ENGAGEMENT-BASED GROWTH

More relevance.
More revenue.

Send more to people who show interest. Give inactive subscribers a clear path back.

42%

of the unengaged list reactivated

MY CONTRIBUTION

I built a segmentation strategy to send more to highly engaged users and win back inactive users. This case explains the choices behind that work and how other teams can apply its lessons.

PLATFORM

Klaviyo email
+ Klaviyo SMS

+24% total email and SMS revenue YoY

CONFIRMED WORK AND REPORTED OUTCOMES

Two audience states. Three distinct results.

I varied how often we sent messages and built a plan to win back inactive users. The results track three things: who came back, revenue from that group and total channel growth.

42%

of the unengaged list reactivated

+18%

increase in revenue directly attributed to previously unengaged users

+24%

year-over-year increase in total email and SMS revenue

WHAT I IMPLEMENTED

I used segmentation to send more to highly engaged users while giving the unengaged audience a distinct reactivation approach. Both email and SMS operated on Klaviyo. The core strategic move was to vary communication according to customer state.

HOW TO READ THE RESULTS

The 42% is a reactivation measure, not a purchase rate. The 18% is revenue growth from the previously unengaged audience, not its share of all revenue. Only the 24% result has an explicitly supplied year-over-year comparison.

Client engagement: Jake Bauman. See source and method notes on page 10.

STRATEGIC INTERPRETATION

When is another message useful?

One sending schedule can miss key differences between customers. Ask a simpler question: does the next message serve this person now?

THE ENGAGED AUDIENCE

Recognize active interest.

When people keep engaging with a brand, useful follow-up has a place. Make room for that interest. Keep checking whether it lasts.

Decide which extra message is worth sending and who should get it. Then define the signs that would cause you to send less.

THE DORMANT AUDIENCE

Separate recovery from routine.

An inactive subscriber raises a different question: is there still interest to recover? Repeating the regular promotional calendar provides little structure for answering it.

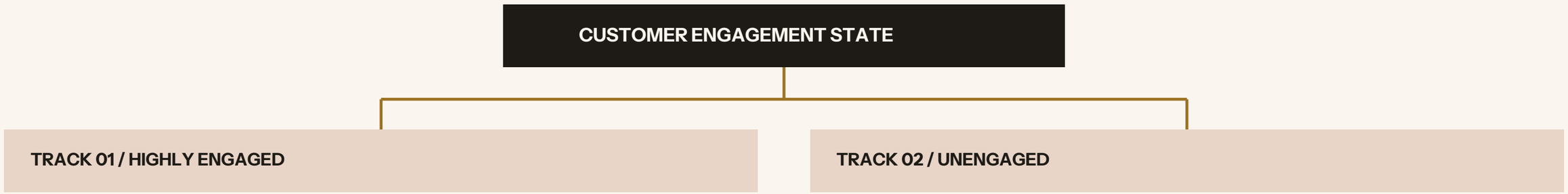
A dedicated reactivation track can have a defined audience, a reason to reconnect and a clear response rule. Treat it as a customer-state decision, with an explicit outcome for people who remain inactive.

Research context: A1, A2. Framework is strategic interpretation.

CONFIRMED STRATEGY, CONCEPTUAL ROUTING

Run parallel tracks with different jobs.

Adina Eden sent more to highly engaged users and won back part of its inactive list. The diagram shows that approach. It does not show the account's exact segment rules.



Expand relevant opportunities.

Use recent engagement to decide who may benefit from more campaigns. Give each extra message a clear purpose. It might share a relevant collection, useful product detail or timely offer.

Continue observing the audience after increasing frequency. A segment is a changing state, not a lifetime label. Falling response should prompt a cadence review rather than automatic continuation.

Test a path back.

Create a separate recovery experience with content that makes reconnection worthwhile. Define which response qualifies someone to move into an active audience before the campaign begins.

A new sign of interest should change the next step. So should a lack of response. Klaviyo's sunset guidance describes a last chance to engage before suppression. Define when that final decision happens.

Client engagement: Jake Bauman. Public strategy context: A1, A2.

RESEARCH-INFORMED PRACTICE

Do not let one signal carry the strategy.

Klaviyo notes that Apple privacy features can affect recorded opens. Ask what each signal tells you and what remains unclear. Different actions carry different weight.

SIGNAL 01

Attention

An open may suggest interest, but privacy features can cloud that signal. Use it in context. One unclear event should not move an inactive user into the group that gets the most messages.

SIGNAL 02

Intent

A click or relevant site visit gives more context about the customer's interest. The strategic question is whether that behavior relates to the next message, and whether it is recent enough to matter.

SIGNAL 03

Commercial action

A purchase provides a different kind of evidence. It can support follow-up, but the next message should reflect the new customer state. A recent buyer may need useful ownership content before another broad promotion.

Use the signals together to define a customer state, then document the rule that changes the next message.

Research context: A1, A3.

AN IMPLEMENTATION FRAMEWORK

Give reactivation a beginning and an end.

A recovery program needs more than an inactive segment and a discount. It needs a reason to reconnect, an observable response and a decision about what should happen next. The framework here is illustrative.

THE CUSTOMER EXPERIENCE

Make the return worthwhile.

Give people a clear reason to return. A new product, changed need or timely offer can reveal more about their interest than a broad request to buy.

Keep the response path easy to understand. If the purpose is to learn whether interest remains, the call to action should make that interest observable. Avoid asking several unrelated questions in one message.

THE OPERATING DECISION

Close the loop deliberately.

Define the recovery event and the review window before evaluating success. Then separate responders from people who remain inactive, so the result changes future contact.

Klaviyo treats outreach and suppression as separate steps. Its guidance also removes people from the sunset path when they engage again. In a new program, check both actions. Finishing a flow does not mean every audience step is complete.

Research context: A2. Framework is prospective, not a historic flow inventory.

RESEARCH-INFORMED CHANNEL STRATEGY

One customer relationship. Two channel rules.

Both channels used Klaviyo. One platform can support a shared plan. Still, email engagement alone should not decide who gets a text or how often.

CHANNEL ELIGIBILITY

Start with permission.

Track interest and permission as separate things. Klaviyo's SMS segment guidance includes consent and SMS engagement rules. A person may qualify for one channel but not the other.

For a new program, document the eligibility check before deciding which message to send. An attractive revenue opportunity does not replace that check.

MESSAGE COORDINATION

Assign a job to each contact.

Review email and SMS together. If an email explains the offer, ask what a later text adds. Check whether its timing helps the customer.

Use a contact-pressure review to catch avoidable repetition across campaigns and flows. The goal is purposeful communication that can be explained one touchpoint at a time.

Engagement platform: Jake Bauman. SMS segmentation context: A4.

PROPOSED EVALUATION FRAMEWORK

Measure recovery separately from growth.

Each result answers a different question. Keep those measures distinct. Then use a comparison group to test what changed because of the strategy.

AUDIENCE AND REVENUE

Keep the denominator visible.

To measure reactivation, define the audience and the action that counts as a return. Divide those who return by that original group. Keep the rules fixed after results arrive.

Keep the original group label when inactive users return. This lets you track their revenue. If you move them into the engaged group and lose that label, you can no longer see where the recovery came from.

INCREMENTALITY AND GUARDRAILS

Test the additional contact.

A future test could give similar groups different contact plans. Set the test window in advance. Compare revenue per eligible customer, unsubscribes and complaints.

Use the same rules for each group. Note other changes that could affect results. The reported 24% year-over-year growth shows the business outcome. A controlled test would be needed to isolate how much came from segmentation.

Original evaluation framework. Supplied outcomes are not represented as a controlled experiment.

ILLUSTRATIVE DECISION FRAMEWORK

Turn customer state into a next action.

A useful segment changes what you do next. This example links each audience state to a message and a rule for the next step. Set your own thresholds before using it.

AUDIENCE STATE	MESSAGE JOB	GRADUATION OR STOP SIGNAL
Currently engaged	Offer a distinct, relevant reason for additional contact. Review the full campaign-and-flow experience before increasing frequency.	Continue only while the chosen signals support the cadence. Review declining response or negative feedback rather than treating the segment as permanent.
Dormant, eligible for recovery	Provide a focused reason to reconnect. Keep the response path clear enough to learn whether interest remains.	Move responders according to a predefined recovery rule. Persistent nonresponse should lead to the documented sunset decision.
Recently reactivated	Reconnect the customer with regular communication at an appropriate pace. Preserve their original cohort label for measurement.	Review whether engagement persists after the initial response. A single recovery event should not erase the need to monitor the experience.

Assign an owner to each decision. Review whether segment overlap, stale data or competing messages prevent the intended next action from happening.

Original operating framework informed by A1–A4.

EVIDENCE, INTERPRETATION AND LIMITS

A clear boundary between facts and frameworks.

Jake Bauman supplied the engagement details and results. Official Klaviyo material provides context for the strategic discussion. Public sources were researched with Firecrawl on October 6, 2026; they do not independently verify the client outcomes.

A1 Klaviyo · Sending schedules based on engagement

A2 Klaviyo · Creating a sunset flow

A3 Klaviyo · Email deliverability best practices

A4 Klaviyo · SMS segmentation

Brand identity · Adina Eden

WHAT IS ESTABLISHED

Jake implemented engagement-based segmentation, increased sending to highly engaged users and reported the three outcomes reproduced on page 2. Both email and SMS used Klaviyo. The brand logo comes from the official website.

WHAT REMAINS UNSPECIFIED

Dates, audience size, segment thresholds, the reactivation definition, attribution settings and the comparison period for the 18% result were not supplied. Decision rules and measurement designs in this study are strategic interpretation or prospective frameworks, not reconstructed account settings.