FROM FROZEN ACCOUNT *to 69% Open Rates* IN TWO PHASES

> *"The platform was the problem. Not the campaigns, not the content, not the audience. Fix the foundation and the performance follows."*

A specialty accessories e-commerce brand migrated platforms without a warm-up plan and lost their entire sending capability six weeks before the holidays. What followed was a two-phase rescue and rebuild.

KLAVIYO | SHOPIFY | FLOW AUTOMATION | FULL-FUNNEL

KEY OPTIMIZATIONS

- **Platform diagnosis.** Identified the sending infrastructure itself as the root cause of inconsistent performance, not creative, frequency, or list quality.
- **Emergency list segmentation.** Suppressed unengaged contacts and structured a phased re-engagement to protect sender reputation before the holiday window.
- **Strategic 6-week warm-up.** Treated domain warm-up as a campaign in itself, sequenced by engagement tier to hit the holiday send with the full list ready.
- **Platform migration to Klaviyo.** Moved to an e-commerce-native platform with deep Shopify integration, enabling behavioral triggers and true lifecycle automation.
- **Full lifecycle flow build.** Built welcome series, abandoned checkout, and browse abandonment flows from scratch to run revenue on autopilot.

CAMPAIGN RESULTS

54–69% Consistent campaign open rates (verified, Klaviyo)	**0.3%** Previous platform low-end (Mailchimp, unmanaged)
~5x Active list growth after full re-engagement	**6 wks** From frozen account to full holiday send
1.41% Browse abandonment flow conversion rate	**1.05%** Abandoned checkout flow conversion rate

** Open rates are Klaviyo-measured and bot-filtered. Data verified April 2026.*

FULL-FUNNEL AUDIT FINDINGS

- **Mailchimp's open rate variance told the story.** Pre-migration data showed swings from 0.3% to 40%+ with no pattern. Inconsistency that extreme isn't a content problem. It's infrastructure.
- **Active list was far smaller than the raw contact count.** 50,000+ contacts on file, but only a fraction were actually sendable. Segmentation revealed the real addressable audience before the rebuild.

THE PRINCIPLE

Most email problems get diagnosed as content problems. Wrong subject line. Wrong send time. Wrong frequency. But when open rates swing from 0.3% to 40% with no pattern, the infrastructure is the variable. Fix the foundation first. Consistent 54% beats an occasional 70% every time, because you can build on it. Predictability is the real deliverable.

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