

Flows

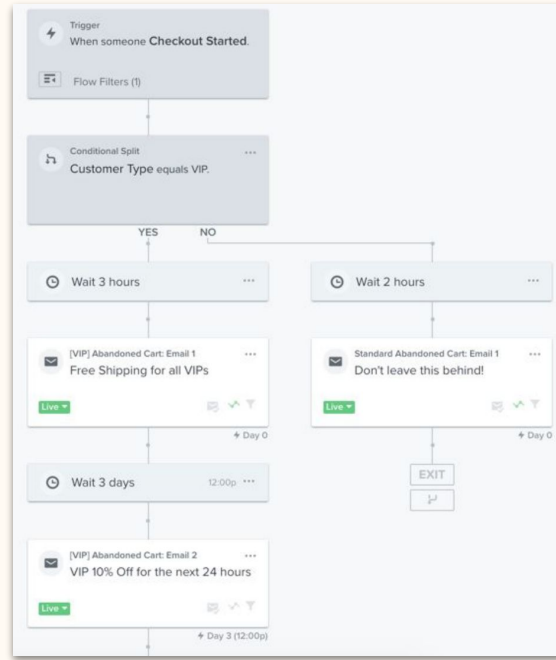
Flows don't have to be one-size-fits-all. Check out the recommendations below to create unique and engaging customer experiences to help brands automate their way to success.

VIP Treatment

Roll out the red carpet for your best customers! These don't have to be advertised perks of being a VIP, but can be "surprise and delight" Moments.

Extending **savings** or **preferred treatment** to loyal customers is what develops an emotional bond with a brand and will create word of mouth, to help drive new customers to buy from you.

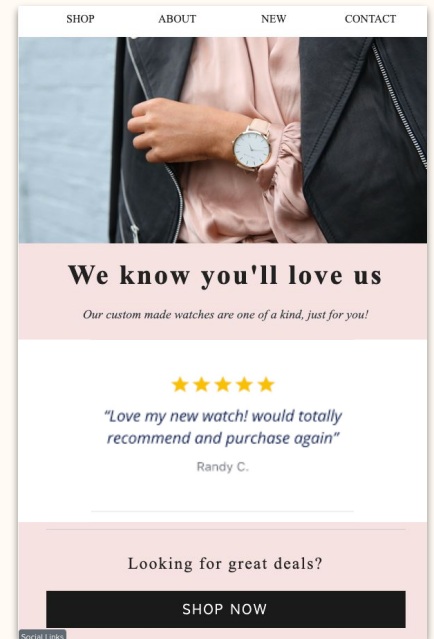
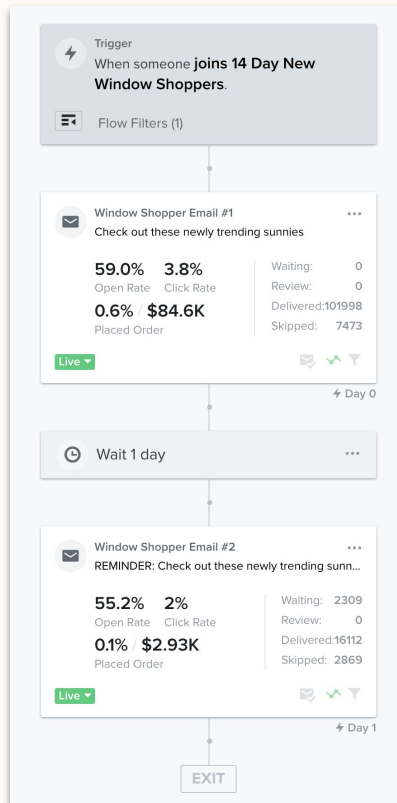
[Create a VIP Segment](#)



Window Shoppers

Often times, customers have engaged with your marketing and show some desire or intent to purchase, but haven't made the leap yet. Consider setting up a Flow with social proof (like positive reviews or social media posts from your customers), to help **convert them into first-time buyers**.

[Create a Window Shopper Segment](#)



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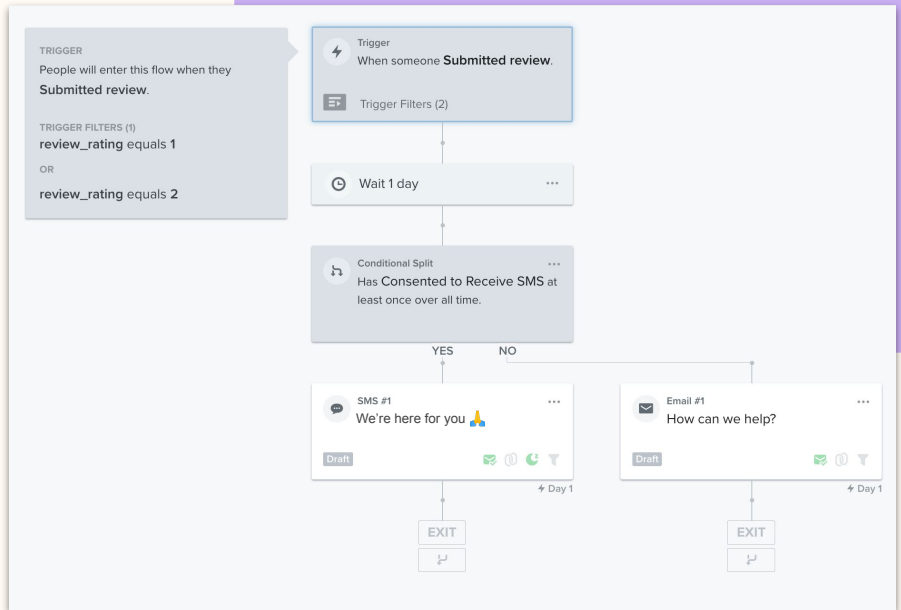
Win Back Negative Reviewers

Win-back Opportunities

Create a winback flow for anyone who has left a 1-2 star review.

Pro tip: Include a coupon code to incentivize them to try other products

[Add a Trigger Split guide](#)



Vary Flow Experiences with SMS

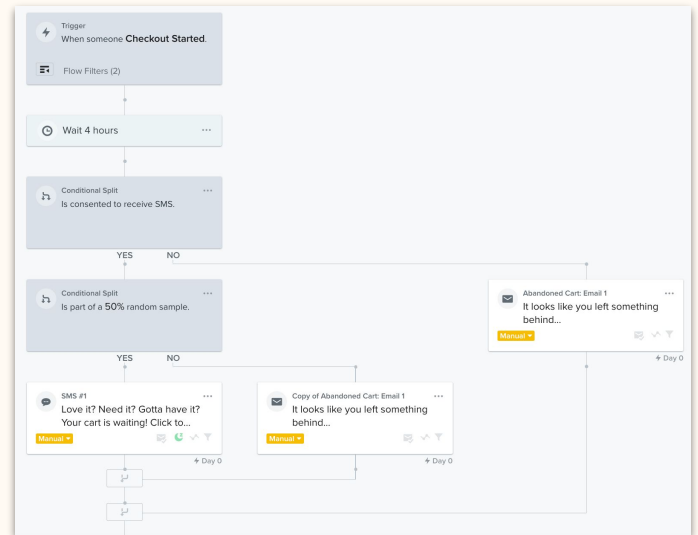
Did you know that **1 in 3 subscribers** actually **prefers SMS**?

Try mixing SMS into your Flows, for consented subscribers, with conditional splits, to vary the customer experience.

Tips:

- If your client is hesitant to try out SMS, try incorporating gradually with 50/50 splits.

[Add SMS to a Flow guide](#)



The Full Guide to Advanced Use Cases

For more tips and tricks, view the full Advanced Use-cases Guide.

[Advanced Klaviyo Use-cases Guide](#)

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