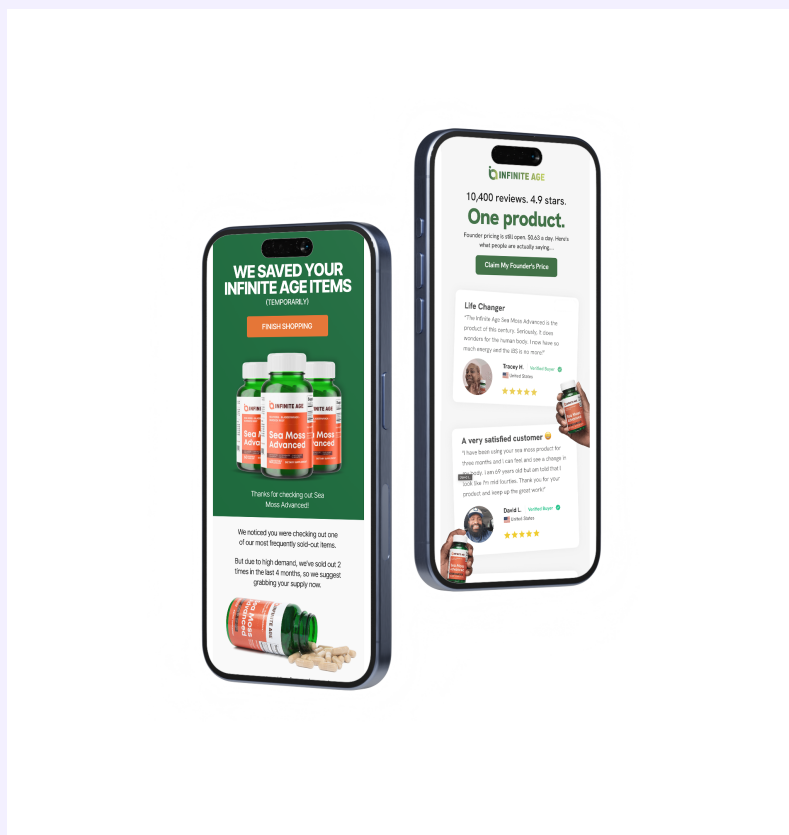


How Infinite Age generated \$2.1M through Klaviyo

A complete email, SMS, segmentation and lifecycle rebuild that turned disconnected communication into a revenue-generating retention engine.

EMAIL / SMS / RETENTION / KLAIVIYO



THE OUTCOME

This was not an email redesign. It was a retention rebuild.

\$2.116M

Klaviyo-attributed revenue in 2024

+193.11%

Versus the previous period displayed

\$809K

Revenue attributed to automated flows

79.65%

Q4 returning-customer rate

Compared with 29.44% in Q3

Infinite Age already had the mission, products and demand.

What it did not have was a backend system capable of turning enough first-time buyers into educated, loyal and repeat customers. Kaysun began working with Infinite Age in May 2023 and rebuilt the journey around customer context, founder voice, product education and lifecycle behavior.

The goal: make ads, the website, email, SMS and post-purchase retention support the same customer journey.

THE PROBLEM

Acquisition was doing too much of the work

Customers entered the business through ads and the website, but the retention experience became disconnected after the click - and especially after the first order.

● Click-through rates were down

● Deliverability and inbox placement were poor

● No meaningful RFM segmentation

● No consistent customer voice

● Limited product education

● John's founder story was underused

● No product-specific recovery journeys

● No complete post-purchase system

● Campaigns, flows and SMS were disconnected

● Subscription retention was underdeveloped

● Customer expectations were unclear

● CLTV limited acquisition flexibility

The issue was not email volume. It was relevance.

Different customer states were receiving communication without enough context about value, timing, product or relationship.

WHAT KAYSUN BUILT

A retention system built around customer context

Four RFM flows were created from the ground up, supported by three product-specific recovery journeys and a stronger subscription system.

HIGH RISK

Reconnect valuable customers before they disappear.

CHAMPIONS

Recognize and retain the brand's highest-value customers.

RECENT BUYERS

Educate new customers before pushing another promotion.

LOYAL CUSTOMERS

Reinforce the relationship and introduce the right next product.

3 Product-specific recovery flows

1 Connected post-purchase journey

1 Subscription recovery system

Recent buyers should not receive the same message as at-risk customers. Champions should not be treated like unknown leads. The system finally reflected those differences.

THE CREATIVE STRATEGY

The emails finally sounded like Infinite Age

Kaysun turned product education, customer expectations, social proof and John's founder voice into commercial retention tools.

WE SAVED YOUR INFINITE AGE ITEMS
(TEMPORARILY)

FINISH SHOPPING

Thanks for checking out Sea Moss Advanced!

We noticed you were checking out one of our most frequently sold-out items. But due to high demand, we've sold out 2 times in the last 4 months, so we suggest grabbing your supply now.

These are all waiting for you in our store. Click below to shop now.

FINISH SHOPPING

YOU'RE THE HEART OF INFINITE AGE!

Your journey to better health inspires us every day. As a thank-you, here's

25% OFF
your next order!

Use Code: LOYAL25

CLAIM YOUR 25% OFF NOW!

Hey {{First_name}},

I wanted to take a moment to say thank you for choosing Infinite Age.

We value the relationship we have built with

YOU'RE WHY WE DO THIS

As a cherished part of the Infinite Age Family, here's

25% OFF
your next order!

Use Code: LOYAL25

CLAIM YOUR 25% OFF NOW!

Hey {{First_name}},

Your commitment to better health truly inspires us. Every time a customer comes back to Infinite Age, it reminds us why we do what we do.

And since you're one of our cherished repeat customers, I wanted to share something special with you today...

USE CODE LOYAL25 TO SAVE 25% ON YOUR NEXT ORDER!

And check out what other Infinite Age Family members like yourself are saying...

"My numbers went from 160/95 to 125/82 in just weeks"

Margaret T.

RECOVERY + URGENCY

FOUNDER VOICE

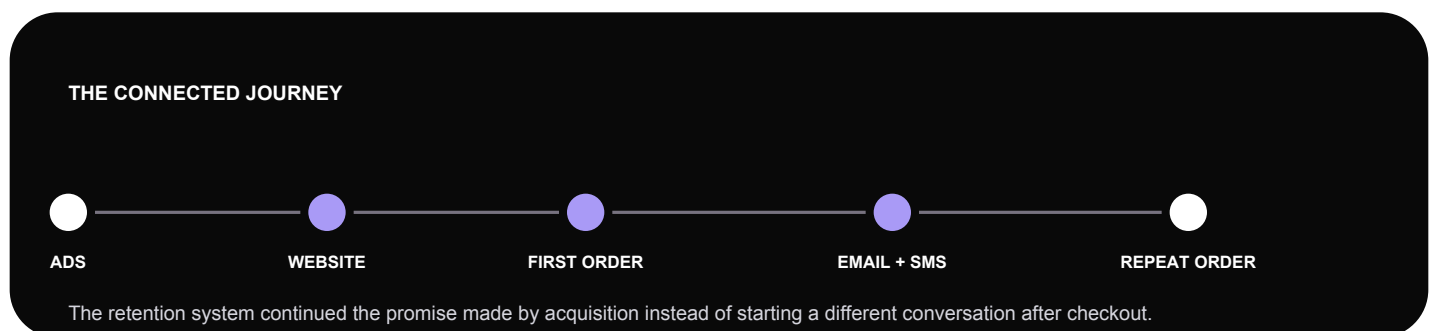
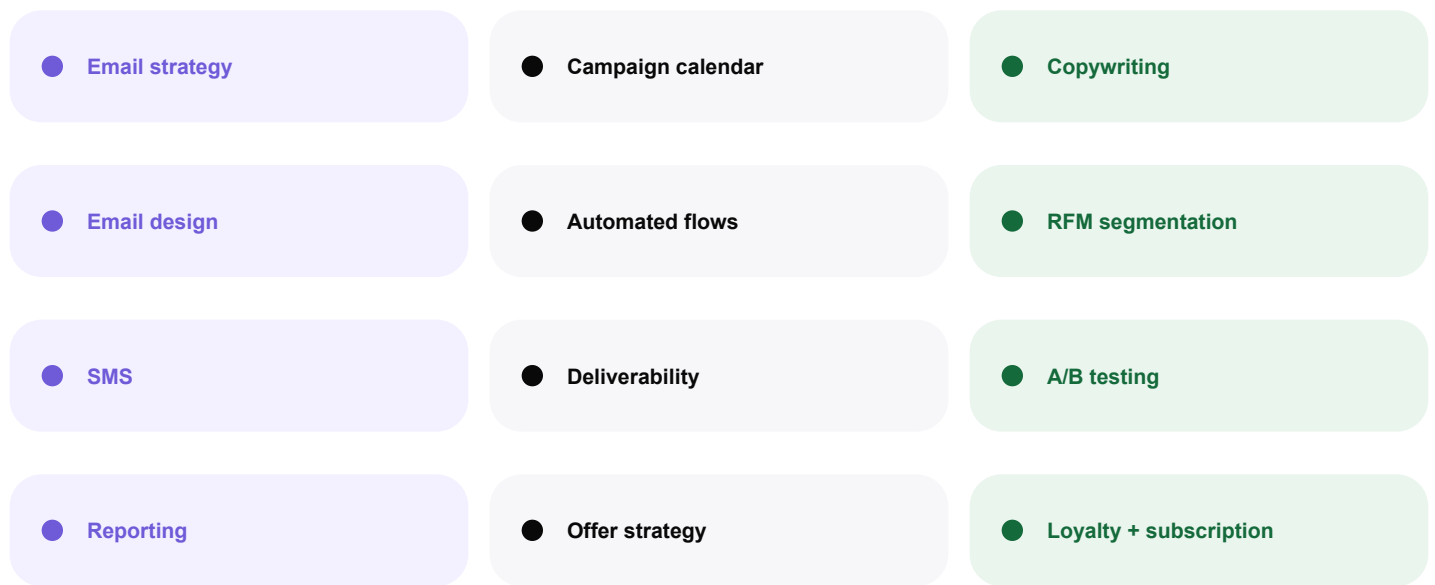
LOYALTY + PROOF

- Explain how to use the product and what consistency requires
- Set clearer timelines and expectations
- Use real customer experiences to reduce uncertainty
- Connect John's mission to the customer's own health journey
- Make the next action clear without making every email feel generic

ONE ENGINE

Not isolated emails. A connected retention system.

Kaysun connected strategy, creative, automation, deliverability and reporting so every channel could support the next customer decision.



THE RESULT

\$2.116M in Klaviyo-attributed revenue

+193%

Versus displayed previous period

\$1.307M

Attributed to campaigns

62% of attributed revenue

\$809K

Attributed to flows

38% of attributed revenue

Conversion metric

Placed Order

Time period

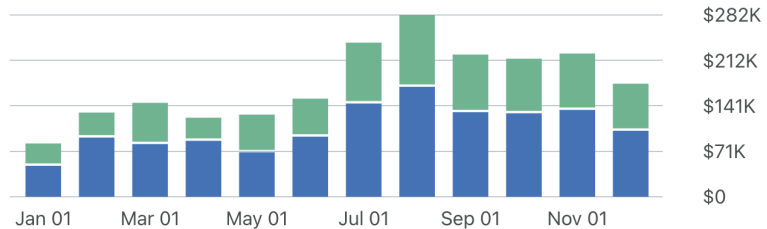
Jan 1, 2024 - Dec 31, 2024 compared to previous period

Conversion Summary

\$2,116,124.78 +193.11%

Klaviyo attributed conversions

Campaigns	\$1,307,035.20	(62%)
Flows	\$809,089.58	(38%)



Source: Infinite Age Klaviyo dashboard, Jan 1-Dec 31, 2024.

The flows were producing revenue automatically - responding to customer behavior instead of waiting for another manual promotion.

Q3 2024

\$742K attributed in one quarter

\$3.67M

Total store revenue

+85% vs previous period

\$742K

Klaviyo-attributed

+79% vs previous period

20.23%

Share of total revenue

\$73.6K

Attributed to SMS

Conversion metric

Placed Order

Time period

Jul 1, 2024 - Sep 30, 2024 compared to previous period

Business performance summary

Jul 1, 2024 - Sep 30, 2024

[View dashboard](#)

\$3,667,646.87

Total revenue

 85% vs. previous period

\$742,047.45

Attributed revenue (20.23% of total)

 79% vs. previous period

Attributed revenue

 Per recipient

\$0.09

 Campaigns

\$452,354.61

60.96%

 Flows

\$289,692.84

39.04%

 Email

\$668,484.40

90.09%

 SMS

\$73,563.05

9.91%

Source: Infinite Age Klaviyo business performance summary, Jul 1-Sep 30, 2024.

Email contributed \$668,484.40. Campaigns contributed \$452,354.61. Flows contributed \$289,692.84.

Email and SMS were no longer side channels. They had become a meaningful part of the revenue system.

BEYOND THE FIRST ORDER

More customers came back - and one cohort more than doubled

79.65%

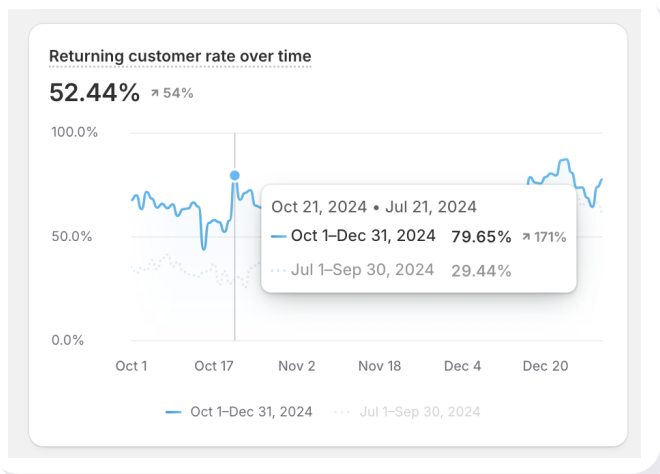
Q4 returning-customer rate

29.44% in Q3; +171% displayed

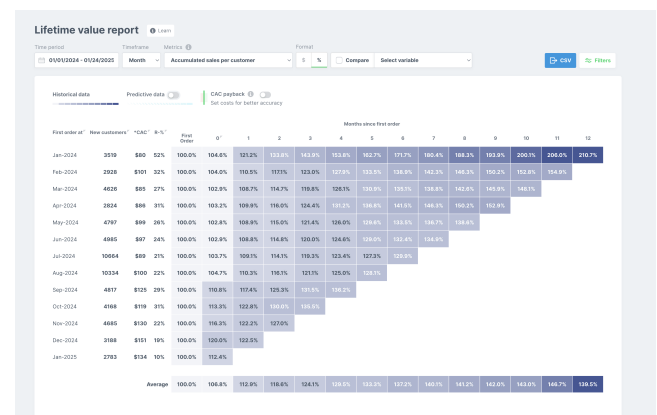
210.7%

Jan 2024 cohort sales per customer

At month 12 vs 100% first-order baseline



Shopify returning-customer comparison.



Shopify lifetime-value report. January 2024 cohort reached 210.7% accumulated sales per customer by month 12.

Why this matters for acquisition

When customers become more valuable after the first purchase, the brand has more room to acquire them. That was the commercial purpose of the retention rebuild: improve the backend economics supporting front-end growth.

WHAT CHANGED

The customer journey stopped ending at checkout



Shopify customer cohort analysis. Displayed cohorts: \$4.31M first-order sales and \$4.68M cumulative total sales.

1 SEGMENTATION

Customer behavior determined the message.

2 EDUCATION

Clear expectations supported consistency and trust.

3 CONNECTION

Ads, website, email, SMS and retention told one story.

Find the retention leak before buying more traffic

Request a Kaysun Retention Opportunity Review

KAYSUNMARKETING.COM

Attribution note: revenue figures come from the supplied Shopify and Klaviyo dashboards and should be interpreted according to the account's configured attribution settings. Total store revenue is business context and is not represented as revenue generated exclusively by Kaysun.