

EIGHT FIGURE FLOWS

The Email Automation Playbook to Scale
Your E-Commerce Brand to Eight Figures
and Beyond.



Siim Pettai

Before you scroll...

This eBook helps you build an **email automation system** for your D2C e-commerce business.

Use it to find opportunities for increased **customer retention** and **revenue growth**.

The examples used in this book are meant for inspiration, but remember, each and every business is different.

For brands with **\$0-2M annual revenue**, I recommend taking an 80/20 approach – focus on the basic automations that drive 80% of results.

Brands with > \$2M annual revenue should also use advanced strategies.



Why Email Automation?

1) Increase customer lifetime value (CLV)

Automated sequences will help you build brand loyalty and increase customer lifetime value (CLV).

2) Recover lost sales

Abandonment sequences recover sales that otherwise would have been lost.

3) Set and forget

Once you've built an automated email system, it will continue generating revenue for your business in the background, while you focus on other things.





"A company without systems is a company that can never scale."

Michael Gerber, author of the E-Myth.



Email Automation Metrics

On average, automated flows generate **30 times more revenue per recipient** compared to standard email campaigns.

Automation	Send lift YoY	Open rate	Click rate	Conversion rate	Orders lift YoY
Back-in-Stock	319.3%	60.1%	19.3%	5.84%	236.6%
Birthday	86.5%	44.8%	5.2%	0.72%	99.1%
Browse Abandonment	89.4%	31.1%	3.3%	0.43%	50.8%
Cart Abandonment	60.8%	46.6%	5.7%	2.56%	72.3%
Cross-sell	25.3%	43.8%	3.1%	0.53%	25.2%
Lapsed purchase	59.4%	31.6%	1.9%	0.50%	9.5%
Post purchase	53.0%	50.3%	4.5%	1.09%	67.1%
Product abandonment	57.5%	45.1%	6.2%	1.02%	67.9%
Product review	-30.0%	50.7%	4.9%	1.17%	-28.3%
Welcome	148.5%	36.9%	4.9%	2.74%	125.2%
Transactional messages					
Order confirmation	537.3%	58.7%	10.2%	1.70%	625.9%
Shipping confirmation	-47.4%	68.2%	22.9%	1.58%	-72.5%

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Study by Omnisend



Beginner email automation system (for brands with \$0-2M annual revenue)

Let's begin with an email automation system that *every* e-commerce brand should have set up.

This is no matter if you're just starting, or making low seven figures in annual revenue.

For a brand making \$0-2M in annual sales, not having this system set up will cost you up to **\$150k** per year.



List growth

You need to constantly grow your email list.

There are two main ways to collect email addresses:

1. At checkout

Have the customer tick a box to receive marketing emails from you.

2. Pop-ups

Offer an incentive to the website visitors to join your email list.

Let's talk about pop-ups...





"Your email list is your biggest asset."

Chris Orzechowski, fCMO for
e-commerce brands.



Bad pop-ups are annoying, good pop-ups work

Research shows that the average pop-up conversion rate is 3.80%.

If you're in the top 10% of businesses, you can see conversion rates up to 23.67% ([Wisepop, 2025](#)).

If you do pop-ups right, you WILL reap the rewards.

Let's talk about good and bad pop-up practices...



Good pop-up practices

1. Strong incentive

You need to GIVE to RECEIVE.

An incentive can be a discount, free shipping, exclusive access, lead magnet, or a giveaway.

Make a high perceived value offer to join your list.

2. Highlights the offer

Your pop-up has to clearly communicate the offer. The less copy/fluff, the better.

3. Low effort

Good pop-ups take a second to fill. The higher the effort, the less conversions you'll see.



Good pop-up practices

4. Optimized for desktop/mobile

Remember, many people shop on mobile these days. Ensure your pop-up looks clean on all devices.

5. Uses aspirational imagery

Don't use static product images in pop-ups. They're boring. Show your product in action or on a model.

6. Collects first-party data

Your goal should be to understand your customers better. Add a quiz to your pop-up to assess intent.



Good pop-up example

Highlighted offer

Strong incentive

×

You've Got
**20% Off Select
Styles**

What kind of backpack are you looking for?

Photography/ Filmmaking

Content Creating

Travel

School

Work

First-party data

Aspirational imagery



Bad pop-up practices

1. Weak/no offer

If there's no good reason for the visitor to join your email list, they won't.

2. Too much copy

A pop-up full of fluff will confuse the reader. They need to understand the offer within a second.

3. High effort

The more information (e.g. birthday, phone number) you ask from the visitor, the less conversions you'll get.



Bad pop-up practices

4. Too small

A pop-up that isn't noticed will be ignored.

5. Irrelevant/annoying

Do NOT be one of those stores that shows the pop-up immediately to the website visitor. This is a conversion killer.

Give at least 10-14 seconds for the visitor to browse your site.

6. States the obvious

Saying *"You will get access to news and offers"* is saying *"If you buy from us, we will ship you the product too."*

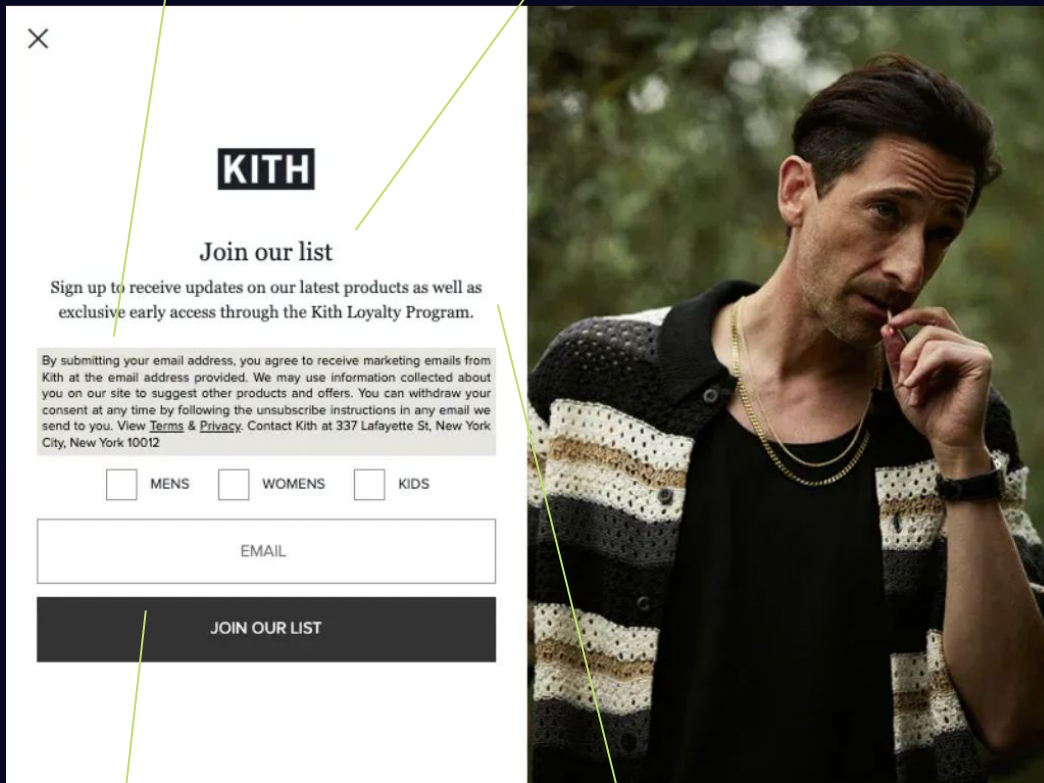
What's known doesn't have to be said.



Bad pop-up example

Too much copy

No incentive



The image shows a screenshot of a KITH pop-up form overlaid on a photograph of a man. The form is white with a black 'X' in the top left corner. It features the KITH logo, the heading 'Join our list', and a paragraph of text: 'Sign up to receive updates on our latest products as well as exclusive early access through the Kith Loyalty Program.' Below this is a long paragraph of legal terms and conditions. There are three checkboxes for 'MENS', 'WOMENS', and 'KIDS'. An 'EMAIL' input field is present, followed by a dark grey 'JOIN OUR LIST' button. Green lines connect the annotations to specific parts of the form: 'Too much copy' points to the legal text, 'No incentive' points to the 'JOIN OUR LIST' button, and 'High effort' points to the 'EMAIL' field.

×

KITH

Join our list

Sign up to receive updates on our latest products as well as exclusive early access through the Kith Loyalty Program.

By submitting your email address, you agree to receive marketing emails from Kith at the email address provided. We may use information collected about you on our site to suggest other products and offers. You can withdraw your consent at any time by following the unsubscribe instructions in any email we send to you. View [Terms](#) & [Privacy](#). Contact Kith at 337 Lafayette St, New York City, New York 10012

MENS WOMENS KIDS

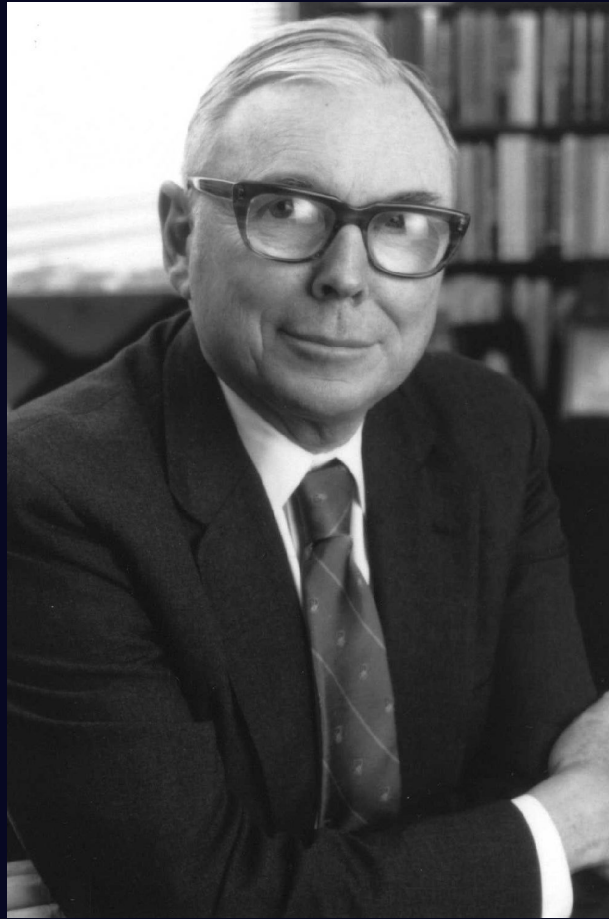
EMAIL

JOIN OUR LIST

High effort

States the obvious





*“Show me the incentive and
I’ll show you the result.”*

Charlie Munger



Should you A/B test pop-ups?

Yes and no.

According to conversion rate optimization (CRO) expert Peep Laja, most companies aren't read to run A/B tests.

You need at least 1000 signups per month to make valid conclusions.

If you don't have enough transaction volume, you're better off focusing on other things, like creating better Meta ads.



1. Welcome Sequence

The first few emails your subscriber receives after joining your list sets the tone for the relationship.

If a new email subscriber doesn't buy from you within the first 2-3 weeks, converting them into a buyer becomes more difficult.

These emails get your subscribers used to engaging with your brand.

Content Framework for a Welcome Sequence:

- Email 1: Welcome message + highlight the incentive + introduce mission and best-selling product(s)
- Email 2: Brand origin story + founder message
- Email 3: Communicate brand promise or value proposition
- Email 4: Tell a story about your product
- Email 5: Social proof (testimonials and reviews)
- Email 6: Final follow-Up (drive urgency around incentive)

Sent across 10-21 days, depending on your buying cycle.

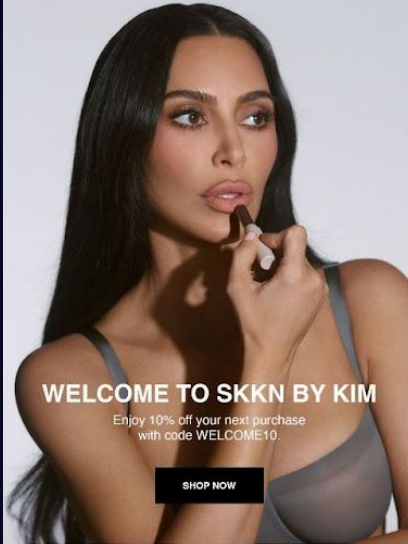
Pro tip: In the first email, highlight the incentive you gave them to join the list and direct them back to your website.



Email Example

FREE U.S. SHIPPING ON ORDERS OVER \$50

SKKN
BY KIM



WELCOME TO SKKN BY KIM

Enjoy 10% off your next purchase
with code WELCOME10.

[SHOP NOW](#)

At SKKN BY KIM, we believe that confidence begins with healthy, radiant skin and that self-expression is the essence of beauty.

SKINCARE

Your first step for
nurtured, glowing skin

[SHOP NOW](#)

MAKEUP

Where skin-loving formulas
meet high-performance glam

[SHOP NOW](#)

[SHOP MAKEUP](#)

[SHOP SKINCARE](#)

[SHOP ACCESSORIES](#)

[SUBSCRIPTION](#)

[SHOP NOW, PAY IN 4 INTEREST-FREE INSTALLMENTS](#)



Email Example

YOU'RE ELIGIBLE FOR 15% OFF YOUR FIRST ORDER

GREYSON


WELCOME TO
THE PACK

It's great to have you here.
Enjoy 15% off your first purchase by
using the code below


USE CODE: **WELCOME-woda5azftt22**

ACTIVATE OFFER

with grace,



SHOP MEN'S




SHOP WOMEN'S







Our Story

The wolf personifies our principles to succeed in style, focus, intelligence, and strength. Our mission is to create products suitable for the modern lifestyle.

LEARN MORE



FIND YOUR NEW FAVORITE

		
GREYSON "G" SNAPBACK SHOP NOW	MONTAIX JOGGER (MALTINI BLUE) SHOP NOW	MONTAIX JOGGER (SHEPHERD) SHOP NOW
		
GLIDE SPORT QUARTLET-ZIP SHOP NOW	MONTAIX JOGGER (STIMDRAY) SHOP NOW	G.O.A.T. GOLF TOWEL SHOP NOW

Email Example

Hi there,

It's Michelle with an important update—your **10% off welcome offer** with code **PLANT107FXUIV** is only valid until the end of today!

Here's a quick recap of the spring plant recommendations I've shared with you so far:

- **Parlor Palm:** An elegant tropical plant with air-purifying qualities, perfect for bringing that refreshing, lush feel to any space with minimal care.
- **Monstera Deliciosa:** An eye-catching statement plant with striking leaf patterns that effortlessly becomes the highlight of any room.
- **Best Deals:** Charming, adaptable favorites at value prices that add nature to your home without exceeding your budget.
- **Small Houseplants:** Petite green companions that add life to desks and compact spaces while requiring minimal attention.

If you're unsure which plant would thrive in your Frankfurt Am Main space, just let me know - I'm always ready to help you identify the perfect match!

Growing with you,
Michelle

The Sill

Plant Care Expert
888-974-2079
Mon-Fri 9am-5pm EST
511 6th Ave #7151, New York NY 10011

[Unsubscribe](#)

Powered by [Shopperly](#)

Want more examples?

25+ Welcome Email Examples To Convert Subscribers

[Learn more](#)



2. Cart Abandonment

Research says about **70%** of online carts get abandoned nowadays ([Hotjar](#)).

Carts get abandoned NOT because people lose interest in the product, but because they get distracted and forget to finish the purchase.

A cart abandonment sequence is the lowest hanging fruit in your business. Think **low effort, big impact**.

Abandoned cart users have high purchase intent. You want to remind them of what they left behind in the first hour.

Content Framework:

- Email 1: Cart Item Reminder (sent within 30-60 minutes)
- Email 2: Answer FAQ in the email (sent within 24 hours)
- Email 3: Use social proof (sent within 48 hours)
- Email 4: Last chance urgency (sent within 1 week)

Pro tip: Throw in a plain-text email to stand out. Do NOT use discounts in the first emails.



Email Example



Hey Sandra,

It's Dajana from Karma and Luck.

I noticed you were drawn to one of our items. For some reason, you didn't finish **your order**.

If there's anything that's giving you some doubt – a question about the piece, payment, or shipping process - just know that I'm here for you.

Simply reply to this email and I'll get back to you.

Otherwise, if you're ready, your piece is still waiting for you.

We handcraft each of our items with intention, energy, and purpose.

You'd be surprised to know how many people tell us they felt an instant connection to their piece as soon as they received it.

[Click here to finish your purchase and move forward in your spiritual journey.](#)

With intention,

Dajana



Karma and Luck 1945 E. Russell Rd 208 LAS VEGAS, Nevada 89119

Not interested in these emails? [Unsubscribe](#)

Email Example



Still thinking about it?

If you can't decide here are some things we think you could do with your Whisky Loot box:

- ✓ Try new whiskies every month
- ✗ Put together an army of miniature bottles, and fight!
- ♣ Drink them while winning at Poker
- ✓ Use them as collateral in peace negotiations
- ✓ Drink really really slowly
- 👶 Pass them onto your children as family jewels
- 🛒 Buy 3,207 bottles and make a whisky bath
- ✓ Keep one in your back pocket for emergencies
- ✓ Become a whisky expert at trivia nights
- ➔ Travel to Scotland (in your mouth)
- ☐ Take them to a dinner party and don't share them
- ✓ Play adult Easter-egg whisky hunts
- ✓ Drink and swirl like it's Listerine
- ☐ Ponder life like a poet with a dram



Have a question?

How many bottles do I get?

You receive 3 x 60mL bottles of high-quality premium brand whisky from around the world. Each box contains a minimum bottle price of \$300 worth of whisky.

How do I skip?

On the 14th of next month, we'll notify you of what's included in the upcoming month's box – simply skip before the 20th and you won't be charged.

What else comes in the box?

Each month you'll receive tasting notes on each whisky, and in your first box, we include a whisky journal to help you remember all the wonderful tastes.

Still have a question?

Just reply to this email, and one of our trusty customer support ninjas will get back to you pronto!

TREAT YOURSELF

Treasure the taste.



Case Study:

How to recover **2x** more abandoned carts without discounts.

Before:			After:		
Metric	Your Performance	Your Value	Metric	Your Performance	Your Value
Open Rate	⚠ Fair	41%	Open Rate	✅ Good	48.5%
Click Rate	✅ Good	5.68%	Click Rate	✅ Excellent	9.01%
Click-through Rate	⚠ Fair	13.9%	Click-through Rate	✅ Excellent	18.6%
Conversion Rate	⚠ Fair	2.62%	Conversion Rate	✅ Excellent	5.15%
Revenue Per Recipient	✅ Excellent	\$24	Revenue Per Recipient	✅ Excellent	\$41

[Learn more](#)



3. Post-purchase sequence

A post-purchase sequence is your biggest opportunity to increase retention and boost customer lifetime value (CLV).

Emails after purchases receive ultra-high open rates. Most brands play it safe and send boring emails. This is your chance to stand out.

Content Framework:

- Email 1: Order confirmation
- Email 2: Shipping update
- Email 3: Product usage / maintenance tips (if applicable)
- Email 4: Gather reviews
- Email 5: Cross-sell other product category
- Email 6: Replenishment (if applicable)

Pro tip: Build goodwill first and then cross-sell products.

When asking for feedback, give a reason to leave a review. Cialdini's principles show that by simply giving a reason we increase compliance.



Email Example

dossier

Where to spray perfume?

The best places are where the body naturally creates heat — called pulse points.



On the inside of your wrists:


Pulse points located on your wrist are warm because of close the blood pumps near the skin's surface, therefore making an ideal area to apply perfume.

The ears, throat, breast or heart area:


Anywhere in this area will give your perfume a chance to linger after a close encounter.



Email Example






DAY 30



Settled in yet?

It's day 30 since you started your Bellroy journey and we're keen to know how you're getting along. Have you slimmed your pockets? Streamlined your things? Discovered a brand new way to carry? Doesn't it feel good...

So we can keep your journey on track, we'd like to know how it's been so far.



Tell us how much you like it

How likely is it that you will recommend Bellroy to a friend?

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

NOT LIKELY VERY LIKELY

Email Example

pai

Your foolproof tanning routine

SAVE 15%



Self tan like a pro with this limited edition three-step cleanse, prep and glow bundle.

- 1.**
CLEANSE WITH LIGHT WORK™
Remove make-up and impurities for a clean canvas
- 2.**
EXFOLIATE WITH VIRTUOUS CIRCLE™
Gently polish to smooth and brighten
- 3.**
SELF TAN WITH THE IMPOSSIBLE TAN™
Build a natural-looking glow

[SHOP TAN PREP BUNDLE >](#)

NEW

Golden Hour Bundle



Achieve the impossible - and save 15%. Two hybrid formulas that are proven to hydrate as they glow - featuring our all-new tanning drops and bestselling bronzing drops, for round-the-clock radiance without the airmiles.

[SHOP GOLDEN HOUR BUNDLE >](#)

4. Browse abandonment

Browse abandonment means someone viewed a product on your website, but they didn't add anything to their cart.

This sequence acts as a gentle reminder for the user to keep shopping.

The goal is to **direct the user back to the website**.

Content Framework:

- Email 1: Reminder about the product + social proof (sent within 24 hours)
- Email 2: Answer objections in the email (sent within 48 hours to 1 week)

Pro tip: Focus on answering customer objections in the emails to increase conversions.



Email Example

Hi there,

Mike & Duncan here, co-founders at Days. We spotted that you nearly bought our [Lager Cans](#), but didn't finish your order?

We'd absolutely love you to try a Days beer for the very first time, we know you'll love them. Just in case you're still unsure, we figured we'd reach out to drop you a little discount, on us!

Just use code **FIRSTDAYS** at checkout to get some money off.

Let us know if you've any questions at all.

Cheers,

Mike & Duncs

Co-Founders | Days

You received this email from Days Brewing Co. If you would like to unsubscribe, [click here](#).

Email Example



STILL EXPLORING?

Discover Our Top Picks

PLUS, GET FREE SHIPPING*

[Shop Now](#)

Our Best Sellers



**International
Expandable 4 Wheeled
Carry-On**



**Extended Trip
Expandable 4 Wheeled
Packing Case**

Email Example



We offer complimentary product personalization on most items.

Did this catch your eye?

Expect to catch the attention of others the first time you use it.

Von Baer products are the perfect statement makers.

This product is still available, but it may not be for long.

Take another look below.



Essential

Price: \$1,500

[Shop Now](#)

You might also like...



Classic Bifold

[Shop Now](#)



Grant

[Shop Now](#)



Money Clip

[Shop Now](#)



W1

[Shop Now](#)

Rated 4.9/5 based on [over 1,000 reviews](#).

Advanced Email Automation Flows

(For Brands With > \$2M
Annual Revenue)



5. Back in Stock

Many eCom brands overlook back-in-stock flows. It's a missed opportunity because there's potential to convert customers with high purchase intent.

When a product sells out, allow users to subscribe and get notified when the item is back in stock.

Give a reason to buy right away in the first email. ***When you give the reader time to decide, they'll usually take it.***

Content Framework:

- Email 1: Back in stock announcement
- Email 2: Still interested in {product name}?
- Email 3: Last chance urgency

Pro tip: Give a reason to buy now. Some options:

- Create urgency: "This item is one of our best-sellers"
- Emphasize scarcity: "Only 30 units left"
- Offer a complimentary gift: "First 10 buyers will receive complimentary personalization"
- Close the cart: "Offer ends at midnight"
- Remove risk: "Money-back guarantee"



Email Example

Hey there!

We thought they were gone.

The [Triple Black Jumper](#) sold out fast, and we figured that was it—until last week, **when a routine inventory check turned up 50 of them**, hidden in the back of our warehouse.

They won't last long. If you've been waiting for this bag, now's your chance to grab one *before they disappear again*.

They're up for grabs right now—**but there are only 50**, and once they sell out, that's it.

Yes, we're restocking in the future. But this batch? It's ready to ship.

If you've been waiting, **this is your moment**.

[Shop now](#)

You received this email from Brevitè. If you would like to unsubscribe, [click here](#).



Email Example

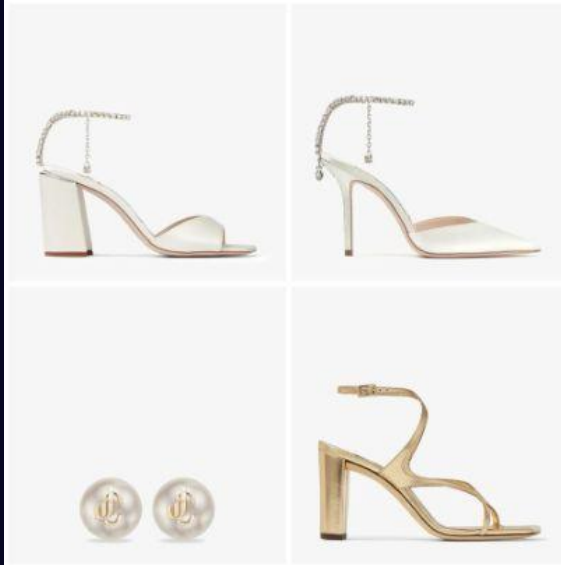
JIMMY CHOO



The Wait Is Over

Sought-after wardrobe signatures are back in stock - for now.

[SHOP NOW](#)



Email Example

SNOWE



Seeking: Slate Blue

You saw me in an email. Stared into my mystical, cloudy blue hue, like the fading sky at dawn. My sheets, my robe — I had it all. You clicked to take me home but, in an instant, I was gone. Now I'm back. Don't let me go.

DESTINED FOR YOU

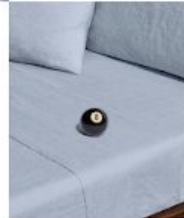


Perfectly crisp and super smooth, your best sleep ever starts with superior Egyptian cotton, milled in Italy.

[Shop Percale](#)

A midsummer (and year-round) dream, air-whipped Italian linen creates a softness you've never felt before.

[Shop Linen](#)



Our plush wrap star combines the softest terry cotton, air woven for absorbency, with a timeless design.

[Shop Classic Robes](#)



Go with the flow in a towel with just a hint of give, giving your post-shower self endless freedom to move.

[Shop Honeycomb](#)



[SHOP SLATE BLUE](#)

Want more examples?

15+ Back in Stock Examples With Analysis

[Learn more](#)



6. VIP Sequence

20% of your customers buy 80% of your products.

I suggest you read that again.

These people on your list are your most valuable customers.

Make them feel appreciated with an exclusive VIP incentive.

This can mean a discount or giving early access to new product launches or events.

Content Framework:


- **Email 1:** Tell them they belong on the VIP list + offer exclusive incentive
- **Email 2:** Follow-up reminder

Sent after a customer has made several repeat purchases across the last 12 months.

Pro tip: Give them an incentive to keep them buying and feeling appreciated. You can even send them a survey to ask feedback for future products!



Email Example



saie

FIRST IN LINE

As a thank you for being a very important member of our Saie community, we're giving you **VIP access to our biggest sale** event of the year!

Your special treatment includes:

- 15% OFF** sitewide
- 20% OFF** \$60 or more and
- 25% OFF** \$75 or more!

(All discounts are automatically applied to your cart, no code needed.)

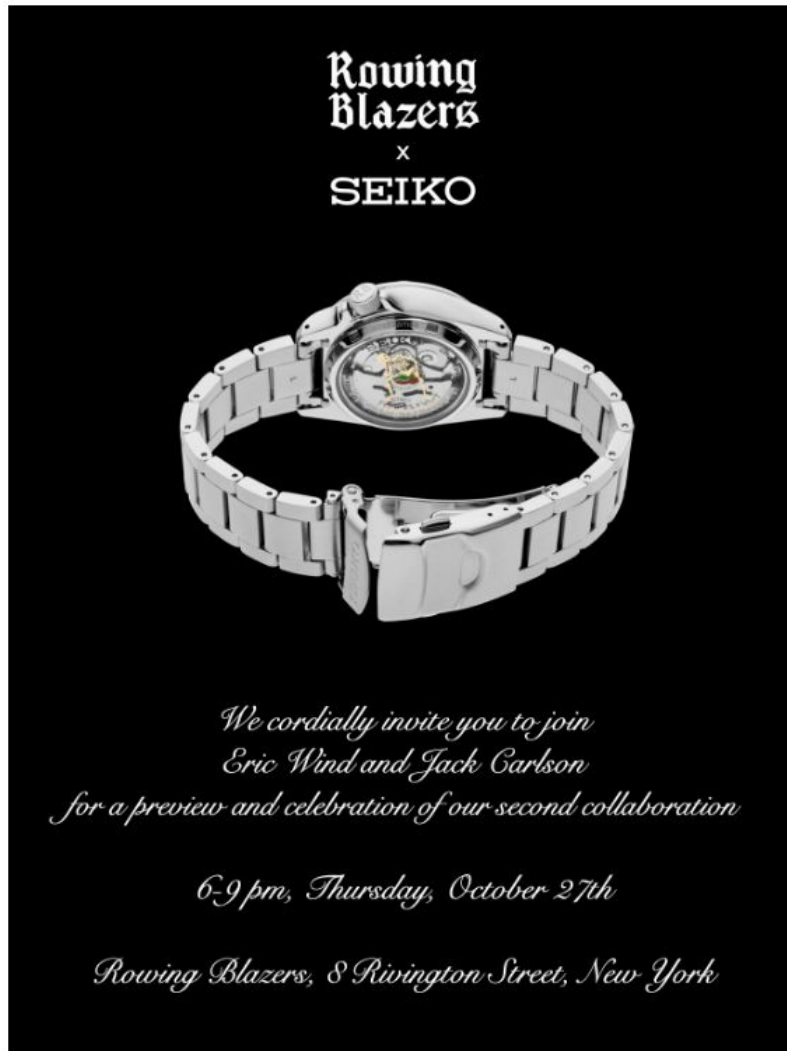
TREAT ME

ANY QUESTIONS?
hi@saiehello.com or @saiebeauty on IG

GOOD ON YOU. GOOD FOR YOU.
If you no longer want to receive e-mails from us, please click [here to unsubscribe](#).

[TERMS AND SERVICES](#) [PRIVACY](#) [INSTAGRAM](#)

Email Example



Vintage watch expert Eric Wind and Rowing Blazers founder Jack Carlson cordially invite you to join them for a preview and celebration of the second Rowing Blazers x Seiko capsule.

6-9pm, Thursday, October 27th
Rowing Blazers, 8 Rivington Street, New York

7. Winback Sequence

A winback sequence re-engages lapsed customers who haven't purchased in a while (e.g. one month, one year), reminding them of your brand.

Content Framework:

- **Email 1:** Tell a story (behind the scenes update of your brand)
- **Email 2:** Pick a problem and tell them how you solve it
- **Email 3:** Final reminder + incentive urgency

Remember the first-party data you collected on your pop-up?

Use it to write highly relevant winback emails.

Pro tip: If a customer has tuned out of your emails, sending more marketing emails won't make them magically interested again.

Winback emails are low risk. Most brands can afford to do unique stuff here.

Don't bribe them with a discount. Be interesting. Make it about them.



Email Example

Want to sleep like a champion? [↗](#)



Abby | Eight Sleep <support@eightsleep.com> [Unsubscribe](#)
to me ▾

Success starts with consistency, and champions know **recovery is just as important as training.**

[Sleep is your secret weapon.](#) It's where your body rebuilds, your mind resets, and your potential is unlocked.

That's why we created [the Pod](#):

- **Custom temperature control** for deeper sleep and ultimate comfort
- **Gentle vibration and thermal alarm** for energizing mornings
- **Advanced sleep tracking** to optimize your recovery

Elite athletes rely on recovery to perform at their peak. [With the Pod, you can too.](#)

Sleep like a champion. Wake up ready to win.

[Try the Pod today →](#)

Sleep well,
Abby at Eight Sleep

P.S. Don't love it after 30 nights? [Send it back for free.](#)

*Results are not guaranteed and may vary per individual. If you'd like to stop receiving these emails, click [here](#).

Email Example

Hi there,

It's been a while, and we couldn't help but check in—we miss you!

In case you missed our last email about this, to welcome you back we're unlocking an exclusive, limited-time offer just for you: For a short time, you can bring home our **best-selling Mini Pro Scent Diffuser** for just **\$49.95** (normally \$299.95) with 3 month oil subscription.

**Make your home feel like your favorite luxury escape—
instantly.**

But don't wait—this special offer won't be around forever. If you're ready to bring back that five-star feeling, now's your moment.

[Claim Your Exclusive Offer Now](#)

Thanks for being a part of our journey—it means the world to us. We can't wait to help you create a home that feels like a five-star retreat.

– The Aroma360 Team

Aroma360

2058 NW Miami CT Miami, FL 33127

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

About the Author



Hi, I'm Siim. I help e-commerce brands grow profitably past seven figures with strategic email marketing and automation.

[Learn more](#)



What marketers and founders say about me

"I'd recommend working with Siim any time."



Aleksa F.
Content Manager @ MeasureSchool

"One of the best copywriters I've ever worked with."



Jordan R.
Agency owner

"Siim has been a cornerstone asset for growing our agency."



Käthe-Riin
Agency owner

"Siim successfully helped me with a launch. His emails delivered great revenue and engagement."



Bor F.
Agency owner



How I increased Von Baer's email revenue by 814% in 90 days without discounts



"The ROI was 100% worth it."



Albert V.
Founder @ Von Baer

[Read Case Study](#)



Want to make more money from your email list?

Get a FREE
email account audit



Recommended reading

[23 Best Ecommerce Books For Marketers and Entrepreneurs \(2025\)](#)

[A/B testing in email marketing is mostly a waste of time](#)

[Klaviyo Audit Checklist: 66+ Email Marketing Questions \(2025\)](#)

