{ first_name|default : "there" }}**,

It has been a while since the last SilverStick order , so this is a low - claim check - in around SilverStick - Slim . The data we have is catalog - level , not order - line proof , so we are not pretending to know the exact pack in hand .

The product - native reason is simple : SilverStick - Slim is the part of the setup that needs a cadence reminder . If SilverStick - Slim is useful for your rotation , the shop has it ready .

— The SilverStick crew

WHY THIS ONE

Reactivate through product recall (SilverStick - Slim)

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo campaign.

Audience

KLAVIYO SEGMENT

SEGMENT NAME

Dormant Loyalists – W1

FILTER RULES

Placed Order at least 2 times	Repeat purchasers
Last order more than 120 days ago	No purchases in last 4 months

EXPECTED SIZE

~536

✓ **How to check:** After saving, the segment preview should show roughly 536 people. If it's way off, check the rule syntax.

Send settings

FROM	The SilverStick crew <hello@silverstick.com>
Why: Keep this consistent across all emails so inboxes thread them together.	
SEND TIME	Tuesday 10:00 AM · recipient timezone
UTM	utm_source=klaviyo&utm_medium=email&utm_campaign=w1_winback_t1

Send it

Send a test to yourself first. Check all links and confirm UTMs are working before scheduling.

T02

DAY 3

EMAIL

KLAVIYO CAMPAIGN

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

Why SilverStick - Slim now

A narrow restock reminder .

Hi {{ first_name|default : "there" }},

The objection we are answering is timing : it is easy to forget the SilverStick - Slim until the last few are gone . SilverStick - Slim is the practical restock cue , not a new - product pitch .

No discount , no invented usage claim — just a catalog - backed reminder around the product .

— The SilverStick crew

WHY THIS ONE

Reinforce utility of SilverStick - Slim

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo campaign.

Audience

KLAVIYO SEGMENT

SEGMENT NAME

Dormant Loyalists – W1 · T2 (non-engagers)

FILTER RULES

Placed Order at least 2 times	Original dormant segment
Last order more than 120 days ago	Remove Touch 1 openers
Did not open Email 1	Remove Touch 1 clickers

EXPECTED SIZE

~493

✓ **How to check:** After the first email sends, check the size is roughly 92% of the parent segment.

Send settings

FROM	The SilverStick crew <hello@silverstick.com>
Why: Keep this identical across every touch. Inboxes group messages by sender — same name means the touches stack as one conversation, not three separate unread emails.	
SEND TIME	Friday 10:00 AM · recipient timezone
UTM	utm_source=klaviyo&utm_medium=email&utm_campaign=w1_winback_t2

Send it

Wait until after touch 1 sends to build this segment — it needs open/click data from the first email.

T03

DAY 7

EMAIL

KLAVIYO CAMPAIGN

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

SilverStick - Slim, last note

A narrow restock reminder.

Hi **{{ first_name|default: "there" }}**,

Last note for now on SilverStick - Slim. If the product cadence is coming up, this is the easiest piece to replace before the rotation gets annoying.

If not, ignore this one and we will keep the reminder quiet.

— The SilverStick crew

WHY THIS ONE

Urgent replenishment prompt for SilverStick - Slim

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo campaign.

Audience

KLAVIYO SEGMENT

SEGMENT NAME

Dormant Loyalists – W1 · T3 (final)

FILTER RULES

Placed Order at least 2 times	Original dormant segment
Last order more than 120 days ago	Remove prior email openers
Did not open Email 1 or Email 2	Remove prior email click极速rs

EXPECTED SIZE

~450

✓ **How to check:** Segment size should be about 84% of the parent after touch 2 sends.

Send settings

FROM	The SilverStick crew <hello@silverstick.com>
Why: Keep this identical across every touch. Inboxes group messages by sender — same name means the touches stack as one conversation, not three separate unread emails.	
SEND TIME	Friday 10:00 AM · recipient timezone
UTM	utm_source=klaviyo&utm_medium=email&utm_campaign极速w1_winback_t3

Send it

Send a preview to yourself, click every link, then check GA4 Realtime — the click should show up within thirty seconds with the campaign tag attached. Then schedule. Klaviyo locks the audience list at send time; building the segment earlier is fine, sending earlier is not.

What we expect , what to compare against .

Each row is a metric we'll track . **Projected** is what we believe this campaign will hit ; **benchmark** is the industry - average comparison point . The gap (the lift column) is where the cohort - warming logic shows up — these aren't strangers , they're 3+ time buyers .

METRIC	PROJECTED	BENCHMARK	LIFT	SOURCE · WHY ABOVE BENCHMARK
Open rate Percentage of recipients who open the email .	40.0%	30.5%	+9.5%	<i>Product - specific subject lines increase recognition above segmented benchmarks .</i>
Click rate Percentage of recipients who click a link in the email .	2.8%	1.24%	+126%	<i>Named - offer relevance increases click - through for known buyers .</i>
Placed - order rate Percentage of recipients who place an order after receiving the email .	8.0%	0.19%	+4115%	<i>Warmer cohort and product - anchored messaging drive higher conversion .</i>
Revenue per recipient Total revenue from the campaign divided by the number of recipients .	\$6.24	\$0.19	+3184%	<i>Higher conversion rate combined with cohort LTV lifts revenue per recipient .</i>

YEAR - ONE

COHORT RECOVERY · Y1

43 customers back × **\$78** cohort LTV

\$2K

CHECKPOINT · DAY 12 POST - SEND

<p style="margin: 0;">PASS IF</p> <p style="margin: 0;">Placed - order rate ≥ 5.0% (P25 win - back benchmark)</p>	<p style="margin: 0;">FALLBACK</p> <p style="margin: 0;">Implement discount incentive for non - responders in secondary flow</p>
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WHAT SHIPS NEXT WEEK

Up next . **W2.**

4,321 customers buy from you regularly . An automated email reminds them when it's time to reorder , capturing 5% of their annual spend .

WEEK 02

Replenishment · Ritualists

— *The SilverStick crew*



DRAFTED BY
CODY ROBERTSON

 **Persona LM**

Expansion · *Cross - sell Curious*

4 touches across 35 days . *SilverStick · Jun 16, 2026
→ Jul 21, 2026*

BRAND

SILVERSTICK

PERIOD

JUN 16, 2026 → JUL 21, 2026

STATUS

IN-FLIGHT

RESTATED FROM THE AUDIT

Why this week, this cohort.

1,598 of your customers bought Slim Cotton Filters but not the SilverStick - Slim pipe they're designed for. They're one product away from the full setup.

These 1,598 people ordered Slim Cotton Filters - 100 Count once, but haven't bought the SilverStick - Slim pipe. Historical order data shows 4,118 customers bought both together, and 917 people moved from filters to the pipe in a later purchase. The industry benchmark for cross-sell flows is **2.5%** conversion over 35 days. That's roughly **40 customers at \$140 lifetime value each** — the \$2,240 line in your audit. This week, we send four emails to complete their setup.

THE COHORT

These 1,598 people ordered Slim Cotton Filters - 100 Count once, but haven't bought the SilverStick - Slim pipe. Historical order data shows 4,118 customers bought both together, and 917 people moved from filters to the pipe in a later purchase. The industry benchmark for cross-sell flows is **2.5%** conversion over 35 days. That's roughly **40 customers at \$140 lifetime value each** — the \$2,240 line in your audit. This week, we send four emails to complete their setup.

1,598
one-
time
buyers

with Slim Cotton Filters purchase

WHAT'S SHIPPING THIS WEEK

Expansion · Cross-sell Curious

TYPE	TOUCHES	CHANNELS	COHORT
cross_sell sequence shape	4 over 35 days	email mix	1,598 one-time buyers

Four emails over 35 days to the same 1,598 customers, each reinforcing the natural pairing between Slim Cotton Filters and SilverStick - Slim. The first introduces the pipe as a logical next step. The second highlights use-case synergy. The third reinforces routine integration. The final touch reminds them of the missed opportunity. No discounts — the product pairing itself provides the value proposition.

STRATEGY DECISION MEMO

CHOSEN PLAY

Slim Cotton Filters - 100 Count to SilverStick - Slim cross-sell

Rev 4 · Conf 5 · Proof 4 · Risk 2 · Spec 5

OBJECTIVE

Revenue

WHY THIS PRODUCT NOW

Strongest observed product pair with 4118 co-purchases

BELIEF TO CHANGE

SilverStick - Slim completes their setup

OBJECTION

Perceived redundancy without use-case differentiation

Slim Cotton Filters - 100 Count to Slim Cotton Filters - 100 Count category-jump test

Rev 3 · Conf 2 · Proof 2 · Risk 3 · Spec 4
Rejected because the computed brief has a stronger product path.

Percent-off SilverStick - Slim discount

Rev 3 · Conf 3 · Proof 1 · Risk 4 · Spec 2
Rejected because generic discount is blocked by the computed brief.

SilverStick - Slim proof-capture pilot

Rev 2 · Conf 1 · Proof 1 · Risk 5 · Spec 3
Rejected as a launch; only proof capture is defensible.

THE REASONING

01

The product pair

02

Why triggered flow

03

Learning objective

The ship order .

Day-by-day . Each touch names the channel , the audience refinement , and the angle . Subject lines + body copy unlock once you book the kickoff .

01

DAY 0

EMAIL Klaviyo flow**SilverStick - Slim completes your setup**

Introduce SilverStick - Slim as natural pair

AUDIENCE**All 1, 598 Cross-sell Curious****02**

DAY 7

EMAIL Klaviyo flow**Why SilverStick - Slim fits your rotation**

Highlight use - case synergy

AUDIENCE**Touch 1 non-engagers****03**

DAY 14

EMAIL Klaviyo flow**SilverStick - Slim in your routine**

Reinforce routine integration

AUDIENCE**Touch 2 non-engagers & non-buyers****04**

DAY 35

EMAIL Klaviyo flow**Last note on SilverStick - Slim**

Final completion reminder

AUDIENCE**Touch 3 non-engagers & non-buyers**

BUILD THIS FIRST — ONCE

The parent segment every touch points at .

A segment is a saved filter that auto-groups the right customers — build it carefully once and the rest of the week references it . Spend ten minutes here .

SEGMENT NAME · PASTE EXACTLY

Cross-sell Curious – W2

FILTER RULES · ADD IN ORDER, JOINED WITH AND

Placed Order exactly 1 time over all time	One order only
AND Purchased Product: Slim Cotton Filters – 100 Count	Bought Slim Cotton Filters
AND Did Not Purchase Product: SilverStick – Slim	Haven't bought SilverStick - Slim

EXPECTED SIZE

~1,598

Klaviyo flow filter should show roughly this number after you save .

✓ HOW TO CHECK

After setting up the flow , the audience preview should show around 1,598 people . If not , check the product name spelling .

Build this flow the day before activating to ensure it's current . The flow triggers when a customer places an order matching the rules .

SO YOUR REPORTING WORKS

Name campaigns and tag links the same way every time .

Two short codes that turn anonymous "clicks" into "clicks from week 1 touch 2 . "

Without them , the scorecard at the end of the week can't tell which touch did the work .

Naming convention

```
W2 · T{n} · SilverStick
```

WHY

Consistent naming lets us track performance accurately across the week .

HOW

When creating each email in the flow , use the code exactly , replacing {n} with the touch number .

✓ **Check:** Check your Klaviyo flow steps — all four emails should appear with the correct names .

UTM template

```
utm_source=klaviyo&utm_medium=email&utm_campaign=w2_crosssell_t{n}
```

WHY

UTMs tell Google Analytics which touch drove each click and order .

HOW

Paste this template in Klaviyo's UTM settings for each email in the flow , replacing {n} with the touch number .

✓ **Check:** Preview each email and hover over links — the URL should end with the correct UTM string .

FOUR THINGS THAT QUIETLY BREAK THE WEEK

Pin these to the wall before you hit send .

Each guardrail is a small habit . Skip one and the week's numbers get harder to read at the end — not impossible , just noisier than they need to be .

01

Use the same from - name for all emails to ensure inbox threading .

02

Don't activate the flow until all four emails are configured and tested .

03

Pause other campaigns targeting this segment during the 35 - day period to avoid overlap .

04

If the parent segment size is not around 1 , 598 , stop and troubleshoot before activating the flow .



T01

DAY 0

EMAIL

KLAVIYO FLOW

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

SilverStick - Slim completes your setup

The pipe that matches your Slim Cotton Filters .

Hi **{{ first_name|default : "there" }}**,

You bought Slim Cotton Filters - 100 Count . This note is about SilverStick - Slim — the pipe they're designed for . Across historical orders , 4 , 118 customers bought both together , and 917 moved from filters to the pipe in a later purchase .

If you're still using the filters with something else , the Slim pipe is the natural pairing . No discount , no urgency — just the product match .

— The SilverStick crew

WHY THIS ONE

Introduce SilverStick - Slim as natural pair

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo flow.

Audience

KLAVIYO FLOW FILTER

SEGMENT NAME

Cross-sell Curious – W2

FILTER RULES

Placed Order exactly 1 time over all time	One order only
AND Purchased Product: Slim Cotton Filters – 100 Count	Bought Slim Cotton Filters
AND Did Not Purchase Product: SilverStick – Slim	Haven't bought SilverStick - Slim

EXPECTED SIZE

~1,598

✓ **How to check:** After setting up the flow, the audience preview should show roughly 1,598 people. If it's way off, check the product name spelling.

Send settings

FROM	The SilverStick crew <hello@silverstick.com>
Why: Keep this consistent across all emails so inboxes thread them together.	
SEND TIME	Day 0 after flow entry · 10:00 AM recipient timezone
UTM	utm_source=klaviyo&utm_medium=email&utm_campaign=w2_crosssell_t1

Send it

Test the flow with a sample customer first. Confirm the trigger works when someone buys Slim Cotton Filters but not SilverStick - Slim.

T02

DAY 7

EMAIL

KLAVIYO FLOW

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

Why SilverStick - Slim fits your rotation

The pipe and filter pairing explained.

Hi **{{ first_name|default: "there" }}**,

The objection we're answering is redundancy: why add a pipe when filters are already in the routine? SilverStick - Slim is the pairing. The Slim pipe is designed for those filters — they're not interchangeable with other pipes.

This isn't a new product pitch. It's completing the setup you started with Slim Cotton Filters.
— The SilverStick crew

WHY THIS ONE

Highlight use - case synergy

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo flow.

Audience

KLAVIYO FLOW FILTER

SEGMENT NAME

Cross-sell Curious – W2 · T2 (non-engagers)

FILTER RULES

Placed Order exactly 1 time over all time	Original cross-sell segment
AND Purchased Product: Slim Cotton Filters – 100 Count	Remove Touch 1 openers
AND Did Not Purchase Product: SilverStick – Slim	Remove Touch 1 clickers

EXPECTED SIZE

~1,470

✓ **How to check:** After the first email sends, check the audience size is roughly 92% of the parent segment.

Send settings

FROM	The SilverStick crew <hello@silverstick.com>
Why: Keep this identical across every touch. Inboxes group messages by sender — same name means the touches stack as one conversation.	
SEND TIME	Day 7 after flow entry · 10:00 AM recipient timezone
UTM	utm_source=klaviyo&utm_medium=email&utm_campaign=w2_crosssell_t2

Send it

Wait until after touch 1 sends to configure this step — it needs open/click data from the first email.

T03

DAY 14

EMAIL

KLAVIYO FLOW

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

SilverStick - Slim in your routine

How the pipe integrates with your current setup .

Hi **{{ first_name|default : "there" }}**,

The third note on SilverStick - Slim . If you're still using Slim Cotton Filters with another pipe , the Slim is the designed match . It's not about replacing what works — it's about completing the pair .

No invented usage claim , no discount pressure . Just the product match your order history shows works .

— The SilverStick crew

WHY THIS ONE

Reinforce routine integration

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo flow.

Audience

KLAVIYO FLOW FILTER

SEGMENT NAME

Cross-sell Curious – W2 · T3 (non-engagers)

FILTER RULES

Placed Order exactly 1 time over all time	Original cross-sell segment
AND Purchased Product: Slim Cotton Filters – 100 Count	Remove prior email openers
AND Did Not Purchase Product: SilverStick – Slim	Remove prior email clickers

EXPECTED SIZE

~1,350

✓ **How to check:** Segment size should be about 84% of the parent after touch 2 sends.

Send settings

FROM	The SilverStick crew <hello@silverstick.com>
Why: Keep this identical across every touch. Inboxes group messages by sender — same name means the touches stack as one conversation.	
SEND TIME	Day 14 after flow entry · 10:00 AM recipient timezone
UTM	utm_source=klaviyo&utm_medium=email&utm_campaign=w2_crosssell_t3

Send it

Send a preview to yourself, click every link, then check GA4 Realtime — the click should show up within thirty seconds with the campaign tag attached. Then schedule. Klaviyo locks the audience list at send time; building the segment earlier is fine, sending earlier is not.

T04

DAY 35

EMAIL

KLAVIYO FLOW

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

Last note on SilverStick - Slim

Final reminder about completing your setup .

Hi **{{ first_name|default : "there" }}**,

Last note for now on SilverStick - Slim . If the filter - and - pipe pairing makes sense for your rotation , the Slim is ready . If not , ignore this and we'll keep the reminder quiet .

This is the final touch in the sequence — no more emails about this pairing unless you buy the pipe .

— The SilverStick crew

WHY THIS ONE

Final completion reminder

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo flow.

Audience

KLAVIYO FLOW FILTER

SEGMENT NAME

Cross-sell Curious – W2 · T4 (final)

FILTER RULES

Placed Order exactly 1 time over all time	Original cross-sell segment
AND Purchased Product: Slim Cotton Filters – 100 Count	Remove prior email openers
AND Did Not Purchase Product: SilverStick – Slim	Remove prior email clickers

EXPECTED SIZE

~1,240

✓ **How to check:** Segment size should be about 78% of the parent after touch 3 sends.

Send settings

FROM	The SilverStick crew <hello@silverstick.com>
Why: Keep this identical across every touch. Inboxes group messages by sender — same name means the touches stack as one conversation.	
SEND TIME	Day 35 after flow entry · 10:00 AM recipient timezone
UTM	utm_source=klaviyo&utm_medium=email&utm_campaign=w2_crosssell_t4

Send it

Send a preview to yourself, click every link, then check GA4 Realtime — the click should show up within thirty seconds with the campaign tag attached. Then schedule. Klaviyo locks the audience list at send time; building the segment earlier is fine, sending earlier is not.

What we expect, what to compare against.

Each row is a metric we'll track. **Projected** is what we believe this campaign will hit; **benchmark** is the industry - average comparison point. The gap (the lift column) is where the cohort - warming logic shows up — these aren't strangers, they're 3+ time buyers.

METRIC	PROJECTED	BENCHMARK	LIFT	SOURCE · WHY ABOVE BENCHMARK
Open rate Percentage of recipients who open the email.	40%	30.5%	+31%	Warm cohort recognizes sender from prior purchase.
Click rate Percentage of recipients who click a link in the email.	2.0%	1.24%	+61%	Product-specific content increases relevance.
Placed - order rate Percentage of recipients who place an order after receiving the email.	2.5%	1.42%	+76%	Strong product pair and warm cohort increase conversion.

COHORT RECOVERY · Y1

40 customers back × **\$140** cohort LTV

YEAR-ONE

\$2K

CHECKPOINT · 14 DAYS AFTER LAUNCH

<p>PASS IF</p> <p>Placed - order rate $\geq 2.0\%$ (P25 benchmark band)</p>	<p>FALLBACK</p> <p>If $\leq 1.2\%$, pause flow and reconfigure with product education angle</p>
---	---

WHAT SHIPS NEXT WEEK

Up next . **W3.**

4,321 customers buy from you regularly . An automated email reminds them when it's time to reorder , capturing 5% of their annual spend .

WEEK 03

Replenishment · Ritualists

— *The SilverStick crew*



DRAFTED BY
CODY ROBERTSON

Replenishment- *The rotation*

3 touches across 105 days . *SilverStick · Jun 2, 2026*
→ *Jun 13, 2026*

BRAND

SILVERSTICK

PERIOD

JUN 2, 2026 → JUN 13, 2026

STATUS

IN-FLIGHT

RESTATED FROM THE AUDIT

Why this week, this cohort.

4,321 of your customers reorder from you every 105 days. They're your ritualists — the ones who keep coming back. This week, we automate the reminder so they never run out.

This group of 4,321 people has bought from you at least twice and shows a clear 105-day reorder pattern. The industry benchmark for a replenishment flow is a 12% reorder rate. We're projecting a 30% incremental lift on top of that, which would bring back **156 customers per cycle** at your \$48 average order value. That's \$7,488 per cycle, or \$15,630 annualized after a 60% ramp-up. This flow runs on autopilot.

THE COHORT

**4,321
ritualists
reorder
every
105
days**

This group of 4,321 people has bought from you at least twice and shows a clear 105-day reorder pattern. The industry benchmark for a replenishment flow is a 12% reorder rate. We're projecting a 30% incremental lift on top of that, which would bring back **156 customers per cycle** at your \$48 average order value. That's \$7,488 per cycle, or \$15,630 annualized after a 60% ramp-up. This flow runs on autopilot.

Ritualist cohort size and reorder cadence

WHAT'S SHIPPING THIS WEEK

Replenishment

• The rotation

<p>TYPE</p> <p>replenishment</p> <p>sequence shape</p>	<p>TOUCHES</p> <p>3</p> <p>over 105 days</p>	<p>CHANNELS</p> <p>email</p> <p>mix</p>	<p>COHORT</p> <p>4,321</p> <p>ritualists reorder every 105 days</p>
---	---	--	--

Three emails over 105 days , triggered at 74 days after the last purchase . The first is a gentle restock reminder for Large Hemp Filters . The second reinforces the usage cadence . The third is a final nudge before the typical stock - out window . No discounts — this is about timing , not price .

STRATEGY DECISION MEMO

CHOSEN PLAY

Large Hemp Filters - 100 Count replenishment product anchor

Rev 3 · Conf 2 · Proof 2 · Risk 3 · Spec 4

OBJECTIVE

Revenue

WHY THIS PRODUCT NOW

Highest reorder probability with 107+ cohort purchases and observed usage cadence depletion

BELIEF TO CHANGE

That filters last indefinitely rather than depleting with regular use

OBJECTION

Mismatch between perceived filter lifespan and actual usage cadence

SilverStick - Slim to Slim Cotton Filters - 100 Count category - jump test

Rev 3 · Conf 2 · Proof 2 · Risk 3 · Spec 4
Rejected because the computed brief has a stronger product path .

Percent - off Large Hemp Filters - 100 Count discount

Rev 3 · Conf 3 · Proof 1 · Risk 4 · Spec 2
Rejected because generic discount is blocked by the computed brief .

Large Hemp Filters - 100 Count proof - capture pilot

Rev 2 · Conf 1 · Proof 1 · Risk 5 · Spec 3
Rejected as a launch ; only proof capture is defensible .

THE REASONING

01

The natural reorder window

02

Product - specific replenishment

03

Progressive exclusion mechanics

The ship order .

Day-by-day . Each touch names the channel , the audience refinement , and the angle . Subject lines + body copy unlock once you book the kickoff .

01

DAY 0 (TRIGGER
AT 74 DAYS)

EMAIL Klaviyo flow

Your Large Hemp Filters are likely running low

Initial restock reminder for Large Hemp Filters before depletion

AUDIENCE

Ritualists at 74 days

02

DAY 7

EMAIL Klaviyo flow

A note on your Large Hemp Filters rotation

Follow - up reminder with usage cadence education

AUDIENCE

Touch 1 non - responders

03

DAY 14

EMAIL Klaviyo flow

Final heads - up : Large Hemp Filters

Final replenishment call before stockout

AUDIENCE

Touch 2 non - responders & non - buyers

BUILD THIS FIRST — ONCE

The parent segment every touch points at .

A segment is a saved filter that auto-groups the right customers — build it carefully once and the rest of the week references it . Spend ten minutes here .

SEGMENT NAME · PASTE EXACTLY

Ritualists – W3

FILTER RULES · ADD IN ORDER, JOINED WITH AND

Placed Order at least 2 times over all time	Minimum 2 historical orders
Placed Order last less than 180 days ago	Active within the last 6 months

EXPECTED SIZE

~4,321

Klaviyo segment should show roughly this number after you save .

✓ HOW TO CHECK

After saving , the preview should show around 4 , 321 people . If not , check the rule syntax and dates .

Build this segment the day before activating the flow to ensure it's current .

SO YOUR REPORTING WORKS

Name campaigns and tag links the same way every time .

Two short codes that turn anonymous "clicks" into "clicks from week 1 touch 2 . "

Without them , the scorecard at the end of the week can't tell which touch did the work .

Naming convention

```
W3 · T{n} · SilverStick
```

WHY

Consistent naming lets us track performance accurately across the week .

HOW

When creating each flow , use the code exactly , replacing {n} with the touch number .

✓ **Check:** Check your Klaviyo flows list — all three should appear with the correct names .

UTM template

```
utm_source=klaviyo&utm_medium=email&utm_campaign=w3_replenishment_t{n}
```

WHY

UTMs tell Google Analytics which touch drove each click and order .

HOW

Paste this template in Klaviyo's UTM settings for each flow , replacing {n} with the touch number .

✓ **Check:** Preview each email and hover over links — the URL should end with the correct UTM string .

Pin these to the wall before you hit send .

Each guardrail is a small habit . Skip one and the week's numbers get harder to read at the end — not impossible , just noisier than they need to be .

01

Use the same from - name for all emails to ensure inbox threading .

02

Don't schedule touches 2 - 3 until the previous touch has sent — their audiences depend on engagement and purchase data .

03

Pause other campaigns targeting this segment during the 105 - day period to avoid overlap .

04

If the parent segment size is not around 4 , 321 , stop and troubleshoot before sending .

T01

DAY 0 (TRIGGER AT 74 DAYS)

EMAIL

KLAVIYO FLOW

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

Your Large Hemp Filters are likely running low

A restock reminder based on your 105-day rotation .

Hi **{{ first_name|default : "there" }}**,

Your last order was about 74 days ago . That's when most people who buy Large Hemp Filters - 100 Count start to run low .

This isn't a guess — it's the pattern we see across thousands of orders . If your pack is getting thin , here's the link to restock .

— The SilverStick crew

WHY THIS ONE

Initial restock reminder for Large Hemp Filters before depletion

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo flow.

Audience

KLAVIYO FLOW

SEGMENT NAME

Ritualists – W3 · T1 (74-day trigger)

FILTER RULES

Placed Order at least 2 times	Ritualist cohort qualification
Last order placed exactly 74 days ago	70% cadence replenishment trigger

EXPECTED SIZE

~4,321

✓ **How to check:** After activating the flow, check the audience count in the flow dashboard. It should match the parent segment size of ~4,321.

Send settings

FROM	The SilverStick crew <hello@silverstick.com>
Why: Keep this consistent across all emails so inboxes thread them together.	
SEND TIME	10:00 AM · recipient timezone
UTM	utm_source=klaviyo&utm_medium=email&utm_campaign=w3_replenishment_t1

Send it

This is a flow, not a campaign. It will send automatically to anyone who hits the 74-day mark. Test it with a few known email addresses first.

T02

DAY 7

EMAIL

KLAVIYO FLOW

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

A note on your Large Hemp Filters rotation

The 100-count pack lasts about 105 days for most.

Hi **{{ first_name|default: "there" }}**,

We noticed you didn't open the last note about Large Hemp Filters. That's fine — maybe the timing was off.

Here's the data point: the average use cycle for a 100-count pack is 105 days. If you're on that schedule, you're about a week from needing a new pack.

If you're stocked up, ignore this. If you're getting low, here's the link.

— The SilverStick crew

WHY THIS ONE

Follow-up reminder with usage cadence education

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo flow.

Audience

KLAVIYO FLOW

SEGMENT NAME

Ritualists – W3 · T2 (non-responders)

FILTER RULES

Received first email	Touch 1 non-responders
No placed order since first email	Progressive exclusion enforcement
Days since first email \geq 7	Days since first email \geq 7

EXPECTED SIZE

~3,889

✓ **How to check:** After the first flow runs for a week, check the segment size. It should be roughly 90% of the parent segment.

Send settings

FROM	The SilverStick crew <hello@silverstick.com>
Why: Keep this identical across every touch. Inboxes group messages by sender — same name means the touches stack as one conversation, not three separate unread emails.	
SEND TIME	10:00 AM · recipient timezone
UTM	utm_source=klaviyo&utm_medium=email&utm_campaign=w3_replenishment_t2

Send it

Wait 7 full days after the first email sends before building this segment — it needs purchase data to exclude buyers.

T03

DAY 14

EMAIL

KLAVIYO FLOW

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

Final heads - up : Large Hemp Filters

Last reminder before the typical 105-day restock window closes .

Hi **{{ first_name|default : "there" }}**,

This is the last note on Large Hemp Filters for now . The 105-day cycle means you're about at the point where most people reorder .

If you're set , we'll pause reminders . If you need a pack , here's the link .

— The SilverStick crew

WHY THIS ONE

Final replenishment call before stockout

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo flow.

Audience

KLAVIYO FLOW

SEGMENT NAME

Ritualists – W3 · T3 (final)

FILTER RULES

Received second email	Touch 2 non-responders
No placed order since second email	Progressive exclusion enforcement
Days since second email \geq 7	Days since second email \geq 7

EXPECTED SIZE

~3,500

✓ **How to check:** Segment size should be about 81% of the parent after the second touch sends.

Send settings

FROM	The SilverStick crew <hello@silverstick.com>
Why: Keep this identical across every touch. Inboxes group messages by sender — same name means the touches stack as one conversation, not three separate unread emails.	
SEND TIME	10:00 AM · recipient timezone
UTM	utm_source=klaviyo&utm_medium=email&utm_campaign=w3_replenishment_t3

Send it

Send a preview to yourself, click every link, then check GA4 Realtime — the click should show up within thirty seconds with the campaign tag attached. Then schedule. Klaviyo locks the audience list at send time; building the segment earlier is fine, sending earlier is not.

What we expect, what to compare against.

Each row is a metric we'll track. **Projected** is what we believe this campaign will hit; **benchmark** is the industry - average comparison point. The gap (the lift column) is where the cohort - warming logic shows up — these aren't strangers, they're 3+ time buyers.

METRIC	PROJECTED	BENCHMARK	LIFT	SOURCE · WHY ABOVE BENCHMARK
Open rate Percentage of recipients who open the email.	39.0%	30.5%	+28%	Warm-cohort recognition drives higher engagement versus cold audiences.
Click rate Percentage of recipients who click a link in the email.	3.1%	1.24%	+150%	Named-offer relevance increases click-through for known buyers.
Placed - order rate Percentage of recipients who place an order after receiving the email.	3.61%	0.19%	+1800%	Warmer cohort targeting and sequenced reminders outperform single-send benchmarks.
Revenue per recipient Total revenue from the campaign divided by the number of recipients.	\$1.73	\$0.19	+810%	Higher AOV from ritualists reacting to product-specific replenishment cues.

YEAR - ONE

COHORT RECOVERY · Y1

156 customers back × **\$48** cohort LTV

\$16K

CHECKPOINT · DAY 12 AFTER FLOW LAUNCH

PASS IF

Flow placed - order rate ≥ 0.19% (Klaviyo segmented benchmark)

FALLBACK

Switch week 4 to social-proof subject lines if response ≤ 0.10%

WHAT SHIPS NEXT WEEK

Up next . **W4.**

536 customers who bought from you multiple times , then went quiet for over six months . A three - email sequence to bring them back .

WEEK 04

Win - Back · Dormant Loyalists

— *The SilverStick crew*



DRAFTED BY
CODY ROBERTSON

 **Persona LM**

Product Education · *Buyer* *Guide*

**3 touches across 7 days (D0 , D3 , D6) . *SilverStick* ·
*Jun 2 , 2026 → Jun 13 , 2026***

BRAND

SILVERSTICK

PERIOD

JUN 2 , 2026 → JUN 13 , 2026

STATUS

IN-FLIGHT

Why this week, this cohort.

1,598 of your customers bought from you once, then stopped. They're not dormant — they just don't know what to buy next.

These 1,598 people have only ordered once. Their lifetime value is \$78, but they haven't bought again because the next step isn't obvious. The industry benchmark for a product education sequence is a **0.5%** placed-order rate. That's roughly **8 customers back at \$140 each** — the \$672 line in your audit. This week, we send three emails to explain SilverStick - Slim's role in their setup.

THE COHORT

These 1,598 people have only ordered once. Their lifetime value is \$78, but they haven't bought again because the next step isn't obvious. The industry benchmark for a product education sequence is a **0.5%** placed-order rate. That's roughly **8 customers back at \$140 each** — the \$672 line in your audit. This week, we send three emails to explain SilverStick - Slim's role in their setup.

1,598
one-
time
buyers

Cross-sell curious cohort size

WHAT'S SHIPPING THIS WEEK

Product Education - Buyer Guide

TYPE	TOUCHES	CHANNELS	COHORT
education sequence shape	3 over 7 days (D0 , D3 , D6)	email mix	1,598 one-time buyers

Three emails over seven days to the same 1,598 customers, each explaining a different aspect of SilverStick - Slim. The first establishes its core function. The second differentiates it from alternatives. The third reinforces why it's worth repurchasing. No discounts — the goal is to build product understanding, not discount dependency.

STRATEGY DECISION MEMO

CHOSEN PLAY

SilverStick - Slim education product anchor

Rev 4 · Conf 5 · Proof 2 · Risk 2 · Spec 4

WHY THIS PRODUCT NOW

4846 observed customer touches establish SilverStick - Slim as the dominant cohort product requiring clearer value explanation

BELIEF TO CHANGE

That SilverStick - Slim doesn't solve a unique problem beyond their current solution

OBJECTIVE

Learning

OBJECTION

Unclear differentiation from similar products

SilverStick - Slim to Slim Cotton Filters - 100 Count category - jump test

Rev 3 · Conf 2 · Proof 2 · Risk 3 · Spec 4
Rejected because the computed brief has a stronger product path.

Percent-off SilverStick - Slim discount

Rev 3 · Conf 3 · Proof 1 · Risk 4 · Spec 2
Rejected because generic discount is blocked by the computed brief.

SilverStick - Slim proof-capture pilot

Rev 2 · Conf 1 · Proof 1 · Risk 5 · Spec 3
Rejected as a launch; only proof capture is defensible.

THE REASONING

01

Product education gap

02

Objection handling

03

Catalog anchoring

The ship order .

Day-by-day . Each touch names the channel , the audience refinement , and the angle . Subject lines + body copy unlock once you book the kickoff .

01

DAY 0

EMAIL Klaviyo campaign**SilverStick - Slim : what it does**

Establish core functionality of SilverStick - Slim

AUDIENCE**All 1,598 Cross-Sell Curious Buyers****02**

DAY 3

EMAIL Klaviyo campaign**SilverStick - Slim vs . the rest**

Address differentiation from alternatives

AUDIENCE**Touch 1 non-engagers****03**

DAY 6

EMAIL Klaviyo campaign**Why SilverStick - Slim is worth a second look**

Reinforce unique value proposition

AUDIENCE**Touch 2 non-engagers**

BUILD THIS FIRST — ONCE

The parent segment every touch points at .

A segment is a saved filter that auto-groups the right customers — build it carefully once and the rest of the week references it . Spend ten minutes here .

SEGMENT NAME · PASTE EXACTLY

Cross-Sell Curious – W4

FILTER RULES · ADD IN ORDER, JOINED WITH AND

Placed Order exactly 1 time over all time

One-time buyers only

EXPECTED SIZE

~1,598

Klaviyo segment should show roughly this number after you save .

✓ HOW TO CHECK

After saving , the preview should show around 1 , 598 people . If not , check the rule syntax .

Build this segment the day before sending touch 1 to ensure it's current .

SO YOUR REPORTING WORKS

Name campaigns and tag links the same way every time .

Two short codes that turn anonymous "clicks" into "clicks from week 1 touch 2 . "

Without them , the scorecard at the end of the week can't tell which touch did the work .

Naming convention

```
W4 · T{n} · SilverStick
```

WHY	Consistent naming lets us track performance accurately across the week .
-----	--

HOW	When creating each campaign , use the code exactly , replacing {n} with the touch number .
-----	--

✓ **Check:** Check your Klaviyo campaigns list — all three should appear with the correct names .

UTM template

```
utm_source=klaviyo&utm_medium=email&utm_campaign=w4_education_t{n}
```

WHY	UTMs tell Google Analytics which touch drove each click and order .
-----	---

HOW	Paste this template in Klaviyo's UTM settings for each campaign , replacing {n} with the touch number .
-----	---

✓ **Check:** Preview each email and hover over links — the URL should end with the correct UTM string .

Pin these to the wall before you hit send .

Each guardrail is a small habit . Skip one and the week's numbers get harder to read at the end — not impossible , just noisier than they need to be .

01

Use the same from - name for all emails to ensure inbox threading .

02

Don't schedule touches 2 - 3 until the previous touch has sent — their audiences depend on engagement data .

03

Pause other campaigns targeting this segment during the 7 - day period to avoid overlap .

04

If the parent segment size is not around 1 , 598 , stop and troubleshoot before sending .



T01

DAY 0

EMAIL

KLAVIYO CAMPAIGN

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

SilverStick - Slim : what it does

A quick explainer on the core function .

Hey **{{ first_name|default : "there" }}**,

This is a quick note on SilverStick - Slim . The data says a lot of people who bought it once haven't bought again . The reason is usually a missing piece of education , not a missing discount .

SilverStick - Slim is the narrow restock cue . It's the part of the rotation that tells you when to reorder before the setup gets annoying . We're not pitching a new product or a sale — just explaining the role .

If that role makes sense for your workshop , the shop has it ready .

— The SilverStick crew

WHY THIS ONE

Establish core functionality of SilverStick - Slim

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo campaign.

Audience

KLAVIYO SEGMENT

SEGMENT NAME

Cross-Sell Curious – W4

FILTER RULES

Placed Order exactly 1 time over all time

One-time buyers only

EXPECTED SIZE

~1,598

✓ **How to check:** After saving, the segment preview should show roughly 1,598 people. If it's way off, check the rule syntax.

Send settings

FROM

The SilverStick crew <hello@silverstick.com>

Why: Keep this consistent across all emails so inboxes thread them together.

SEND TIME

Tuesday 10:00 AM · recipient timezone

UTM

utm_source=klaviyo&utm_medium=email&utm_campaign=w4_education_t1

Send it

Send a test to yourself first. Check all links and confirm UTMs are working before scheduling.

T02

DAY 3

EMAIL

KLAVIYO CAMPAIGN

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

SilverStick - Slim vs . the rest

How it fits into your existing setup .

Hi **{{ first_name|default : "there" }}**,

The objection we're answering is: "How is this different from what I already have?"

SilverStick - Slim isn't a replacement for your main gear . It's the specific piece that handles the narrow restock cadence . It's built for that one job , which makes it more reliable than trying to stretch a general - purpose tool .

That's the differentiation — a dedicated tool for a specific rotation . No claim beyond what's in the catalog .

— The SilverStick crew

WHY THIS ONE

Address differentiation from alternatives

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo campaign.

Audience

KLAVIYO SEGMENT

SEGMENT NAME

Cross-Sell Curious – W4 · T2 (non-engagers)

FILTER RULES

Placed Order exactly 1 time over all time	One-time buyers
Did not open Email 'SilverStick – Slim Education 1'	Non-openers of first education email

EXPECTED SIZE

~959

✓ **How to check:** After the first email sends, check the size is roughly 60% of the parent segment.

Send settings

FROM	The SilverStick crew <hello@silverstick.com>
Why: Keep this identical across every touch. Inboxes group messages by sender — same name means the touches stack as one conversation, not three separate unread emails.	
SEND TIME	Friday 10:00 AM · recipient timezone
UTM	utm_source=klaviyo&utm_medium=email&utm_campaign=w4_education_t2

Send it

Wait until after touch 1 sends to build this segment — it needs open data from the first email.

T03

DAY 6

EMAIL

KLAVIYO CAMPAIGN

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

Why SilverStick - Slim is worth a second look

The final piece of the explanation .

Hi **{{ first_name|default : "there" }}**,

Last note on SilverStick - Slim . The reason to repurchase is the same as the reason to buy it the first time : it solves a narrow problem well .

If your rotation needs a reliable cue for when to restock the slim part of the setup , this is it .

No discount , no urgency theater — just a catalog - backed product that does its job .

If not , ignore this one and we'll keep the reminder quiet .

— The SilverStick crew

WHY THIS ONE

Reinforce unique value proposition

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo campaign.

Audience

KLAVIYO SEGMENT

SEGMENT NAME

Cross-Sell Curious – W4 · T3 (final)

FILTER RULES

Placed Order exactly 1 time over all time	One-time buyers
Did not open Email 'SilverStick – Slim Education 2'	Non-openers of second education email

EXPECTED SIZE

~575

✓ **How to check:** Segment size should be about 36% of the parent after touch 2 sends.

Send settings

FROM	The SilverStick crew <hello@silverstick.com>
Why: Keep this identical across every touch. Inboxes group messages by sender — same name means the touches stack as one conversation, not three separate unread emails.	
SEND TIME	Monday 10:00 AM · recipient timezone
UTM	utm_source=klaviyo&utm_medium=email&utm_campaign=w4_education_t3

Send it

Send a preview to yourself, click every link, then check GA4 Realtime — the click should show up within thirty seconds with the campaign tag attached. Then schedule. Klaviyo locks the audience list at send time; building the segment earlier is fine, sending earlier is not.

What we expect, what to compare against.

Each row is a metric we'll track. **Projected** is what we believe this campaign will hit; **benchmark** is the industry - average comparison point. The gap (the lift column) is where the cohort - warming logic shows up — these aren't strangers, they're 3+ time buyers.

METRIC	PROJECTED	BENCHMARK	LIFT	SOURCE · WHY ABOVE BENCHMARK
Open rate Percentage of recipients who open the email.	40.0%	30.5%	+9.5%	<i>Product-specific subject lines increase recognition above segmented benchmarks.</i>
Click rate Percentage of recipients who click a link in the email.	2.0%	1.24%	+0.76%	<i>Educational content drives higher engagement from curious buyers.</i>
Placed - order rate Percentage of recipients who place an order after receiving the email.	0.5%	0.19%	+0.31%	<i>Clarified value proposition increases purchase intent.</i>
Revenue per recipient Total revenue from the campaign divided by the number of recipients.	\$0.30	\$0.19	+\$0.11	<i>Higher conversion rate with maintained average order value.</i>

YEAR - ONE

COHORT RECOVERY · Y1

8

customers back × \$140 cohort LTV

\$672

CHECKPOINT · DAY 12

<p>PASS IF</p> <p>Placed - order rate ≥ 0.19% (Klaviyo segmented benchmark)</p>	<p>FALLBACK</p> <p>If response ≤ 0.10%, next campaign leads with social proof instead of product claims</p>
---	---

WHAT SHIPS NEXT WEEK

Up next .

W5 .

4,321 customers buy from you regularly . An automated email reminds them when it's time to reorder , capturing 5% of their annual spend .

WEEK 05

Replenishment · Ritualists

— *The SilverStick crew*



DRAFTED BY
CODY ROBERTSON

Seasonal - *SilverStick* - *Slim Anchor*

3 touches across 7 days . *SilverStick* · Jun 16, 2026
→ Jun 23, 2026

BRAND

SILVERSTICK

PERIOD

JUN 16, 2026 → JUN 23, 2026

STATUS

IN-FLIGHT

Why this week, this cohort.

3,820 of your customers bought with a discount at least once. They're price-sensitive but responsive to product-specific messaging during seasonal moments.

These 3,820 people have purchased with discounts before, making them bargain hunters. They have a lifetime value of \$78. This campaign tests whether product-anchored seasonal messaging outperforms discount-led approaches. We project **6 reactivated customers at \$140 each** — the \$336 line in your audit. Three emails focus on SilverStick - Slim as the seasonal anchor.

THE COHORT

These 3,820 people have purchased with discounts before, making them bargain hunters. They have a lifetime value of \$78. This campaign tests whether product-anchored seasonal messaging outperforms discount-led approaches. We project **6 reactivated customers at \$140 each** — the \$336 line in your audit. Three emails focus on SilverStick - Slim as the seasonal anchor.

3,820 bargain hunters

Bargain tourists who purchased with a discount

WHAT'S SHIPPING THIS WEEK

Seasonal - SilverStick - Slim Anchor

TYPE	TOUCHES	CHANNELS	COHORT
seasonal sequence shape	3 over 7 days	email mix	3,820 bargain hunters

Three emails over seven days to the same 3,820 bargain hunters, each highlighting SilverStick - Slim as a seasonal product anchor. The first introduces the product relevance, the second reinforces seasonal utility, and the third adds urgency. No discounts — testing product demand over price sensitivity.

STRATEGY DECISION MEMO

CHOSEN PLAY

SilverStick - Slim seasonal product anchor

Rev 4 · Conf 5 · Proof 2 · Risk 2 · Spec 4

OBJECTIVE

Revenue

WHY THIS PRODUCT NOW

Peak seasonal intent aligns with concrete use cases for SilverStick - Slim

BELIEF TO CHANGE

This product solves immediate seasonal needs better than alternatives

OBJECTION

Unclear relevance outside discount contexts

SilverStick - Slim to Slim Cotton Filters - 100 Count category - jump test

Rev 3 · Conf 2 · Proof 2 · Risk 3 · Spec 4
Rejected because the computed brief has a stronger product path.

Percent - off SilverStick - Slim discount

Rev 3 · Conf 3 · Proof 1 · Risk 4 · Spec 2
Rejected because generic discount is blocked by the computed brief.

SilverStick - Slim proof - capture pilot

Rev 2 · Conf 1 · Proof 1 · Risk 5 · Spec 3
Rejected as a launch; only proof capture is defensible.

THE REASONING

01

Seasonal product anchoring

02

Progressive exclusion logic

The ship order .

Day-by-day . Each touch names the channel , the audience refinement , and the angle . Subject lines + body copy unlock once you book the kickoff .

01

DAY 0

EMAIL Klaviyo campaign**SilverStick - Slim for the season**

Reintroduce SilverStick - Slim as seasonal anchor product

AUDIENCE**All 3,820 Bargain Tourists****02**

DAY 2

EMAIL Klaviyo campaign**Why SilverStick - Slim fits now**

Show seasonal use case for SilverStick - Slim

AUDIENCE**Touch 1 non-engagers****03**

DAY 6

EMAIL Klaviyo campaign**SilverStick - Slim , last seasonal note**

Seasonal last call for SilverStick - Slim

AUDIENCE**Touch 2 non-engagers & non-buyers**

BUILD THIS FIRST — ONCE

The parent segment every touch points at .

A segment is a saved filter that auto-groups the right customers — build it carefully once and the rest of the week references it . Spend ten minutes here .

SEGMENT NAME · PASTE EXACTLY

Bargain Tourists – W5

FILTER RULES · ADD IN ORDER, JOINED WITH AND

Bargain tourist segment

Bargain tourist segment

EXPECTED SIZE

~3,820

Klaviyo segment should show roughly this number after you save .

✓ HOW TO CHECK

After saving , the preview should show around 3 , 820 people . If not , check the rule syntax .

Build this segment the day before sending touch 1 to ensure it's current .

SO YOUR REPORTING WORKS

Name campaigns and tag links the same way every time .

Two short codes that turn anonymous "clicks" into "clicks from week 1 touch 2 ."

Without them , the scorecard at the end of the week can't tell which touch did the work .

Naming convention

```
W5 · T{n} · SilverStick
```

WHY

Consistent naming lets us track performance accurately across the week .

HOW

When creating each campaign 极速 use the code exactly , replacing {n} with the touch number .

✓ **Check:** Check your Klaviyo campaigns list — all three should appear with the correct names .

UTM template

WHY

UTMs tell Google Analytics which touch drove each click and order .

HOW

Paste this template in Klaviyo's UTM settings for each campaign , replacing {n} with the touch number .

✓ **Check:** Preview each email and hover over links — the URL should end with the correct UTM string .

Pin these to the wall before you hit send .

Each guardrail is a small habit . Skip one and the week's numbers get harder to read at the end — not impossible , just noisier than they need to be .

01

Use the same from - name for all emails to ensure inbox threading .

02

Don't schedule touches 2 - 3 until the previous touch has sent — their audiences depend on engagement and purchase data .

03

Pause other campaigns targeting this segment during the 7 - day period to avoid overlap .

04

If the parent segment size is not around 3 , 820 , stop and troubleshoot before sending .



T01

DAY 0

EMAIL

KLAVIYO CAMPAIGN

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

SilverStick - Slim for the season

A product-specific seasonal reminder.

Hey **{{ first_name|default: "there" }}**,

This is a seasonal check-in around SilverStick - Slim. The data we have is catalog-level, not order-line proof, so we are not pretending to know your exact setup.

The product-native reason is simple: SilverStick - Slim fits seasonal moments well. If it is part of your rotation, the shop has it ready.

— The SilverStick crew

WHY THIS ONE

Reintroduce SilverStick - Slim as seasonal anchor product

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo campaign.

Audience

KLAVIYO SEGMENT

SEGMENT NAME

Bargain Tourists – W5

FILTER RULES

Bargain tourist segment

Bargain tourist segment

EXPECTED SIZE

~3,820

✓ **How to check:** After saving, the preview should show around 3,820 people. If not, check the rule syntax.

Send settings

FROM

The SilverStick crew <hello@silverstick.com>

Why: Keep this consistent across all emails so inboxes thread them together.

Monday 10:00 AM · recipient timezone

UTM

utm_source=klaviyo&utm_medium=email&utm_campaign=w5_seasonal_t1

Send it

Send a test to yourself first. Check all links and confirm UTMs are working before scheduling.

T02

DAY 2

EMAIL

KLAVIYO CAMPAIGN

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

Why SilverStick - Slim fits now

A product - specific seasonal reminder .

Hi **{{ first_name|default : "there" }}**,

The objection we are answering is timing : SilverStick - Slim is often overlooked until the season hits . It is the practical seasonal cue , not a new - product pitch .

No discount , no invented usage claim — just a catalog - backed reminder around the product .

— The SilverStick crew

WHY THIS ONE

Show seasonal use case for SilverStick - Slim

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo campaign.

Audience

KLAVIYO FLOW

SEGMENT NAME

Bargain Tourists – W5 · T2 (non-engagers)

FILTER RULES

Exclude: placed_order since first send

Exclude responders to first touch

EXPECTED SIZE

~3,514

✓ **How to check:** After the first email sends, check the size is roughly 92% of the parent segment.

Send settings

FROM

The SilverStick crew <hello@silverstick.com>

Why: Keep this identical across every touch. Inboxes group messages by sender — same name means the touches stack as one conversation, not three separate unread emails.

SEND TIME

Wednesday 10:00 AM · recipient timezone

UTM

utm_source=klaviyo&utm_medium=email&utm_campaign=w5_seasonal_t2

Send it

Wait until after touch 1 sends to build this segment — it needs open/click/purchase data from the first email.

T03

DAY 6

EMAIL

KLAVIYO CAMPAIGN

RENDERED AS IT LANDS IN THE INBOX · PASTE COPY VERBATIM

FROM The SilverStick crew

SilverStick - Slim, last seasonal note

A product-specific seasonal reminder.

Hi **{{ first_name|default:"there" }}**,

Last note for now on SilverStick - Slim. If the seasonal cadence is here, this is the easiest piece to have ready before the moment passes.

If not, ignore this one and we will keep the reminder quiet.

— The SilverStick crew

WHY THIS ONE

Seasonal last call for SilverStick - Slim

THREE SHORT STEPS

Audience, settings, send.

The body copy on the previous page is the work product. This page is the ship list — where to paste each thing inside Klaviyo campaign.

Audience

KLAVIYO FLOW

SEGMENT NAME

Bargain Tourists – W5 · T3 (final)

FILTER RULES

Exclude: placed_order since first or second send

Exclude responders to prior touches

EXPECTED SIZE

~3,234

✓ **How to check:** Segment size should be about 85% of the parent after touch 2 sends.

Send settings

FROM

The SilverStick crew <hello@silverstick极速.com>

Why: Keep this identical across every touch. Inboxes group messages by sender — same name means the touches stack as one conversation, not three separate unread emails.

SEND TIME

Sunday 10:00 AM · recipient timezone

UTM

utm_source=klaviyo&utm_medium=email&utm_campaign=w5_seasonal_t3

Send it

Send a preview to yourself, click every link, then check GA4 Realtime — the click should show up within thirty seconds with the campaign tag attached. Then schedule. Klaviyo locks the audience list at send time; building the segment earlier is fine, sending earlier is not.

What we expect , what to compare against .

Each row is a metric we'll track . **Projected** is what we believe this campaign will hit ; **benchmark** is the industry - average comparison point . The gap (the lift column) is where the cohort - warming logic shows up — these aren't strangers , they're 3+ time buyers .

METRIC	PROJECTED	BENCHMARK	LIFT	SOURCE · WHY ABOVE BENCHMARK
Open rate Percentage of recipients who open the email .	35.0%	30.5%	+4.5%	<i>Product - specific subject lines increase recognition above segmented benchmarks .</i>
Click rate Percentage of recipients who click a link in the email .	2.0%	1.24%	+61.3%	<i>Named - offer relevance increases click - through for known buyers .</i>
Placed - order rate Percentage of recipients who place an order after receiving the email .	0.157%	0.19%	-17.4%	<i>Discount - seeking behavior may depress conversion , offset by product relevance .</i>
Revenue per recipient Total revenue from the campaign divided by the number of recipients .	\$0.22	\$0.19	+15.8%	<i>Product - specific messaging outperforms generic segmented benchmarks .</i>

YEAR - ONE

COHORT RECOVERY · Y1

6

customers back × **\$140** cohort LTV

\$336

CHECKPOINT · DAY 12 POST - SEND

PASS IF

Campaign placed - order rate ≥ 0.10%

FALLBACK

Switch to discount - led messaging for next seasonal moment if below threshold

WHAT SHIPS NEXT WEEK

Up next . **W6.**

4,321 customers buy from you regularly . An automated email reminds them when it's time to reorder , capturing 5% of their annual spend .

WEEK 06

Replenishment · Ritualists

— *The SilverStick crew*



DRAFTED BY
CODY ROBERTSON