



Schulung Session #1

Klaviyo Account + Technik



Leitspruch



Ich helfe E-Commerce Unternehmen, ihren Umsatz automatisiert zu erhöhen und ihre Kundenbindung zu verbessern, indem ich datenschutzkonformes E-Mail Marketing für sie übernehme.

- E-Mail Marketing für E-Commerce



Inhalte von Session #1



- Klaviyo Account Setup
- Verknüpfung zw. Klaviyo und Shopsystem
- Klaviyo Account Funktionen
- Klaviyo Builder
- Segmentieren
- Opt in Formulare



Kontrolle von Kampagnen





Thom@s
E-Mail Marketing für E-Commerce

Kontrolle von Kampagnen:

STEP 1: Kontrolle des Inhalts durch Preview

- Kontrolle von dem Namen Tag
- Kontrolle von dem Inhalt
- Kontrolle von dem Link
- Kontrolle von Designelementen
 - Countdown richtig eingestellt
 - Grafiken richtig eingebunden
- Kontrolle der Mobilen Version

STEP 2: Einstellen des Versanddatum

- Smart Sending Ja/Nein
- Datum und Uhrzeit

STEP 3: Abschließende Kontrolle

- Ist der E-Mail-Inhalt richtig
- Sind alle Deadlines richtig eingestellt (Rabatt-Codes, Countdowns, Text Deadlines)
- Ist der Versende Zeitpunkt richtig

STEP 4: Kampagne ist fertig vorbereitet

- Probe senden an ein Admin Segment
 - Probe senden aller E-Mails an tsrabner21@gmail.com
 - Probe senden aller E-Mails an den Kunden
 - Probe senden an ausgewählte Gruppe von 3 Personen

Commediastr. 38 | 4040 Linz | Austria
thomas-grabner.com

Seite 1/1



Setup Klaviyo Account



- Link: <https://bit.ly/2uIGPdr>
- Setup Wizard

The screenshot shows the Klaviyo account setup wizard. At the top left is the Klaviyo logo. The main heading is "Welcome to Klaviyo" with a sub-heading "First, tell us a bit about your business so we can set up Klaviyo with ideas tailored for you." The form consists of several steps:

- Step 1: Setup** (indicated by a blue circle with the number 1)
 - Add business details (selected)
 - Connect your platform
 - Add email details
- Step 2: Design** (indicated by a blue circle with the number 2)
 - Brand your emails
- Step 3: Complete** (indicated by a blue circle with the number 3)
 - Start growing your business

The main form area includes the following questions and options:

- What's your website address? ***
Input field containing: `https://berberin.de/`
- Which category best describes your business? (please select one) ***
Three buttons: "Ecommerce" (selected), "Non Profit", and "Something Else".
- Which ecommerce platform do you use? ***
Buttons for: "Shopify", "Magento 1x", "Magento 2x", "WooCommerce" (selected), "BigCommerce", and "Volusion".
A link "> Show More" is located below the buttons.

On the right side of the form, there is a quote from Fred Perotta, CEO & Founder of Tortuga: "Other email software is for sending emails, Klaviyo is for making money."



Setup verändern



The screenshot shows the Klaviyo account dashboard. The main content area displays email usage statistics:

- Email Usage:** 1,207 of 250 active emailable profiles (483% used). A green progress bar is shown.
- Current Plan:** You don't have a subscription to a plan. An [Upgrade Plan](#) button is visible.

The account dropdown menu is open, showing the following options:

- Account
- Setup Wizard** (highlighted with a red box)
- Setup Web Tracking
- Klaviyo Status
- Logout

The browser address bar shows <https://www.klaviyo.com/setup/info>.



Impressum verändern



The screenshot shows the Klaviyo account settings page. The left sidebar contains navigation options: Dashboard, Campaigns, Flows, Email Templates, Lists & Segments, Profiles, Metrics, Integrations, Data Feeds, Signup Forms, Preference Pages, Image Library, and Tags. The main content area is titled 'Account' and has tabs for Overview, Contact Information, Billing, Settings, and Downloads. A dropdown menu is open over the 'Personal' tab, with 'Organization' selected and highlighted in red. The 'Email' section displays usage statistics: 1,207 of 250 active emailable profiles (483% used) and 0 of 500 emails sent this billing cycle (0% used). The 'Current Plan' section states 'You don't have a subscription to a plan.' with an 'Upgrade Plan' button.



Impressum DE+AT+CH



KLAVIYO Search for someone... [Upgrade](#) [Support](#) [Blog](#) [Pro Natural Health GmbH](#)

Account Overview **Contact Information** Billing Settings Downloads

Personal **Organization**

Enter your organization's contact information below. We use this information in the footer of your emails to comply with the CAN-SPAM act.

Default From Label

Default From Email / Reply-To

Company / Organization Name

Website URL

Street Address

City

State / Region

Country

Postal / Zip Code

[Update Information](#)

Your timezone is used to display dates and times.



Darstellung des Impressums



No longer want to receive these emails? [Unsubscribe](#).

Pro Natural Health GmbH: Gottlieb-Daimler-Straße 9, 74076 Heilbronn, Deutschland

smartxocolate. GmbH: Gymnasiumstrasse 45, 74072 Heilbronn, Deutschland



Default From Label



Beste
Nadin von Beispielfirma

Grüße,

The screenshot shows the Klaviyo account settings page for 'Pro Natural Health GmbH'. The 'Organization' tab is active. The form contains the following fields:

- Default From Label:** Pro Natural Health
- Default From Email / Reply-To:** berberin@pronaturalhealth.de
- Company / Organization Name:** Pro Natural Health GmbH
- Website URL:** https://berberin.de/
- Street Address:** Cottlieb-Daimler-Straße 9
- City:** 74076 Heilbronn
- State / Region:** Deutschland
- Country:** Germany
- Postal / Zip Code:** (empty)

There is a blue 'Update Information >' button at the bottom of the form. A note at the bottom states: 'Your timezone is used to display dates and times.'



Anbindung an das Shopsystem



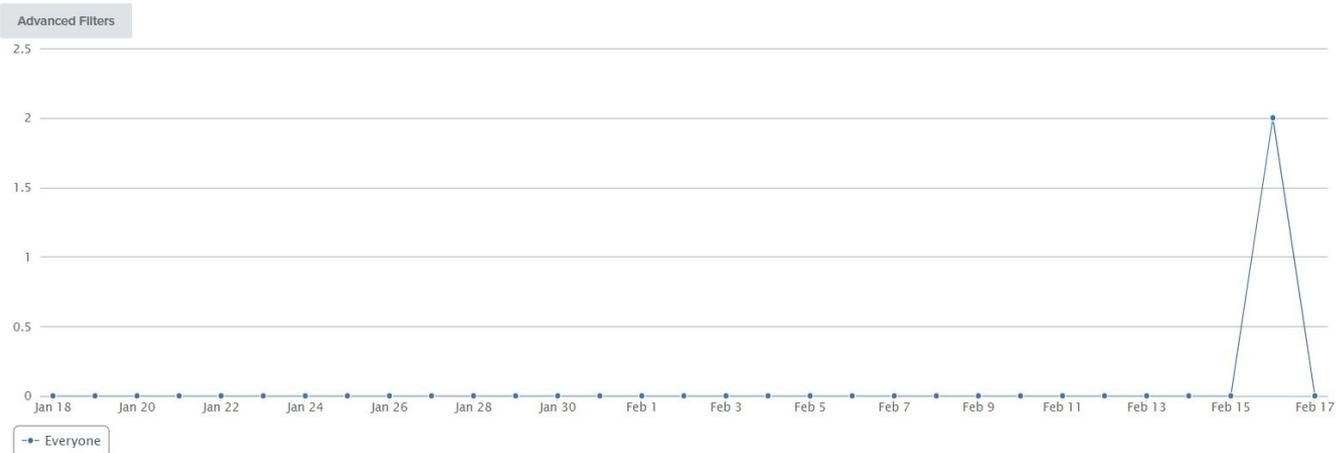
- One Click Installationen
 - o Shopify
 - o Magento
 - o WooCommerce
 - o Link: <https://www.klaviyo.com/features/integrations>
- Integration mittels API Verknüpfung
 - o Shopware
 - o ...
- **Anleitung:** Anbindung an das Shopsystem



Wurde alles richtig verknüpft?



- Werden “Started Checkout” Events in Klaviyo verzeichnet?
- Metrics > Started Checkout





Beispiel: Shopify



Integration Settings

Shop URL

Your Shop URL is formatted like *mystore.myshopify.com*.

Subscribe customers who **Accept Marketing** to a Klaviyo list.

Newsletter

Automatically add Klaviyo onsite javascript (recommended)

When enabled, Klaviyo onsite javascript (klaviyo.js) will automatically be added to pages on your store, allowing web tracking, onsite forms, and future Klaviyo features.

Update Shopify profiles with Klaviyo data

Shopify profiles will be updated when [certain changes are made](#) within Klaviyo.

Update Shopify Settings »

You may be redirected to Shopify where you will be asked to update certain permissions. You will then be brought back into Klaviyo.



Alte Kontakte importieren



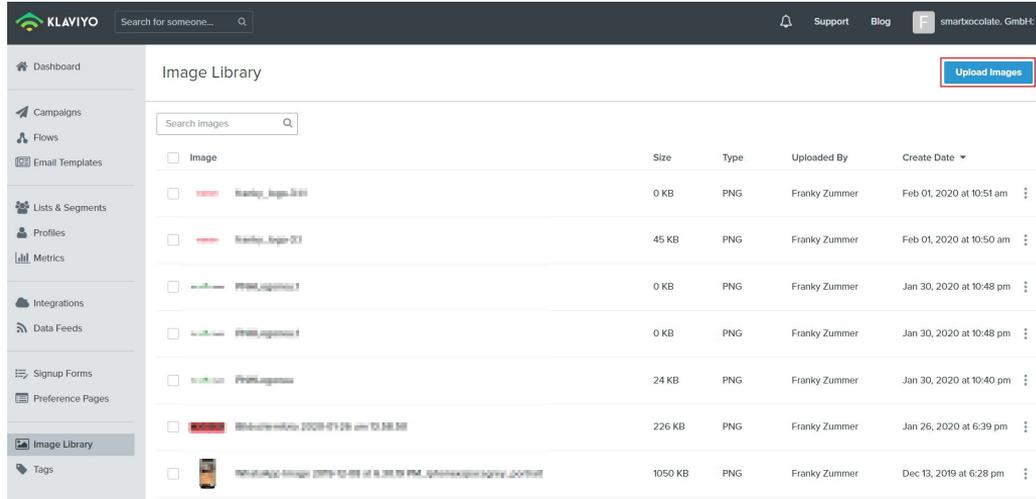
The screenshot shows the Klaviyo dashboard for a list named 'Shopware import'. The interface includes a search bar, navigation menu, and a list of contacts. A 'Manage List' dropdown menu is open, highlighting the 'Import Contacts' option. The contact list shows names, email addresses, and locations.

Name	Email	Location	Import Date
Tina Pichler	tina.pichler@shopware.com	Vienna, Austria	Nov 15, 2019 at 12:10 p.m.
Rita Pichler	rita.pichler@shopware.com	Vienna, Austria	Nov 15, 2019 at 12:10 p.m.
Dominique Pichler	dominique.pichler@shopware.com	Vienna, Austria	Nov 15, 2019 at 12:10 p.m.
Tina Pichler	tina.pichler@shopware.com	Vienna, Austria	Nov 15, 2019 at 12:10 p.m.
Mirka Pichler	mirka.pichler@shopware.com	Vienna, Austria	Nov 15, 2019 at 12:10 p.m.
Victoria Pichler	victoria.pichler@shopware.com	Austria	Nov 15, 2019 at 12:10 p.m.
Berlita Mith	berlita.mith@shopware.com	Austria	Nov 15, 2019 at 12:10 p.m.
Tanja maria Glatz	tanja954@gmail.com	Vienna, Austria	Nov 15, 2019 at 12:10 p.m.

- **Voraussetzung:** Die alte E-Mail Liste ist in Tabellenform verfügbar
- **Anleitung:** Upload CSV Dokument bei Klaviyo



Bilder in Klaviyo importieren



- **Tipp:** Das verkleinern von Bildern mit “Tinypng.com”, beschleunigt die Ladezeit der E-Mail und minimiert die Wahrscheinlichkeit von “Clipping”
- JPG ist ideal für farbige Bilder und besitzt eine kleine Dateigröße



“Profiles” > Vor- u. Nachname



The screenshot shows the Klaviyo dashboard for a contact named 'Anika Jorrit'. The interface includes a sidebar with navigation options like Dashboard, Campaigns, Flows, Email Templates, Lists & Segments, Profiles (selected), Metrics, Integrations, Data Feeds, Signup Forms, Preference Pages, Image Library, and Tags. The main content area displays a list of events for the contact, such as 'Received Email' and 'Fulfilled Order', with their respective dates and times. On the right, there are sections for 'METRICS' (Active on Site, Viewed Product, Started Checkout, Ordered Product, Placed Order) and 'LISTS & SEGMENTS' (Engaged (3 Months), Potential Brand Enthusiasts, test, Klicktipp Import, Shopware import, Weihnachtscamp. Kunde, Potential Purchasers). A 'CONTACT' section is also visible at the bottom right.

Event	Date	Time
Received Email "Glaube nicht nur mir.."	Sun at 11:01 a.m.	
Received Email "Das ist Party!"	Jan 26, 2020 at 11:49 a.m.	
Received Email "Möchtest du einen 10,00€ Gutschein?"	Jan 24, 2020 at 4:14 p.m.	
Received Email "Wie ist dein Charakter?"	Jan 22, 2020 at 4:14 p.m.	
Fulfilled Order	Jan 20, 2020 at 6:27 p.m.	
Opened Email "Deine Chance: Erhalte kostenfreie Produkte!"	Jan 20, 2020 at 6:11 p.m.	
Received Email "Deine Chance: Erhalte kostenfreie Produkte!"	Jan 20, 2020 at 4:14 p.m.	
Purchased Items	Jan 19, 2020 at 2:19 p.m.	
Opened Email "Flurky: Zucker ist mit Süßmitteln vergleichbar"	Jan 19, 2020 at 12:43 p.m.	
Opened Email "Flurky: Zucker ist mit Süßmitteln vergleichbar"	Jan 19, 2020 at 12:25 p.m.	
Received Email "Flurky: Zucker ist mit Süßmitteln vergleichbar"	Jan 19, 2020 at 12:24 p.m.	

Metric	30d (Δ)	All-Time
Active on Site	2 (+1)	3
Viewed Product	0 (0)	0
Started Checkout	2 (+1)	3
Ordered Product	2 (+2)	2
Placed Order	2 (+2)	2

LISTS & SEGMENTS

- Engaged (3 Months)
- Potential Brand Enthusiasts
- test
- Klicktipp Import (remove)
- Shopware import (remove)
- Weihnachtscamp. Kunde
- Potential Purchasers

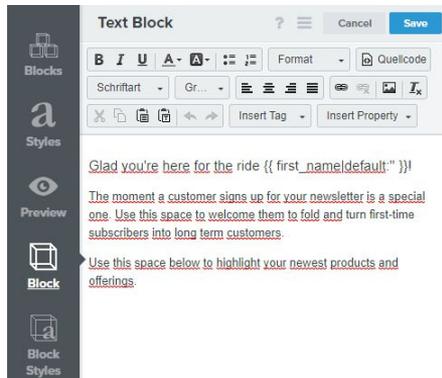
CONTACT Edit



Aufbau des Klaviyo Builders

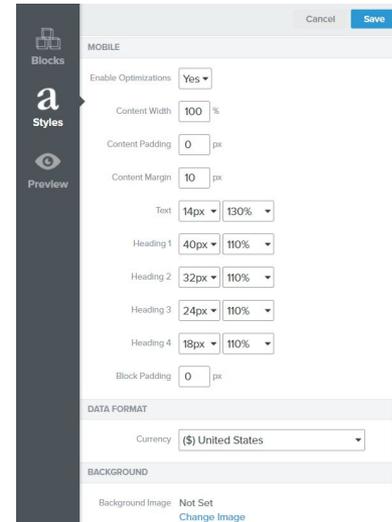
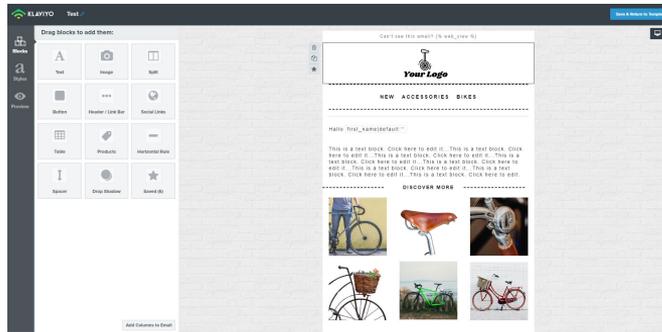


- Blocks (Auswahlliste der Elemente)
- Styles (Globale Formatierung)
- Block (Text Editieren) - Seltene Verwendung
- Block Styles (Lokale Formatierung)



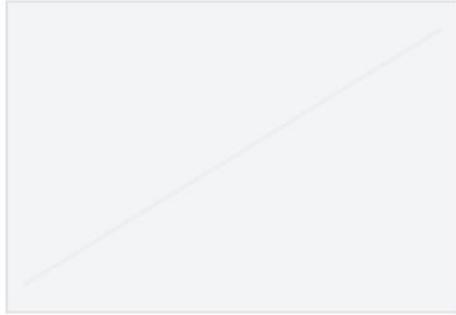


Mobil Optimieren





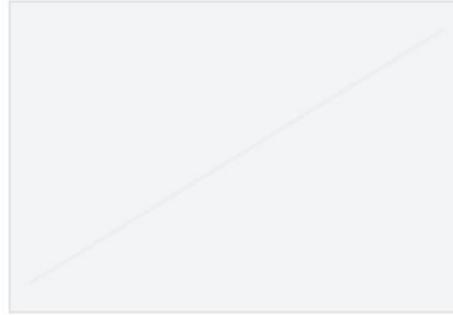
Produkt Block



Product Title #1

\$0.00

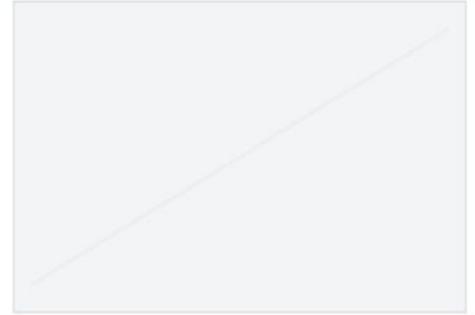
Buy Now



Product Title #2

\$0.00

Buy Now



Product Title #3

\$0.00

Buy Now



Bilder: Link + Alt Text



Image Settings

Alt Text

Link

Image Width px



Fill Image Area

- Heatmaps beweisen Kunden klicken auf Bilder und verbessert die Zustellrate
- **Tipp:** Das verkleinern von Bildern mit “Tinypng.com”, beschleunigt die Ladezeit der E-Mail und minimiert die Wahrscheinlichkeit von “Clipping”
JPG ist ideal für farbige Bilder und besitzt eine kleine Dateigröße



Dynamische Elemente

Bsp. Abandoned Cart



`item.ProductName`

Anzahl: `item.Quantity|floatformat:0` — Preis: €
`item.ItemPrice|floatformat:2`

Vervollständige deinen Kauf jetzt, bevor ich weg bin:

[Zurück zum Warenkorb!](#)



Elemente in Klaviyo speichern



The screenshot shows the Klaviyo email editor interface. The main window is titled "Manuell #1 (Text+Button) v2". A modal dialog box titled "Add Saved Block" is open in the center. The dialog contains the following text:

Save & Return to Templates

Drag blocks to add them:

- Text
- Image
- Split
- Button
- Header / Link Bar
- Social Links
- Table
- Horizontal Rule
- Spacer
- Drop Shadow
- Saved (4)

Offer view aban.

Image icon

`{{ event.Name }}`

Price: `{{ event.Price|striptags }}`

Cancel Insert Block

Support & Documentation Blog @klaviyo Data Feeds How Do I Personalize Emails?



Inbox Parameter



From Franky 	From / Reply-To Email tasty@frankynutrition.com Use Separate Reply-To Email CC / BCC
Subject Did you see something you liked?	Preview Text
Save Changes >	



Fortgeschrittene Designs



- [Countdown Timer](#)
- [Show / Hide Blocks](#)
- [Buttons zum Daten sammeln](#)
- [Custom Font](#)
- GIFs



Unterschied: Liste u. Segment



Liste: Statische Gruppe von Menschen
Veränderung: Opt in Formulare, Händisches
hinzufügen oder abmelden von Kunden, Suppressed

Segment: Dynamische Gruppe von Menschen
Veränderung: Erfüllen bzw. nicht Erfüllen
von Konditionen, Suppressed



Suppressed



- Abmeldung eines Kunden
- Kunden die eine E-Mail als Spam melden
- Hard Bounce
- 7 x Soft Bounce
- Manuell Suppressed



Unterschied: Liste u. Segment



- Liste
 - o Newsletter
 - o Import altes ESP
 - o ...
- Segmente
 - o Hat X mal in den letzten Y Tagen eingekauft
 - o Hat die letzten X E-Mails erhalten und nicht geöffnet
 - o ...



Segmentieren - Warum?



- **Besseres Käuferlebnis der Kunden**
- Bessere Performance des E-Mail Marketings
- Höhere Conversion Rate
- Bessere Zustellrate



Segmente



Enganged Segment

Unengaged Segment

VIP Segment



Engaged Segment



Lists & Segments > Engaged Segment Segment > Create Segment

Segments allow you to track and analyze people who meet certain conditions:

Name Folder

Definition

Person is in

Has at least once in the last days

OR

Has at least once in the last days

OR

Person is in

and was added in the last days



Unengaged Segment



- **Session:** Unengaged + Sunset Flow + Listen Gesundheit



VIP Segment



- **Session:** Unengaged + Sunset Flow + Listen Gesundheit



Segmente



Käufe



Wann?

Wie oft?

Wie viel?

Interaktionen

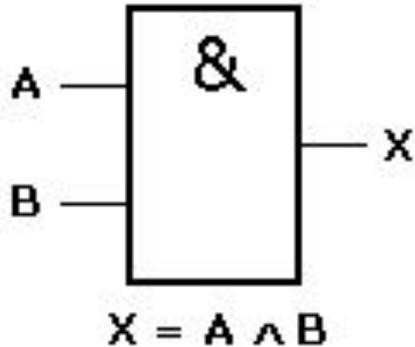


Wann?

Wie oft?



Und + Oder Gatter 1/2



Schaltzeichen
Funktionsgleichung



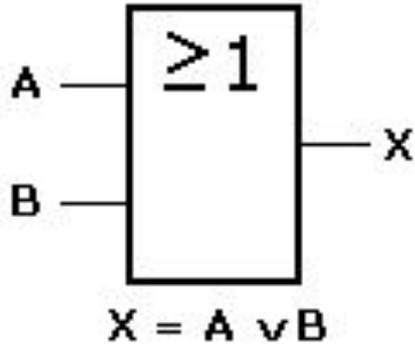
elektromechanisches
Schaltprinzip

A	B	X
0	0	0
0	1	0
1	0	0
1	1	1

Wahrheitstabelle



Und + Oder Gatter 2/2



Schaltzeichen
Funktionsgleichung



elektromechanisches
Schaltprinzip

A	B	X
0	0	0
0	1	1
1	0	1
1	1	1

Wahrheitstabelle



Anlegen von Segmenten



- Lists & Segments > Create List / Segment > Segment
- “Select a condition”
 - o What someone has done (or not done)
 - o Properties about someone
 - o If someone is or is not within the EU
 - o Predictive Analytics about someone
 - o ...
- Mehrere Bedingungen können dann mittels “OR” bzw. “AND” verknüpft werden

Definition

What someone has done (or not done) ▾

Has Choose metric... ▾ at least once ▾ over all time ▾

▢

OR

+ AND



Beispiel: Pop Up Store



- Das E-Commerce Unternehmen XYZ überlegt in Deutschland einen Pop Up Store zu eröffnen
- Eine erste Recherche ergab, dass sich der Großraum Hamburg eignen würde
- Mit Klaviyo kann jetzt durch verschiedene Segmente über die Postleitzahl festgestellt werden, wo die meisten wohnen



Beispiel: FB Custom Audience



- Klaviyo Account mit FB Advertising integrieren
- Im Facebook Account erstellt man eine neue Audience und synchronisiere diese mit Klaviyo dem jeweiligen Segment
- **Wichtig:** Es werden nur Kunden, deren E-Mail Adresse ihrem Facebook Account entsprechen übertragen. Es wird also nicht 1:1 synchronisiert



Wie können E-Mail Adressen gesammelt werden



- Opt in Formulare
- Manuelles Hinzufügen
- Hinzufügen über E-Commerce Integrationen



Opt in Formulare



- Pop Up Formulare
- Embed Formulare im Footer
- Flyout Formulare in den Ecken des Bildschirms
- (Gewinnspiele)

Start collecting subscribers

Create a signup form.



Install Klaviyo signup forms on your website

In order to add signup forms to your site, you need to copy/paste a short one-time code snippet into your site and check that it is installed properly.

[Install Code Snippet](#)



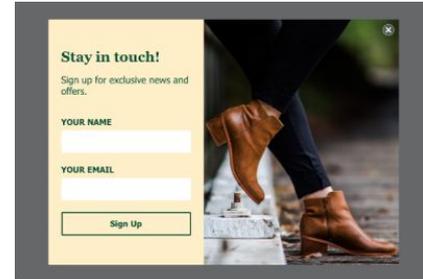
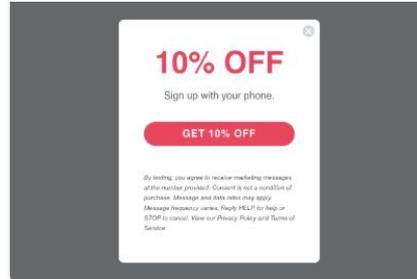
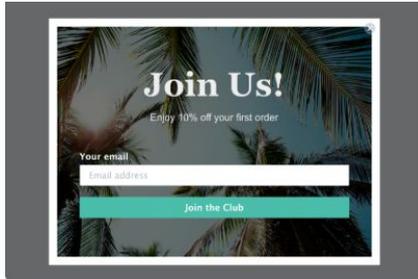
Build a signup form

Build a popup with the easy to use drag and drop form builder to turn visitors into subscribers.

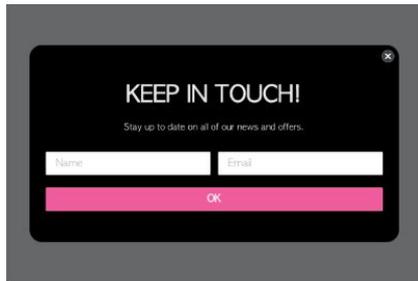
[Create Signup Form](#)



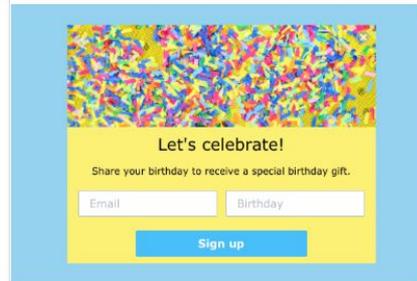
Pop Up Formulare 1/2



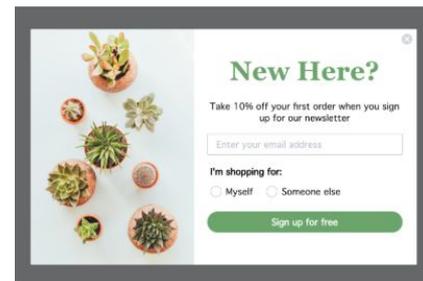
Keep in touch
Popup



Let's celebrate
Popup

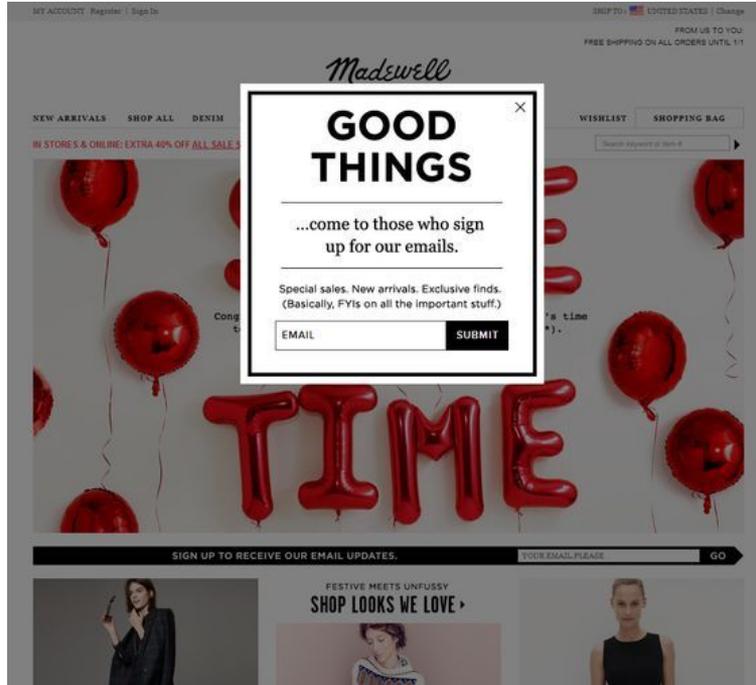


New here
Popup





Pop Up Formulare 2/2





Embed Formulare 1/2



Join Us!
Sign up for VIP access to perks & rewards

Your email

I'm interested in
 Womens apparel Mens apparel Both

LET'S CELEBRATE!
Share your birthday to receive a special birthday gift 🎁

Your birthday (MM/DD) Email address

Be the first to know about new releases

enter your email

Get the hottest deals - SMS + Email
Embed

Get the hottest deals!
Sign up to get email & text updates.

Email address

Phone Number

By entering your phone number, you agree to receive marketing messages at the number provided. Consent is not a condition of purchase. Message and data rates may apply. Message frequency varies. Please MSRP for help or 2025 © 2025. View our Privacy Policy and Terms of Service.

See something you like - SMS
Embed

See something you like?
Sign up to receive text message updates for price drops, deals & promotions!

Phone Number

By entering your phone number, you agree to receive marketing messages at the number provided. Consent is not a condition of purchase. Message and data rates may apply. Message frequency varies. Please MSRP for help or 2025 © 2025. View our Privacy Policy and Terms of Service.

Welcome - Pink
Embed

WELCOME!
Tell us a little about yourself so we can send you personalized offers.

First name Email

When is your due date? It's a

MM/DD Select an option



Embed Formulare 2/2



BEKANNT AUS



InStyle



SMILE SECRET

HILFE

NEWSLETTER

VERSAND & LIEFERUNG

KONTAKT

E-MAIL

ZAHLUNGSARTEN

AGB

ZUM NEWSLETTER ANMELDEN

KARRIERE

IMPRESSUM

BLOG

DATENSCHUTZBESTIMMUNG

WIDERRUFSBELEHRUNG

Ich erkläre mich mit der Verarbeitung meiner Daten einverstanden, um Angebote und Informationen über Zahnaufhellungsprodukte der SmileSecret GmbH & Co. KG, insbesondere zu neuen Angeboten sowie für Einladungen zu Veranstaltungen per E-Mail zu erhalten. Die Einwilligung erfolgt freiwillig. Du kannst die erteilte Einwilligung jederzeit widerrufen.



Flyout Formulare 1/2



Stay in touch!
Sign up for exclusive news and offers.

YOUR NAME

YOUR EMAIL

Avoid FOMO
Get new launches delivered to your inbox as soon as they come out.

Email

Join Us!
Sign up for VIP access to perks and rewards.

Your email
Email address

I'm interested in

- Womens apparel
- Mens apparel
- both

New here
Flyout

New Here?
Take 10% off your first order when you sign up for our newsletter

Enter your email address

I'm shopping for:

Myself Someone else

Leaving so soon
Flyout

LEAVING SO SOON?
Before you go, sign up to take \$10 off your first order!

Your email

Let's be friends - Desktop
Flyout

**HEY YOU,
LET'S BE
FRIENDS!** 🙌

Sign up to stay in touch

First name

How can we reach you?

Let's stay in touch 📧



Flyout Formulare 2/2





(Gewinnspiele)



Tastillen

Woohoo! Es muss wohl Dein Glückstag sein: **5% Discount**

Nutze diesen Code beim Checkout.
Dein Discount Code ist:

IGOTFIVEONIT

WEITER & DISCOUNT NUTZEN

Discount Code verwerfen ✕



Umsetzung im Online Shop



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[Create Signup Form](#)



Umsetzung in Klaviyo



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Build a signup form

Build a popup with the easy to use drag and drop form builder to turn visitors into subscribers.

[Create Signup Form](#)



Zusammenfassung



- Design Grundlagen
- Klaviyo Account Setup
- Verknüpfung zw. Klaviyo und Shopsystem
- Klaviyo Account Funktionen
- Klaviyo Builder
- Segmentieren
- Opt in Formulare