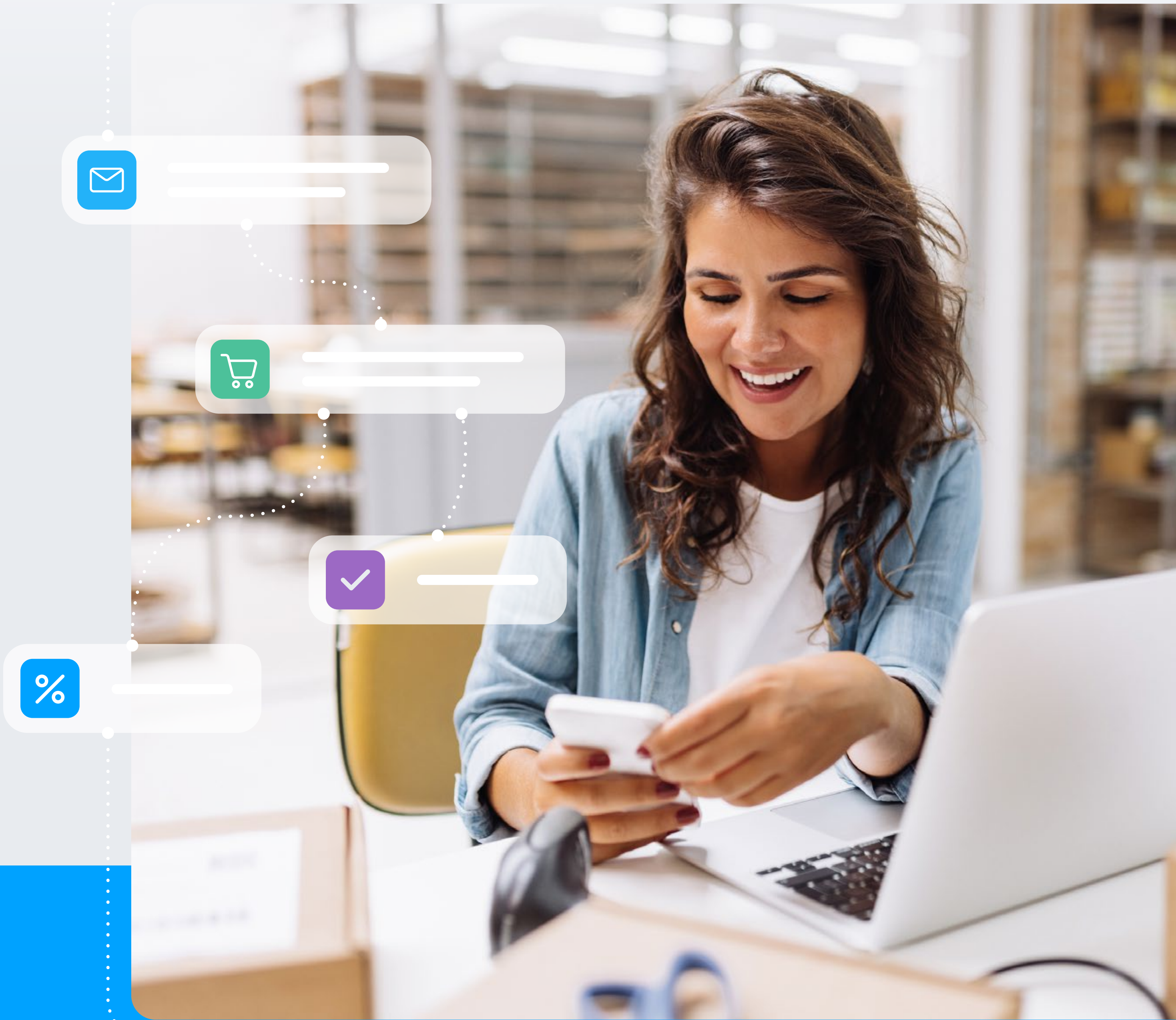
GetResponse



The Ecommerce Lifecycle Automation Blueprint

Foreword

Customer acquisition is getting harder to control.

Costs are rising, competition is increasing, and discovery is increasingly shaped by algorithms, marketplaces, and AI – not just your campaigns.

For many ecommerce brands, this creates a frustrating dynamic: **you can keep spending more, but you don't necessarily grow faster.**

Many brands respond by doubling down on acquisition – testing new channels and increasing ad spend. But this often leads to diminishing returns.

Growth is no longer something you can simply buy. It needs to be built.

The opportunity lies in what you already have: subscribers who haven't purchased, one-time customers, and repeat buyers who could buy more often.

Lifecycle automation turns this into a system – one that helps you make every customer count.

In this ebook, you'll learn how to build that system step by step — from turning subscribers into customers to driving repeat purchases and long-term loyalty.

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Head of Content & SEO at GetResponse

GetResponse

Table of contents

Introduction to lifecycle automation

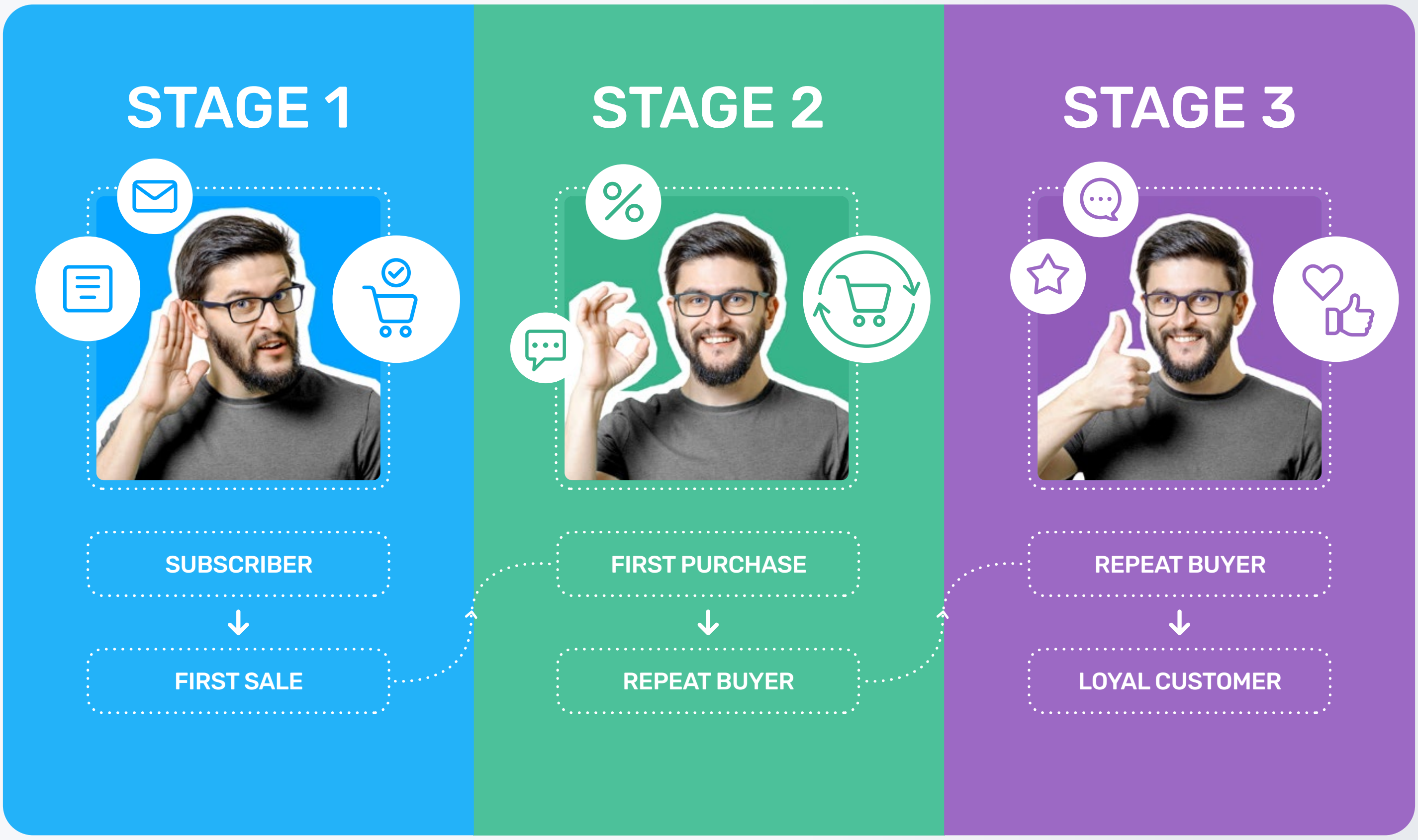
Customers don't experience your marketing as separate campaigns.
They experience it as a sequence of interactions.

From the moment someone subscribes, each message should move them closer to becoming a returning customer.

That's where many automation strategies break down.
They focus on individual flows instead of how those flows connect.

The 3 stages of ecommerce growth

Every customer moves through three stages.
Understanding this is what turns automation from a set of tactics into a structured system.



How automations work together

Each automation is not a standalone campaign. It is a response to a specific moment in the customer lifecycle – and what matters is how these moments connect.

A typical journey might look like this: a visitor subscribes and enters a welcome series. If they don't purchase, they receive an offer reminder. If they browse products, they get a follow-up. If they add to cart, they receive a cart recovery message. After purchase, they enter a post-purchase flow. If they don't return, they enter a winback sequence.

Each step builds on the previous one. This is what turns a set of automations into a coherent system.

What triggers automation

Behind every automation is a signal – an event or condition that tells your system when to respond.

The difference between basic and high-performing lifecycle programs is not the number of automations but how well they react to these signals.

Most ecommerce automations are triggered by three types of signals: **identity** (who the customer is), **behavior** (what they do), **and time** (what happens over time). Strong lifecycle programs react to these signals in real time.

Start with what matters most

You don't need dozens of automations to make this work. A few well-implemented flows typically drive most lifecycle revenue.

The best place to start is where your performance is weakest. If conversion is low, focus on early-stage flows. If repeat purchase rate is low, improve post-purchase communication. If engagement is declining, invest in retention and reactivation.

This ensures you're solving real problems — not just adding more automation.

This ebook will show you how to turn ecommerce automation into a system, not a collection of disconnected flows.

SPECIFICALLY, YOU'LL LEARN HOW TO:

- **Convert more subscribers** into customers using high-impact early-stage automations
- **Drive repeat purchases** with post-purchase, cross-sell, and replenishment flows
- **Use customer behavior and data** to trigger the right message at the right time
- **Increase retention and lifetime value** by building stronger customer relationships
- **Focus on what actually drives revenue** instead of adding unnecessary complexity

Before you start

Lifecycle automation runs on data.
Every flow in this ebook depends on knowing who your customers are and how they behave in real time.

Before you start, make sure you have:

- ✓ Your store connected to GetResponse
- ✓ Tracking enabled
- ✓ Customer and product data syncing
- ✓ Your sending domain configured

You can layer in channels like SMS or web push later. Get the basics right first. That's what makes everything else work.

PRO TIP

You can learn more about the technical configuration and how each tool works in our [Help Center]. And if you ever get stuck or need real-time guidance, our [Customer Success Team] is available 24/7 and happy to help.

STAGE 1

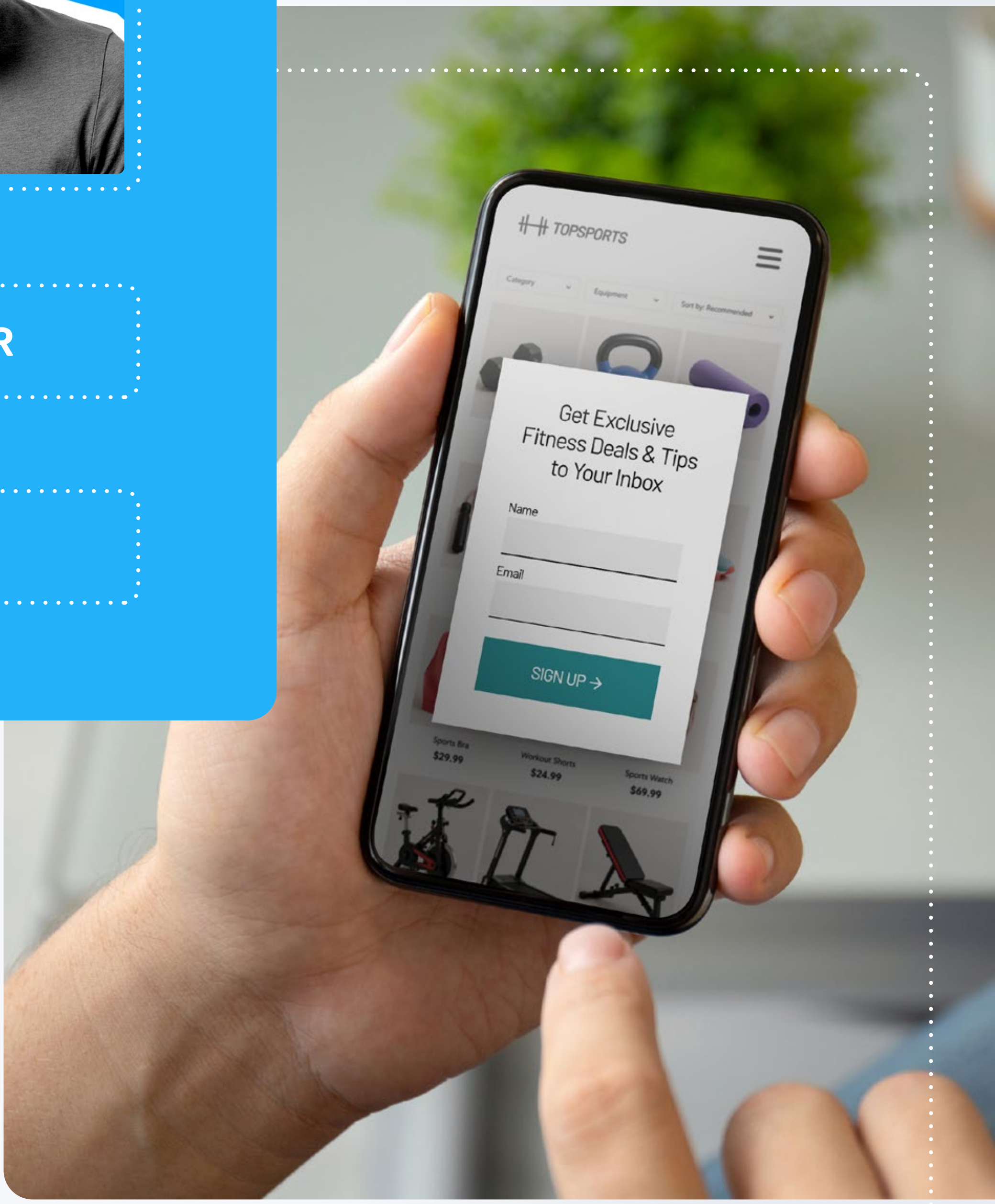
SUBSCRIBER

↓

FIRST SALE

This is where the system takes shape.

The following automations form the foundation of your lifecycle program – starting with the most important one: the Welcome series.



1

Welcome series

Most visitors who join your list won't buy right away. They need a reason to trust you first.

A welcome series helps you turn that initial interest into a first purchase by introducing your brand, showing your best products, and giving subscribers a clear reason to act. It's also your first opportunity to build a deeper connection by inviting them to engage with your content, community, and social channels.

How it works

The flow starts as soon as someone subscribes to your list, for example through a popup or form. From there, they receive a sequence of messages over a few days that gradually build trust and guide them toward their first order. **The flow typically looks like this:**

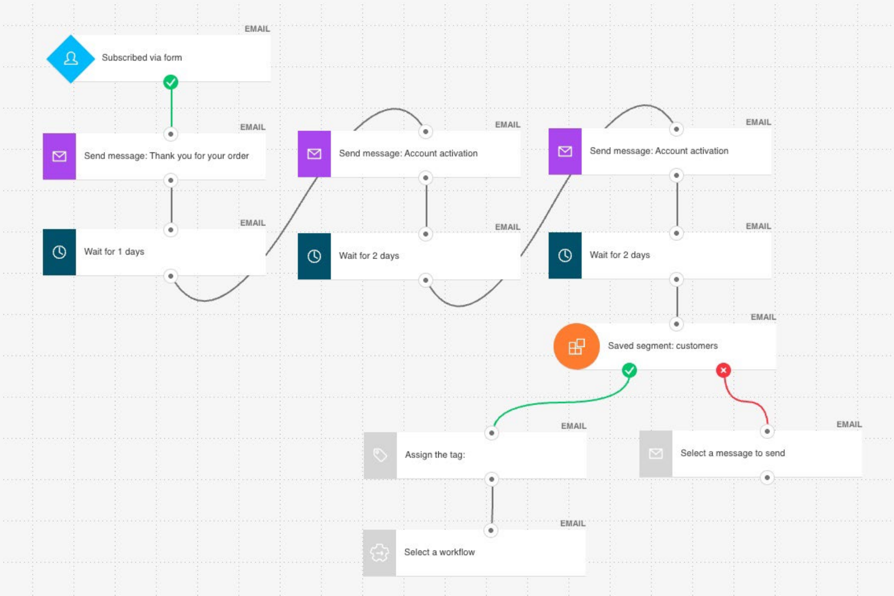
- Subscriber joins your list
- Receives a welcome email, often with an incentive
- Gets a few follow-up messages over the next few days
- Leaves the flow once they make a purchase or receive all emails

This is usually the first automation every new contact enters, which is why it tends to be one of the strongest revenue drivers.

Key features

- **Instant trigger:** Starts immediately after signup, capturing attention when interest is highest.
- **Incentive delivery:** Includes a promo code or offer to encourage the first purchase.
- **Progressive storytelling:** Each email builds on the previous one.
- **Behavior-based exit:** Subscribers exit the flow automatically once they become customers.
- **Tagging & segmentation:** Contacts can be tagged based on actions (e.g. clicked product category), enabling future targeting.

Step-by-step



Welcome series

Watch the walkthrough video

Try the interactive demo

Download this template

STEP 1

Define when the flow is triggered

Trigger the flow when someone **subscribes to your list** and receives an initial offer. This keeps the reminder aligned with your welcome series.

STEP 2

Send the welcome email

Send your first message right after signup. This is your first impression, so keep it clear, useful, and easy to act on.

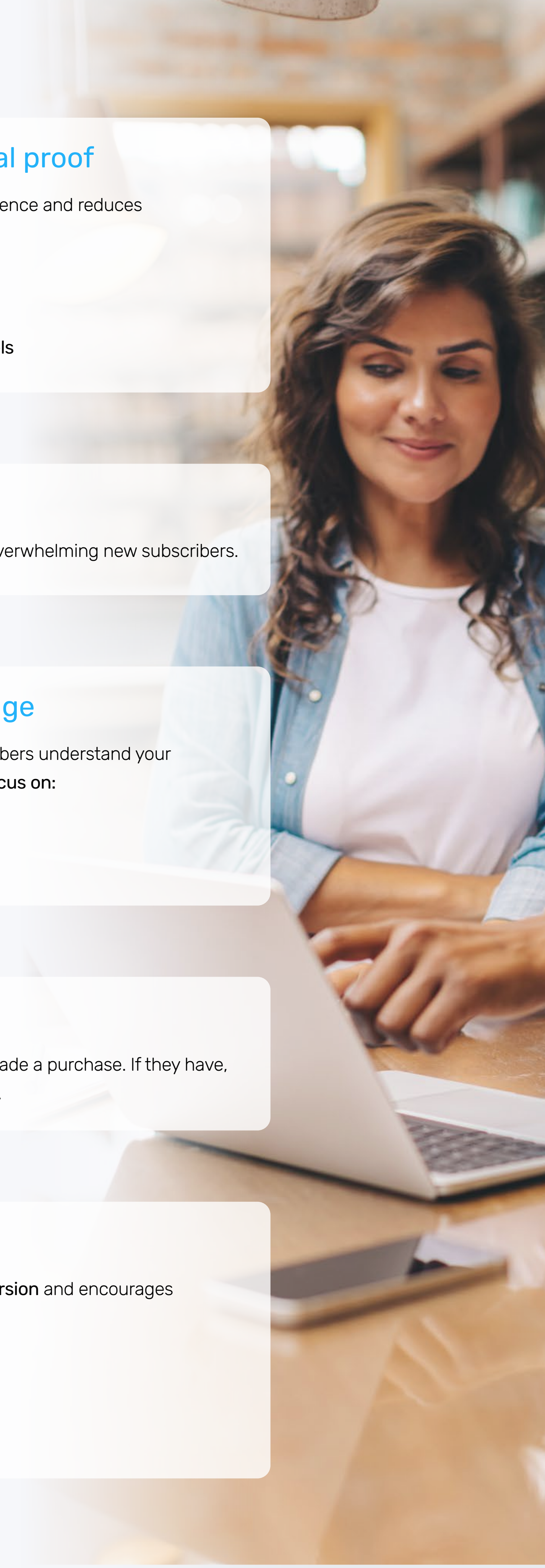
Include:

- a discount code or lead magnet
- a short introduction to your brand
- a clear call to action

STEP 3

Add a delay

Wait before the next message. This gives subscribers time to explore your offer and interact with your first email.



STEP 4

Send a follow-up with social proof

Follow up with a message that builds confidence and reduces hesitation. **Focus on:**

- bestsellers
- reviews
- customer results
- links to your community or social channels

STEP 5

Add another delay

Wait again to **keep the flow paced** without overwhelming new subscribers.

STEP 6

Send a value-driven message

Continue with a message that helps subscribers understand your product and what makes it worth buying. **Focus on:**

- benefits
- use cases
- how it works

STEP 7

Check for purchase

Check whether the subscriber has already made a purchase. If they have, you can **tag and remove** them from the flow.

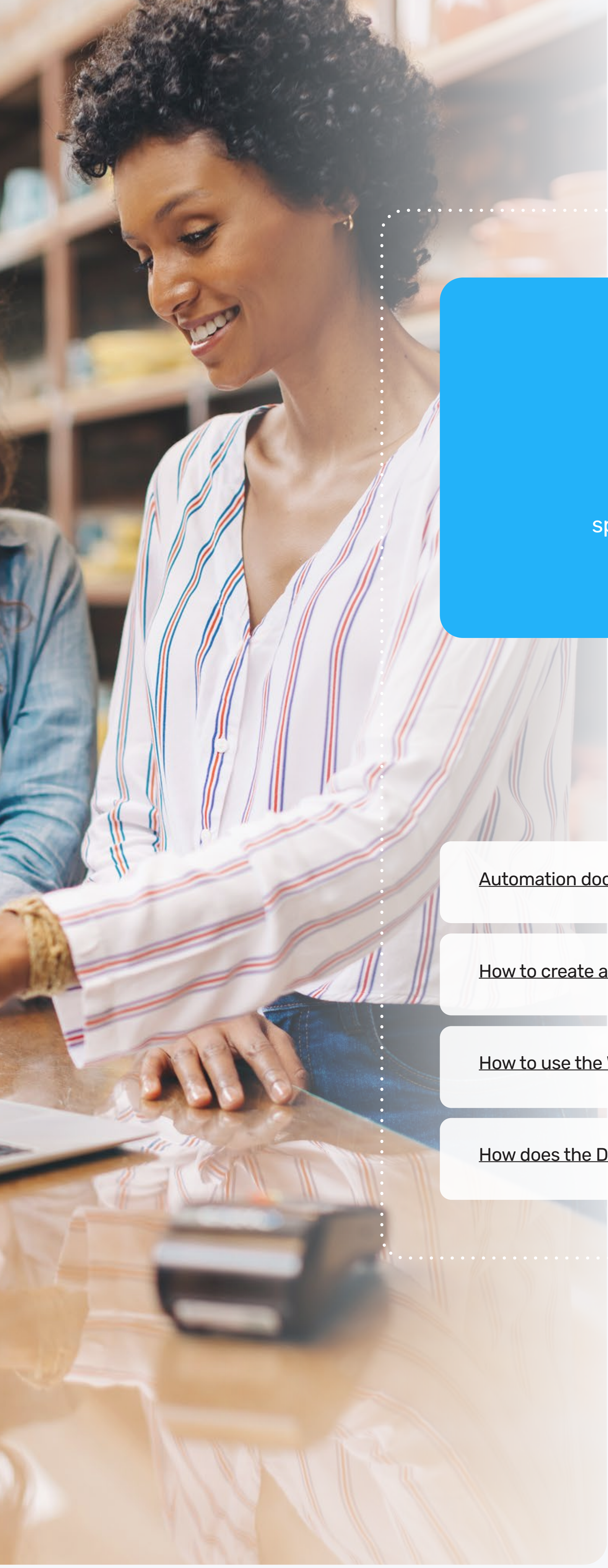
STEP 8

Send the final email

Send a final message that focuses on **conversion** and encourages action. **You can include:**

- a reminder of the offer
- light urgency
- a strong call to action

After this, the flow ends.



PRO TIP

To test different messages
or flow structures,
split traffic into separate paths
and compare performance.

Automation documentation in Help Center

How to create an automation message

How to use the Wait action

How does the Dynamic segment filter work

2 Subscriber offer reminder

Many subscribers receive a discount and never use it.

They were interested enough to sign up, but not motivated enough to act. And that intent tends to fade quickly if it's not reinforced.

A subscriber offer reminder brings that initial interest back into focus and gives them a clear reason to use the offer before it's forgotten.

How it works

This flow targets subscribers who received an incentive but didn't make a purchase.
The flow typically looks like this:

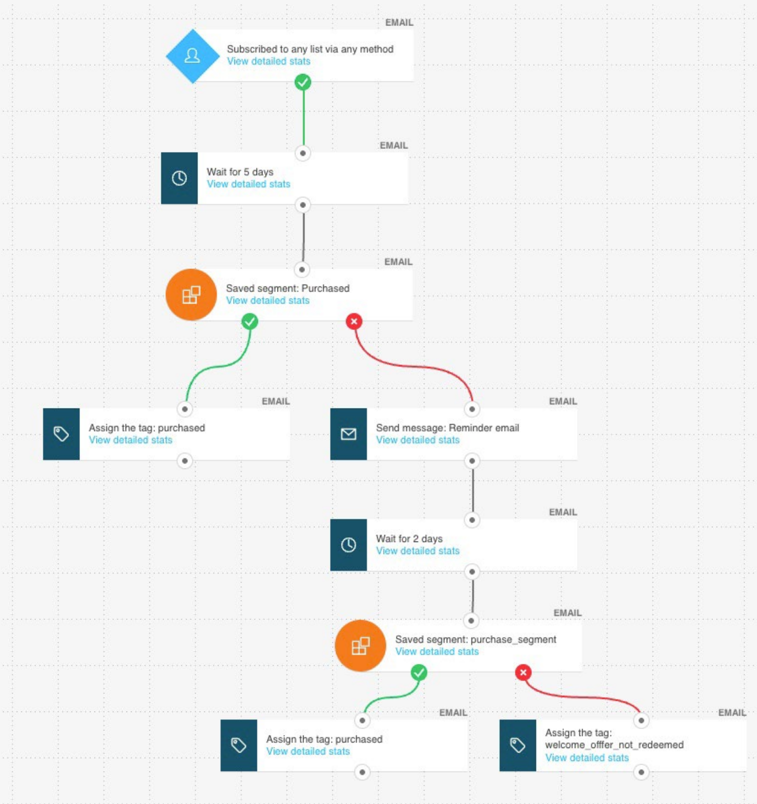
- Subscriber joins your list
- Receives a welcome email with an offer
- Doesn't make a purchase
- Gets a reminder after a short delay

This helps you capture conversions that would otherwise be lost simply because the timing wasn't right the first time.

Key features

- **Conditional targeting:** Only sent to subscribers who haven't purchased.
- **Time-based trigger:** Sent after a delay while interest is still present.
- **Offer reinforcement:** Clearly reminds users of the original incentive.
- **Low friction:** Repeats the discount code and simplifies the decision to buy.
- **Light urgency:** Encourages action without relying on heavy discounting.

Step-by-step



Subscriber offer reminder

Watch the walkthrough video

Try the interactive demo

Download this template

STEP 1

Define when the flow is triggered

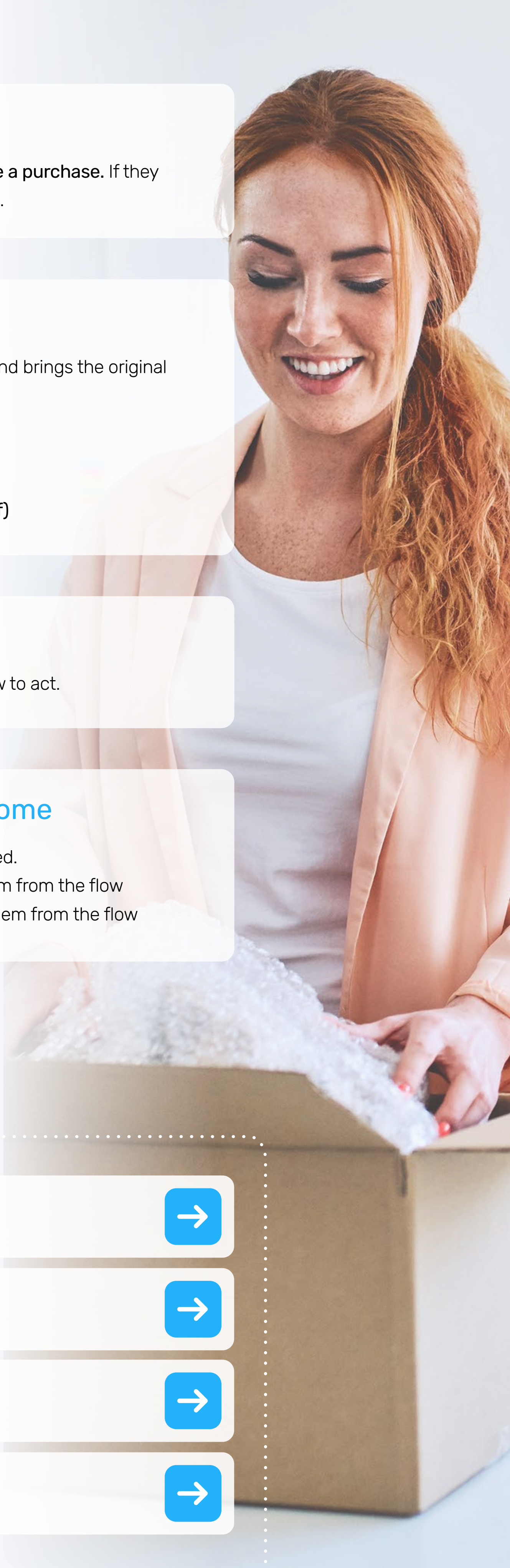
Trigger the flow when someone subscribes to your list and receives an initial offer. This keeps the reminder aligned with your welcome series.

STEP 2

Add a delay

Wait 3–5 days before sending the reminder. This gives subscribers time to engage with your welcome emails and consider the offer.

Pro tip: Align this delay with your discount expiration. For example, if your code is valid for 7 days, send the reminder after 3–5 days to leave enough time to act.



STEP 3

Check for purchase

Check whether the subscriber has already made a purchase. If they have, remove them from the flow. If not, continue.

STEP 4

Send the reminder email

Follow up with a message that removes friction and brings the original offer back into focus. **Include:**

- a reminder of the original offer
- a clearly visible discount code
- selected products or categories
- a short supporting message (benefits or proof)

STEP 5

Add another delay

Wait 1–2 days to give subscribers one last window to act.

STEP 6

Check again and tag the outcome

Check again whether the subscriber has converted.

- **If yes,** tag them as a customer and remove them from the flow
- **If no,** tag them as not converted and remove them from the flow

How to create an automation message

How to use the Wait action

How does the Dynamic segment filter work

How to use the Tag action in a workflow?

3

Browse abandonment

Not every visitor adds a product to cart. Many browse, compare options, and leave without taking the next step, even when the interest is there.

Browse abandonment helps you reconnect with that interest while it's still fresh and brings visitors back to the products or categories they were already considering.

How it works

The flow starts when someone views a product or category but doesn't make a purchase. From there, the path depends on whether the visitor is already on your list.

The flow typically looks like this:

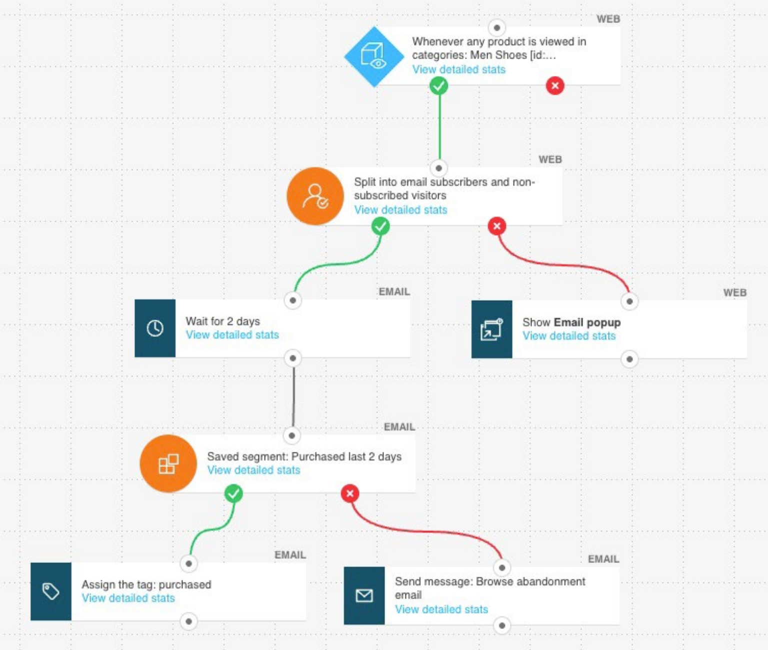
- Visitor views a product or category
- System checks whether they are a subscriber
- If not, they see a popup with an offer
- If yes, they receive a follow-up after a short delay

This lets you respond differently to anonymous visitors and known contacts, while capturing intent at the right moment.

Key features

- **Behavior-based trigger:** Starts when someone views a product, product category, or a URL pattern
- **Subscriber split:** Separates known contacts from anonymous visitors.
- **Conversion check:** Prevents sending follow-ups to people who have already purchased.
- **Multi-path logic:** Combines email follow-up with onsite lead capture.

Step-by-step



Browse abandonment

Watch the walkthrough video

Try the interactive demo

Download this template

STEP 1

Define when the flow is triggered

Trigger the flow when someone views a product or category page.
This allows you to react to browsing behavior while interest is still fresh.

STEP 2

Check whether the visitor is already on your list

Split the flow based on whether the visitor is an email subscriber. This lets you respond differently to known contacts and anonymous visitors.

STEP 3

Show a popup to non-subscribers

If the visitor is not yet on your list, show a targeted popup that encourages them to subscribe. **Include:**

- a discount code
- a signup form
- a short value proposition
- a clear call to action
- optionally, a countdown timer

STEP 4

Add a delay for subscribers

If the visitor is already on your list, **wait 1–2 days before following up.** This gives them time to continue browsing or purchase on their own.

PRO TIP

Use a longer delay for higher-consideration products, where customers are more likely to compare options before buying.

STEP 5

Check for purchase

Before sending a follow-up, check whether the subscriber has already made a purchase. If they have, assign them a tag and remove them from the flow. If not, continue.

STEP 6

Send the browse abandonment email

Follow up with a message that reconnects the subscriber with the product or category they viewed. **Include:**

- **a reminder of the viewed product or category**
- **product benefits**
- **social proof or reviews**
- **a clear call to action**
- **optionally, recommended products**

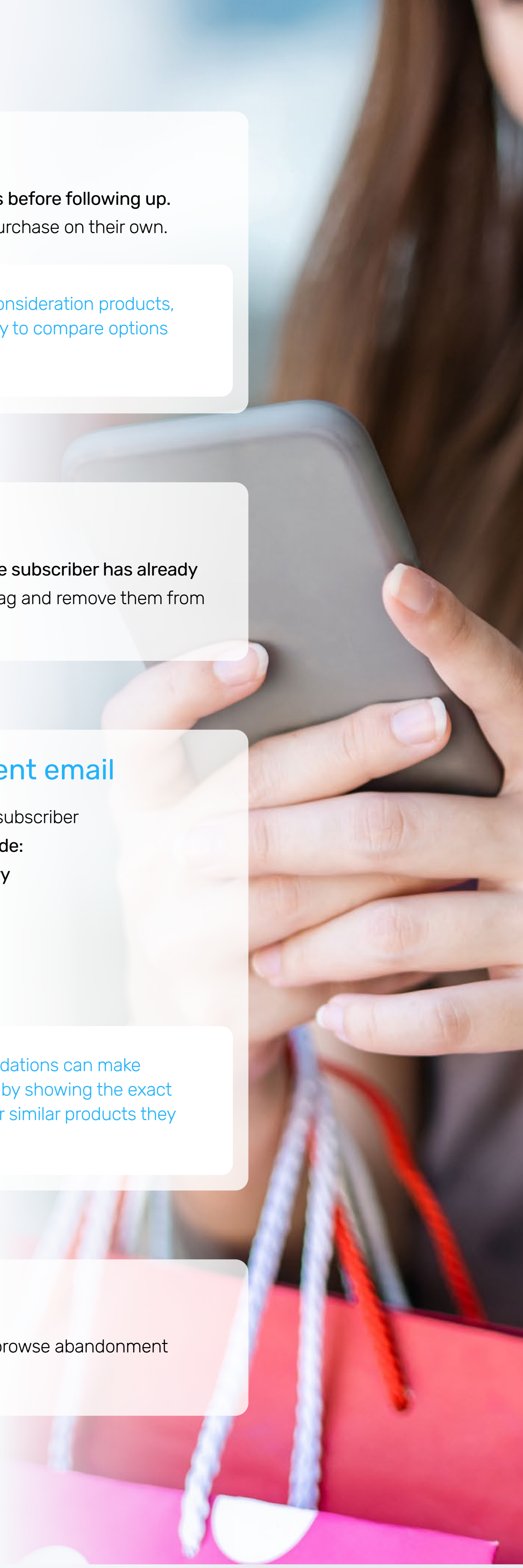
PRO TIP

Dynamic AI product recommendations can make this message far more relevant by showing the exact products a subscriber viewed or similar products they may be interested in.

STEP 7

End the flow

The flow ends after the popup is shown or the browse abandonment email is sent.



PRO TIP

Segment browse behavior by depth (e.g., product page vs. category) and vary your messaging accordingly – treating all browsing the same often leads to generic follow-ups that underperform.

How to use the Product viewed condition?
WEB CHANNEL

How to use the Category viewed condition?
WEB CHANNEL

How to use the Email subscriber filter ?
WEB CHANNEL

How to use the Show popup action?
WEB CHANNEL

4

Price drop alert

Some customers don’t buy because the price isn’t right, even though they have already shown clear interest in the product.

In many cases, they are simply waiting for a better moment.
A price drop alert helps you re-engage those high-intent shoppers at the right time and gives them a reason to come back and complete the purchase.

How it works

This flow works differently from the others. Instead of building a workflow, you define the rules once and let the system run automatically in the background. While it runs automatically, you still define its rules and messages using a simplified setup.
The flow typically looks like this:

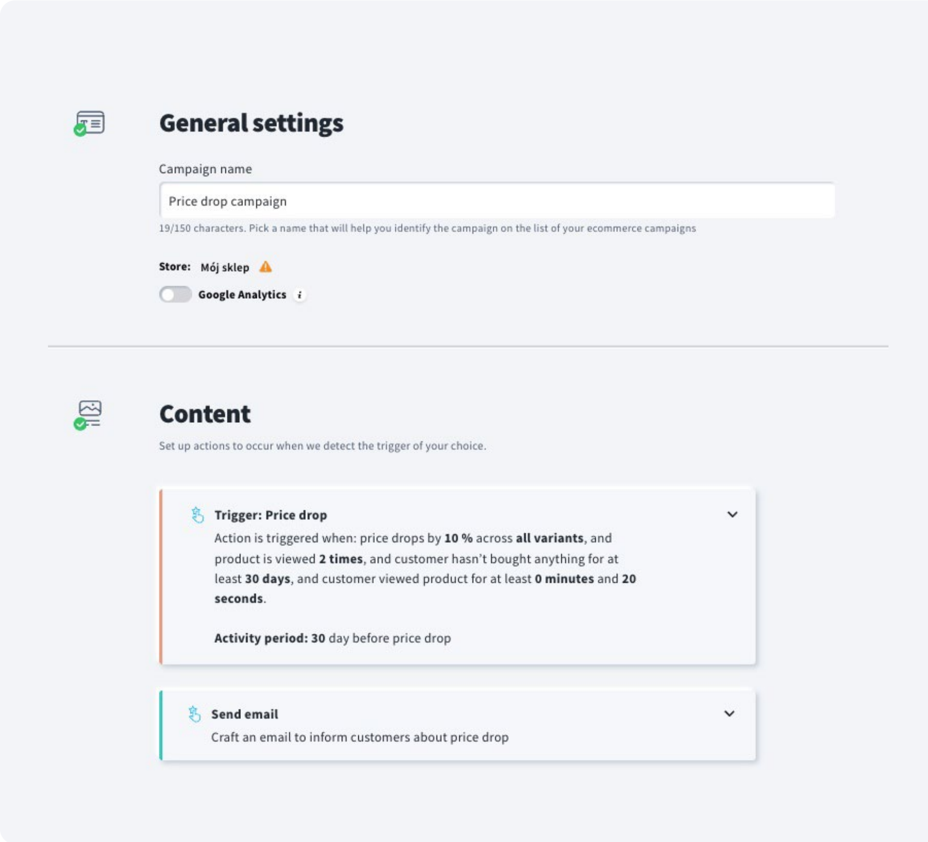
- Customer views a product
- Doesn’t make a purchase
- The price drops
- An email is sent automatically

This allows you to reach customers when their purchase decision is most likely to change.

Key features

- **Campaign-based setup:** No workflow builder required.
- **Automatic triggering:** Emails are sent when a price change is detected.
- **High-intent targeting:** Only reaches customers who showed interest.
- **Rule-based logic:** You define conditions (e.g. price drop %, number of views).
- **Low maintenance:** Set once, runs automatically across your store.

Step-by-step



Price drop alert

Watch the walkthrough video

Try the interactive demo

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STEP 1

Define when the flow is triggered

Trigger the flow when a **price drops** on a product the customer has viewed.

STEP 2

Set the conditions for the price drop

Define what qualifies as a meaningful price change and when the message should be sent. **You can base this on:**

- the size of the price drop
- whether the price drop occurs for one or all product variants
- how often the product was viewed
- how recently the customer interacted with it
- whether the product has already been purchased

This helps you avoid sending notifications that feel irrelevant or too frequent.

STEP 3

Create the email

Design the message that will be sent when the price drops.
Include:

- the product image
- the previous price
- the new price
- a clear call to action

Keep the message simple and focused on the price change.

STEP 4

Activate the campaign

Once the campaign is live, **it runs automatically** in the background. The system tracks product views, detects price changes, and sends messages when your conditions are met.

PRO TIP

Don't trigger alerts on every price change – set a minimum threshold that aligns with perceived value (e.g., 15–20%), otherwise you risk training customers to wait instead of buy.

[Ecommerce campaigns Help Center documentation](#) →

[How to create a Price Drop ecommerce campaign?](#) →

5

Cart abandonment

Customers who reach the cart are close to buying.
They have selected products and shown clear intent to purchase.

But many still leave before completing checkout, often due to small points of friction or hesitation. Cart abandonment helps you recover those near-conversions by bringing customers back while that intent is still strong.

How it works

This flow runs automatically once you define the rules. The system tracks cart activity and follows up when someone leaves without completing their order. Even though it runs automatically, you still define its rules and messages using a simplified setup.
The flow typically looks like this:

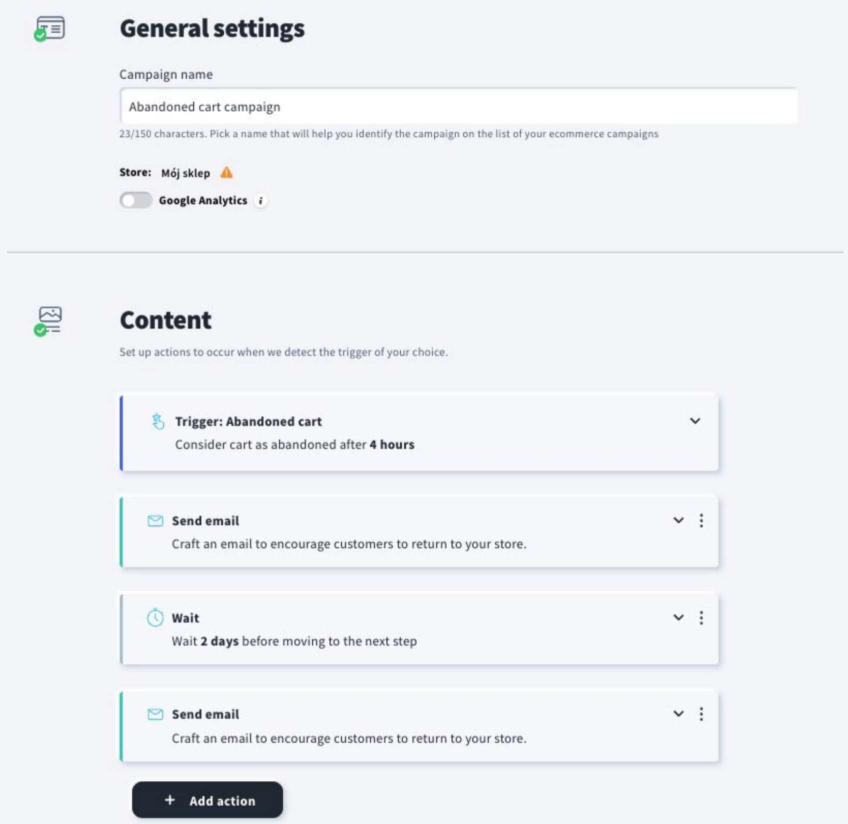
- Customer adds products to cart
- Doesn't complete checkout
- Cart is marked as abandoned after a defined time
- A follow-up message or sequence is triggered

This helps you recover revenue that would otherwise be lost at the final step of the purchase journey.

Key features

- **Campaign-based setup:** No workflow builder required.
- **Automatic triggering:** Emails are sent when a cart is abandoned.
- **Flexible timing:** You define when a cart is considered abandoned.
- **Multi-step sequences:** Send one or multiple follow-ups.
- **Multi-audience targeting:** Send emails to non-subscribed and subscribed customers
- **Automatic exit:** Customers stop receiving messages once they complete the purchase.

Step-by-step



Cart abandonment

Watch the walkthrough video

Try the interactive demo

Download this template

STEP 1

Define when the flow is triggered

Trigger the flow when a customer adds products to their cart but **doesn't complete the purchase.**

STEP 2

Define the abandonment timing

Set how long the system should wait before treating the cart as abandoned. This timing determines how quickly your first message is sent and should reflect your typical buying cycle.

STEP 3

Send the first reminder

Follow up with a message that reminds the customer about the products they left behind and makes it easy to return. **Include:**

- **the abandoned products**
- **a clear call to action**
- **a short, simple message**

STEP 4

Add a delay

Wait before sending the next message.
This gives customers time to return on their own.

STEP 5

Send a follow-up message

Continue with a message that addresses hesitation and builds confidence. **Focus on:**

- **product benefits**
- **social proof**
- **reassurance such as shipping or returns**

STEP 6

Add another delay

Wait again before sending the final message to **avoid overwhelming the customer.**

STEP 7

Send the final reminder

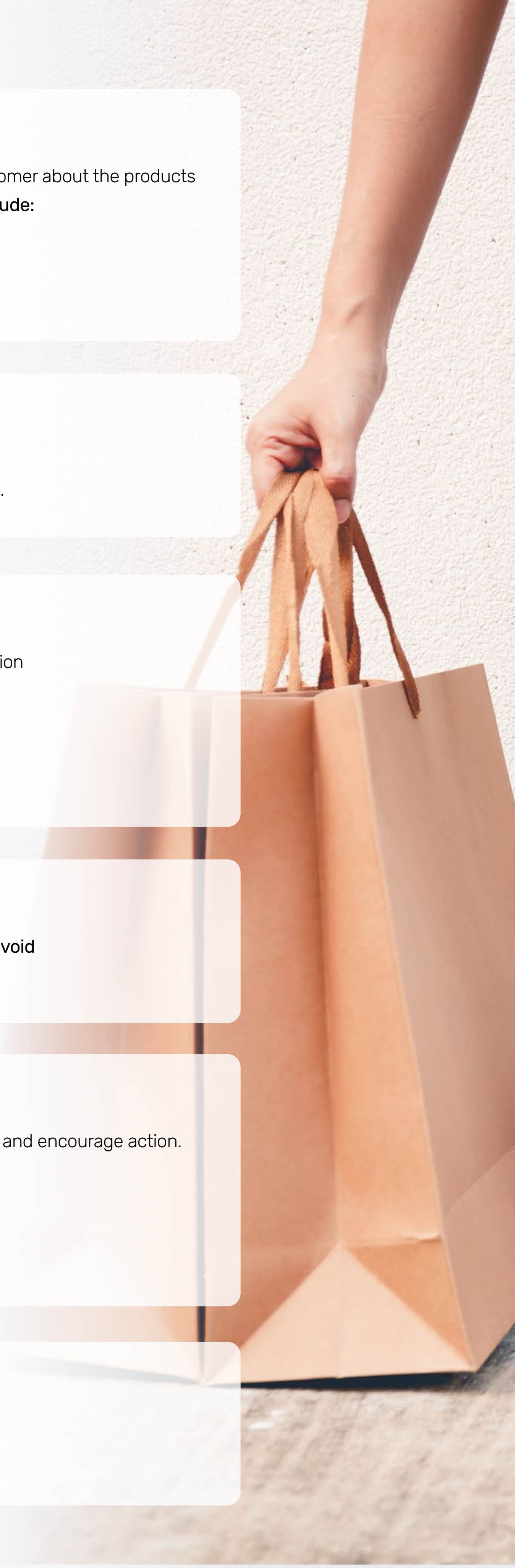
Send a final message to recover remaining carts and encourage action. **You can include:**

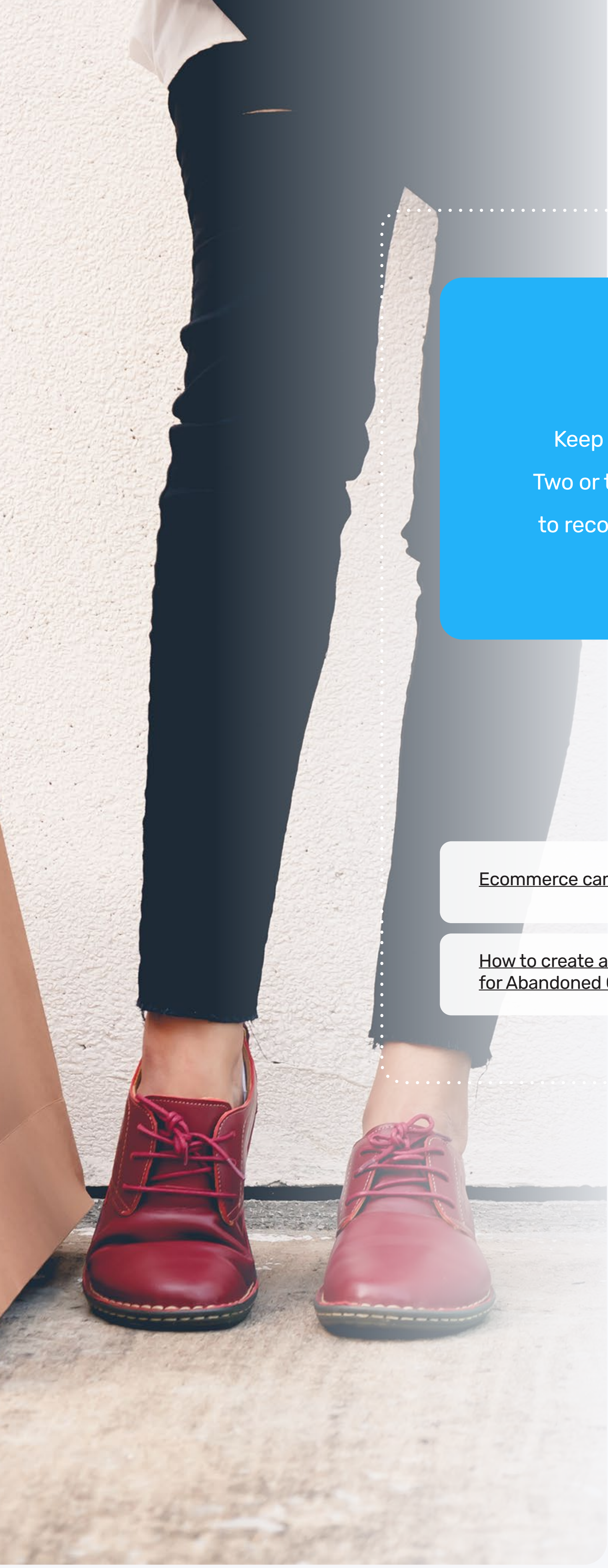
- **a stronger call to action**
- **urgency**
- **optionally, a small incentive**

STEP 8

End the flow

The flow ends after the final message is sent or the purchase is completed.





PRO TIP

Keep the sequence short and focused. Two or three messages are usually enough to recover most abandoned carts without creating fatigue.

[Ecommerce campaigns Help Center documentation]

[How to create an ecommerce campaign for Abandoned Cart?]

Case study

Eveline Cosmetics, a global beauty brand, turned subscriber acquisition into a consistent source of revenue by combining list growth with structured onboarding.

Instead of treating signups as a one-time opportunity, they used popups to capture leads and followed up with **welcome emails** that combined education, product discovery, and targeted offers. This allowed them to turn new subscribers into engaged customers from the very first interaction.

From there, they expanded into **segmentation, automation, and personalized recommendations** — building a system that continues to drive results over time.

The result:

$13K

in sales from a single email campaign

$7K

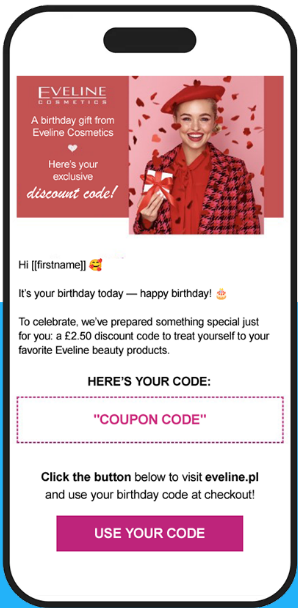
in additional revenue from product recommendations

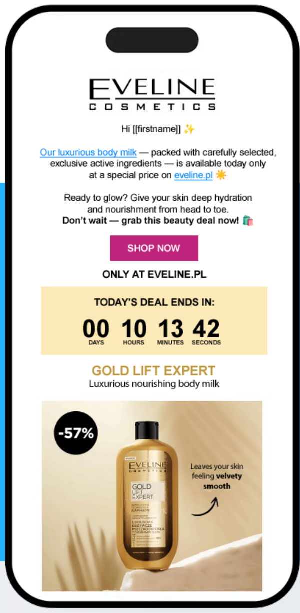
7x

return on their investment in one month

This is what happens when your subscriber acquisition and welcome experience are designed as the first step of a larger lifecycle system.

Read the full case study to see how they combined list building, automation, and personalization to drive consistent growth.





STAGE 2

FIRST PURCHASE

↓

REPEAT BUYER

The first purchase is not the goal. It's the starting point.

Most customers who buy once never come back, which is where a large part of your growth potential is lost. At this stage, the challenge is no longer about convincing someone to buy, but about giving them a reason to return.

What matters most here is the second purchase. Customers who buy twice are far more likely to stay engaged, develop a preference for your brand, and become long-term customers. In other words, this is the point where a transaction starts to turn into a relationship.

Driving that second purchase comes down to three things: **experience, relevance, and timing.** The experience is what happens after checkout and how the customer feels about their purchase. Relevance is about showing the right products next, based on what they've already bought. Timing is about reaching out when the customer is most likely to need or want something again.

This is where post-purchase automation becomes essential.
Instead of treating the purchase as the end of the journey, you use it as a trigger for the next set of interactions. The following automations are designed to help you turn a one-time buyer into a repeat customer and build the foundation for long-term growth.

The second purchase creates momentum.
What you do next determines whether that momentum turns into long-term loyalty.

1

Post-purchase follow-up

The purchase is not the end of the journey. In many ways, it's the moment expectations begin.

After checkout, customers want clarity, reassurance, and a sense that they made the right decision. If that experience feels uncertain or underwhelming, they are far less likely to return. A post-purchase flow helps you shape that experience by guiding customers through what happens next, building trust, and creating a natural path toward the next purchase.

How it works

The flow starts when a customer completes a purchase.
From there, communication continues after checkout, combining transactional updates with follow-up messages that help the customer get value from their order and guide them toward the next one. **The flow typically looks like this:**

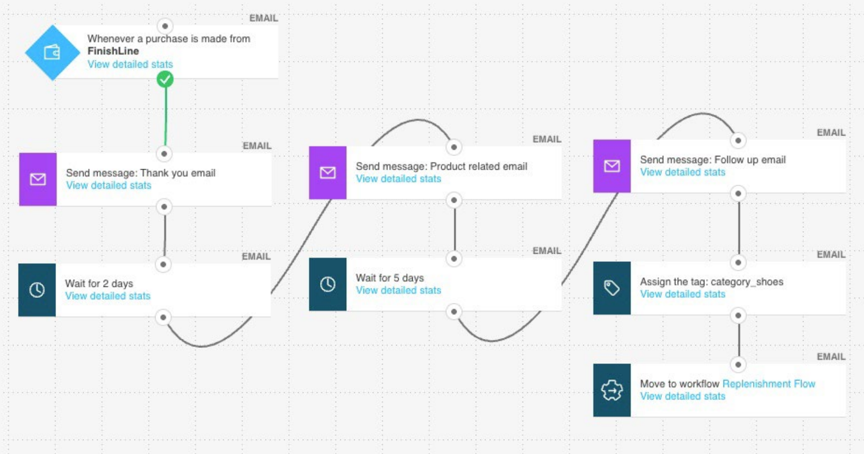
- Customer makes a purchase
- Receives confirmation and follow-up emails
- Gets product-related guidance or content
- Receives recommendations for what to buy next

Instead of ending the journey at checkout, this flow extends it and creates a clear path toward a repeat purchase.

Key features

- **Purchase-based trigger:** Starts immediately after an order is placed.
- **Experience-focused:** Supports the customer after the purchase, not just before it.
- **Product relevance:** Messages can be tailored to what the customer bought.
- **Timing-based logic:** Content is delivered at the right moment after purchase.
- **Foundation for retention:** Sets up cross-sell, replenishment, and repeat purchases.

Step-by-step



Post-purchase follow-up

Watch the walkthrough video

Try the interactive demo

Download this template

STEP 1

Define when the flow is triggered

Trigger the flow when a customer completes a purchase. This ensures every new order starts a post-purchase experience immediately.

You can apply this to all purchases or limit it to specific products, categories, or order values, depending on how you want to structure your communication.

STEP 2

Send the first message

Send a confirmation or thank-you email right after purchase. This is your first post-purchase touchpoint and sets expectations for what happens next. **Include:**

- **a thank you message**
- **shipping and delivery details**
- **support or contact information**

This helps reduce uncertainty and builds confidence in your brand.

STEP 3

Add a delay

Wait 1–2 days before the next message. This gives time for the order to be processed or shipped.

STEP 4

Send a product-related message

Follow up with content that helps the customer get value from their purchase. **Include:**

- **how to use the product**
- **setup instructions**
- **tips or best practices**

This improves the customer experience and reduces the chance of returns.

STEP 5

Add another delay

Wait a few days before the next message. This allows time for the customer to receive and start using the product.

STEP 6

Follow-up message with recommendations

Introduce relevant products based on what the customer has already purchased. **Include:**

- **complementary products**
- **bundles or upgrades**
- **personalized recommendations**

This helps guide the customer toward their next purchase.

STEP 7

Tag the customer for future targeting (optional)

Assign tags based on what the customer purchased or how they engaged. **Examples:**

- **product category**
- **order value**
- **type of customer**

This makes future communication more relevant.

STEP 8

Move the customer to another flow (optional)

Connect this flow with other automations so the journey continues.
Examples:

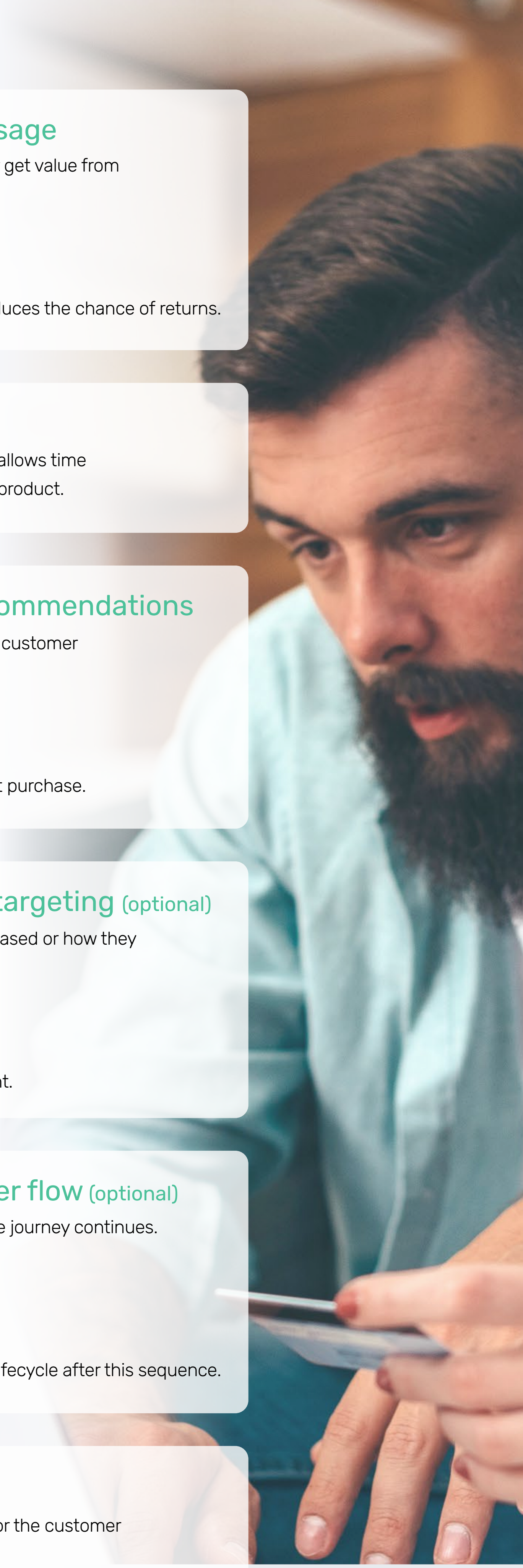
- replenishment flow
- review request flow
- loyalty or VIP onboarding

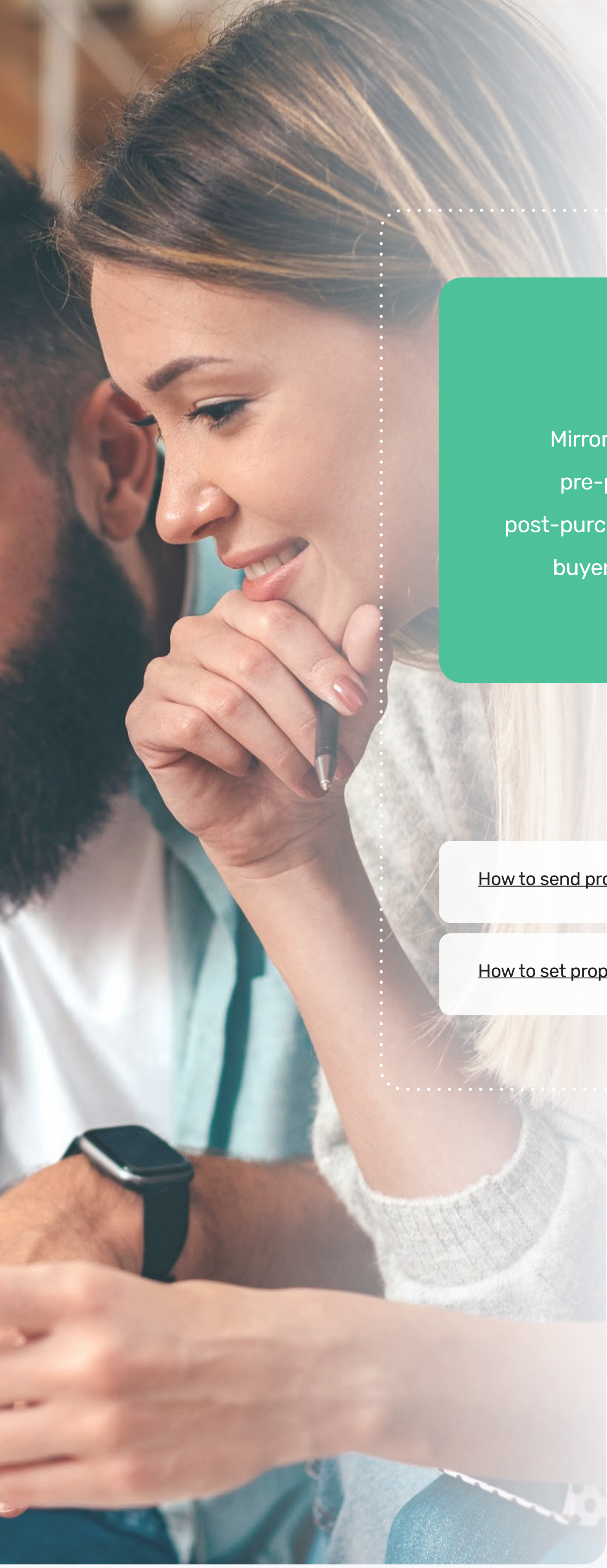
This ensures customers don't drop out of your lifecycle after this sequence.

STEP 9

End the flow

The flow ends after all messages are delivered or the customer is moved to the next stage.





PRO TIP

Mirror the tone and promises from your pre-purchase messaging in your first post-purchase email – this consistency reduces buyer's remorse and increases second purchase likelihood.

How to send product recommendations to customers?

How to set properties for the Purchase condition?

2

Cross-sell recommendations

The first purchase tells you what the customer is interested in. What you do with that information determines what happens next.

Without guidance, customers may not know what to buy next or why they should come back at all. Relevance becomes the deciding factor. Cross-sell recommendations help you use purchase data to suggest the right products at the right time, making the next purchase feel like a natural continuation rather than a new decision.

How it works

The flow starts after a customer makes a purchase and uses that data to shape what they see next. After a short delay, the customer receives a message with product recommendations that are directly related to what they've already bought.

The flow typically looks like this:

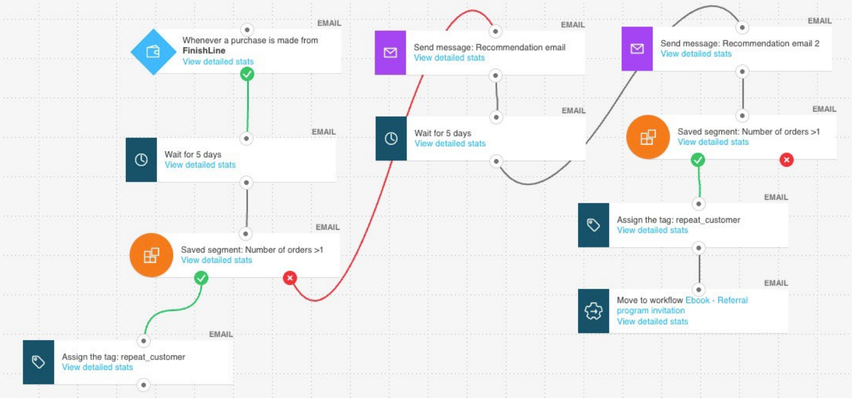
- Customer makes a purchase
- Wait period
- Recommendation email is sent

Depending on your setup, this can either be part of your post-purchase flow or run as a separate automation focused on product discovery.

Key features

- **Purchase-based trigger:** Uses order data to personalize recommendations.
- **Product relevance:** Suggests complementary or related products.
- **Flexible logic:** Can be standalone or part of a larger flow.
- **AI recommendations:** Can use dynamic product blocks.
- **Supports repeat purchases:** Designed to drive the second order.

Step-by-step



Cross-sell recommendations

Watch the walkthrough video

Try the interactive demo

Download this template

STEP 1

Define when the flow is triggered

Trigger the flow after a customer makes a purchase.
This allows you to use order data to guide what they see next.

You can apply this to all purchases or limit it to specific products or categories, depending on how targeted you want your recommendations to be.

STEP 2

Send the first message

Wait a few days before sending recommendations. This gives the customer time to receive and start using their original purchase.
The timing should reflect your product type and how your post-purchase flow is structured.

STEP 3

Check for repeat purchase (optional)

Check whether the customer has already made another purchase.
If they have, you can tag them and remove them from the flow.
If not, continue. This keeps your messaging relevant and avoids unnecessary recommendations.

STEP 4

Send the recommendation message

Follow up with products that are directly related to what the customer has already purchased. **Include:**

- complementary products
- “customers also bought” suggestions
- bundles or upgrades
- a clear call to action

This helps the next purchase feel like a natural continuation rather than a new decision.

PRO TIP

Use dynamic AI product recommendations to show items that match each customer’s purchase history and browsing behavior.

STEP 5

Extend the flow with additional recommendations (optional)

You can add another message with different types of recommendations if it fits your strategy. **Include:**

- category-based suggestions
- bestsellers
- seasonal products
- personalized picks

Keep the frequency balanced to avoid overwhelming the customer.

STEP 6

Check for repeat purchase again

Check again whether the customer has made another purchase.

- If yes, tag them as a repeat customer and move them to the next stage
- If not, allow the flow to continue or end

This helps you separate first-time buyers from repeat customers.ce.

STEP 7

Move the customer to another flow (optional)

Connect this flow with the next stage of your lifecycle program. **Examples:**

- review request flow
- loyalty or VIP onboarding
- referral campaign

This ensures customers who convert continue moving through your system.

STEP 8

End the flow

The flow ends after the recommendation messages are sent or the customer moves to another stage.

PRO TIP

Delay your recommendations until the customer has had enough time to experience the original product – sending them too early often lowers engagement because the purchase still feels “unfinished.”

[How to send product recommendations to customers?]

[How to set properties for the Purchase condition?]

[What conditions can I use to create segments in new segmentation?]

3

Replenishment

Some products are not meant to be bought once. They are used, consumed, and eventually run out.

If you don't reach customers at the right moment, they may forget to reorder or choose a different brand when the need returns. Replenishment flows help you stay present at that moment by reminding customers to buy again when they are most likely to need the product.

How it works

The flow starts after a customer purchases a product that is likely to be used over time. Based on how long the product typically lasts, the system waits for a defined period before sending a reminder to reorder.

The flow typically looks like this:

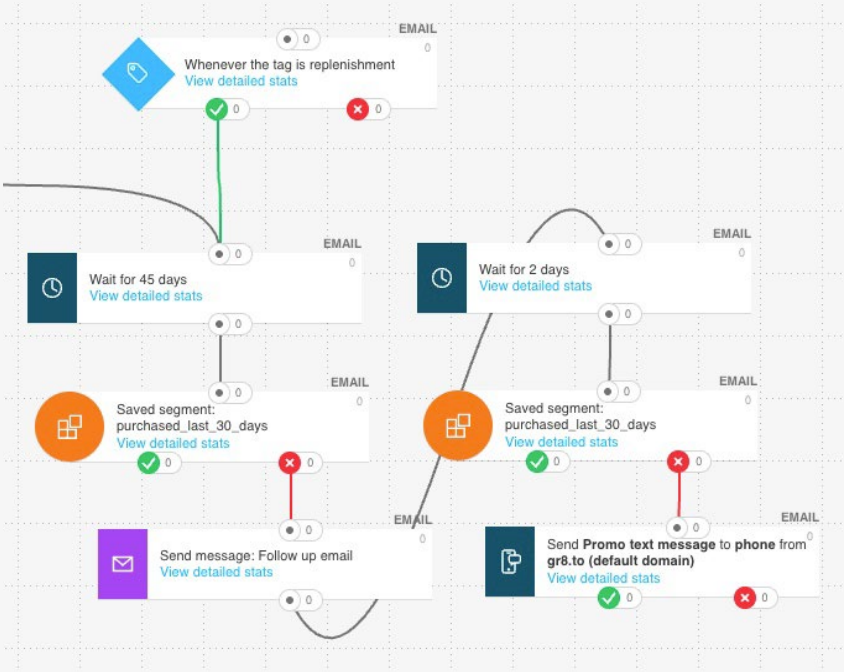
- Customer makes a purchase
- Wait period based on product usage
- Recommendation email is sent
- Optional follow-up via SMS or push notification

The goal is to reach the customer at the moment they are most likely to need the product again.

Key features

- **Time-based trigger:** Sends messages after a defined period.
- **Product-specific timing:** Delay can match product usage cycles.
- **Repeat purchase focus:** Designed to drive recurring orders.
- **Multi-channel option:** Can combine email and SMS or push notifications.
- **Simple setup:** Easy to implement and scale across products.

Step-by-step



Replenishment

Watch the walkthrough video

Try the interactive demo

Download this template

STEP 1

Define when the flow is triggered

Trigger the flow when a customer purchases a product that needs to be replenished. This ensures the reminder is tied to products that are used over time.

You can limit this to specific products or categories, such as consumables or repeat-use items.

STEP 2

Add a delay based on product usage

Wait for a period that reflects how long the product typically lasts.
Examples:

- **supplements → around 30 days**
- **skincare → 30–60 days**
- **food or beverages → shorter cycles**

This timing is critical, as it determines whether your message arrives too early or at the right moment.

STEP 3

Check for repeat purchase

Check whether the customer has already **reordered the product.**
If they have, remove them from the flow. If not, continue.

This prevents sending unnecessary reminders.

STEP 4

Send the replenishment message

Remind the customer to reorder when they are likely running out.
Include:

- **the previously purchased product**
- **a quick reorder option**
- **a clear call to action**
- **optionally, a small incentive**

Keep the message simple and focused on action.

STEP 5

Add a delay

Wait a short period before the next step.
This gives the customer time to respond to the email.

STEP 6

Check again for repeat purchase

Check again whether the customer has reordered.

- **If yes, remove them from the flow**
- **If not, continue**

This ensures you only follow up with customers who still need the reminder.

STEP 7

Send an SMS or push reminder (optional)

Follow up through SMS or web push for customers who haven't reordered. **Keep the message short and direct:**

- **reference the product**
- **include a quick reorder link**

This works especially well for time-sensitive or frequently used products.

STEP 8

End the flow

The flow ends after the reminder sequence or when the customer makes another purchase.

PRO TIP

Use real reorder data (time between first and second purchase) to refine timing over time – instead of relying on assumed product usage cycles.

[How to use automation to send SMS?]

[How to use Send push notification action?]

4

Review request

A satisfied customer is one of your most valuable assets. But most customers won't share their experience unless they are asked.

Without that feedback, you miss the opportunity to build trust with future buyers and strengthen your relationship with existing ones. A review request flow helps you turn completed purchases into social proof by reaching out at the right time, when the customer has had a chance to experience the product.

How it works

The flow starts after a purchase, with a delay that gives the customer time to receive and use the product. Once that period passes, a review request is sent, followed by an optional reminder if needed.

The flow typically looks like this:

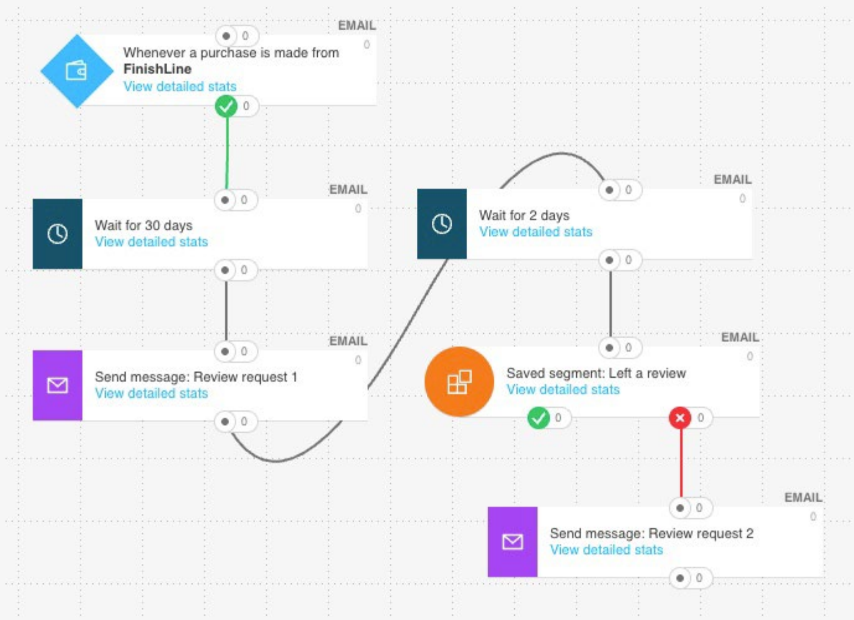
- Customer makes a purchase
- Wait period for delivery and usage
- Review request is sent
- Optional follow-up

By timing the request around the customer's experience, you increase the likelihood of getting meaningful feedback.

Key features

- **Time-based trigger:** Sent after the product is delivered and used.
- **Experience-driven:** Focuses on satisfaction, not selling.
- **Social proof generation:** Helps collect reviews for products and store.
- **Simple structure:** Easy to implement across products.
- **Foundation for trust:** Reviews directly impact future conversions.

Step-by-step



Review request

Watch the walkthrough video

Try the interactive demo

Download this template

STEP 1

Define when the flow is triggered

Trigger the flow after a customer completes a purchase.
This ensures every order can lead to a review request.

You can apply this to all purchases or limit it to specific products or categories, depending on what you want to collect feedback on.

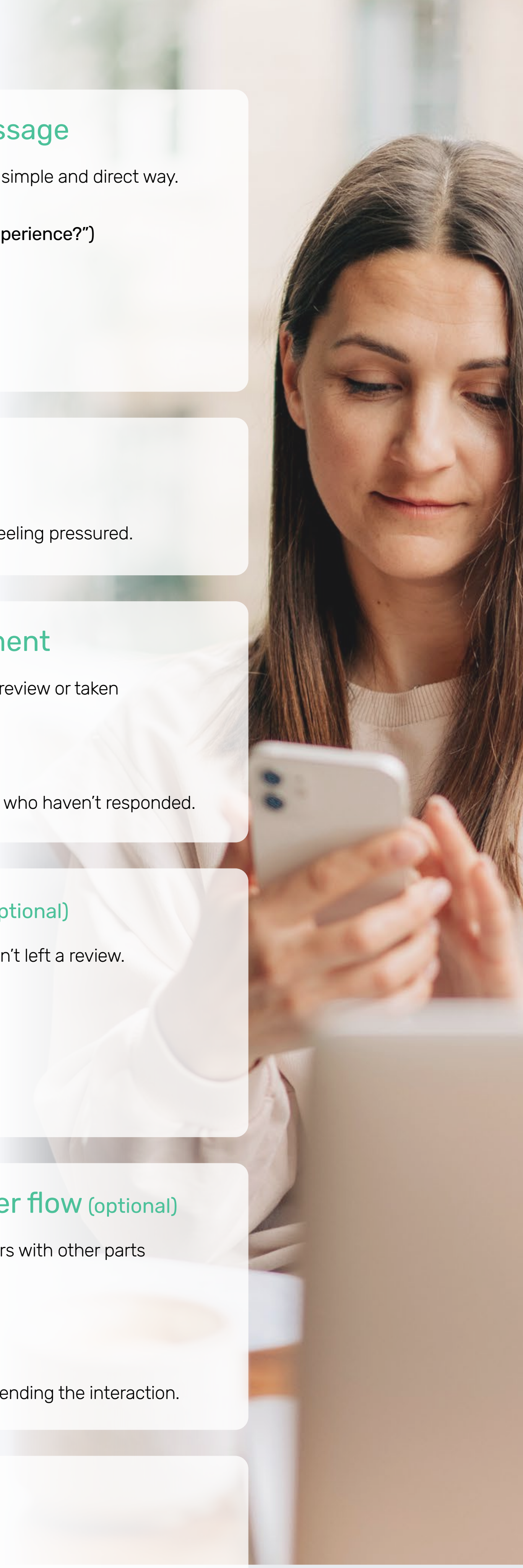
STEP 2

Add a delay based on product experience

Wait until the customer has received and had time to use the product.
This delay should reflect:

- delivery time
- time needed to try the product

This ensures the request feels relevant and not premature.



STEP 3

Send the review request message

Ask the customer to share their experience in a simple and direct way.

Include:

- a short, clear request (e.g. "How was your experience?")
- a reference to the product
- a direct review link
- optionally, a small incentive

Keep the message short and easy to act on.

STEP 4

Add a delay

Wait a few days before following up.

This gives customers time to respond without feeling pressured.

STEP 5

Check for review or engagement

Check whether the customer has already left a review or taken the desired action.

- If yes, remove them from the flow
- If not, continue

This ensures you only follow up with customers who haven't responded.

STEP 6

Send a follow-up reminder (optional)

Send a gentle reminder to customers who haven't left a review.

Include:

- a shorter message
- a clear review link
- optional incentive

Keep the tone supportive, not pushy.

STEP 7

Move the customer to another flow (optional)

Use this moment to connect engaged customers with other parts of your lifecycle. Examples:

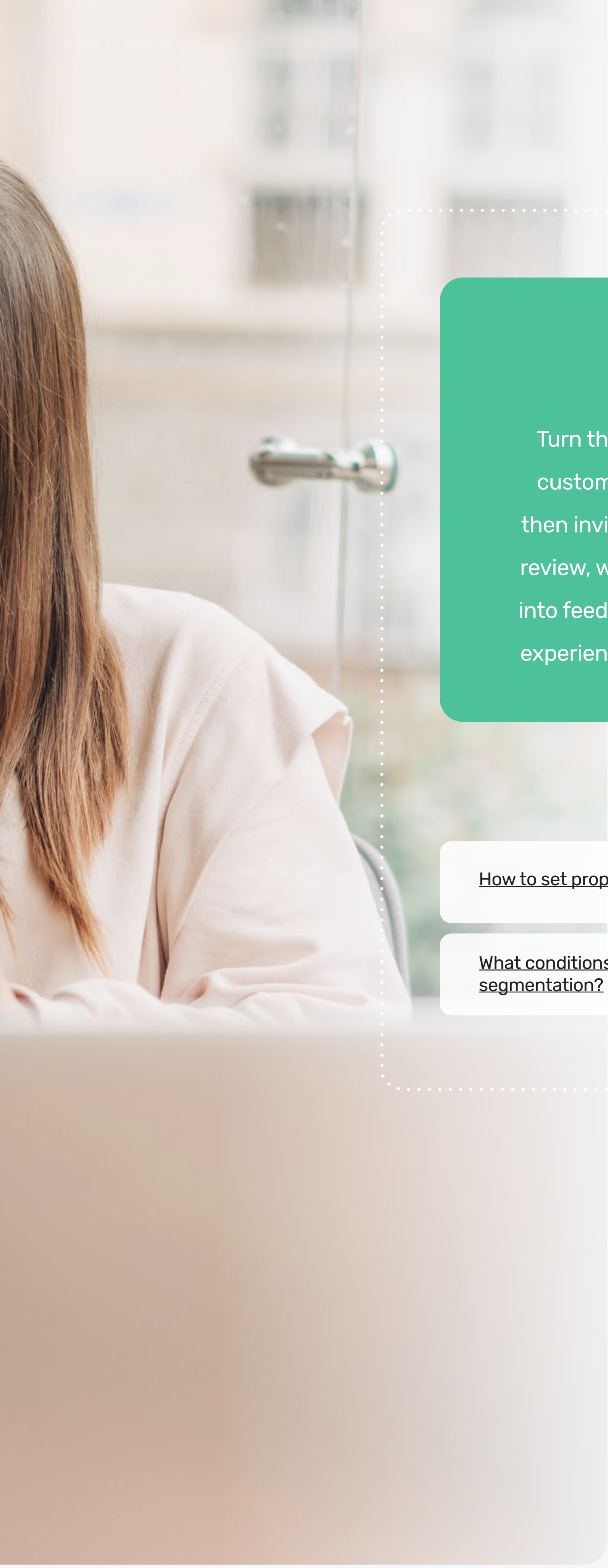
- referral or "invite friends" campaign
- loyalty or VIP onboarding
- repeat purchase flows

This helps you build on engagement instead of ending the interaction.

STEP 8

End the flow

The flow ends after the review is submitted or the sequence is completed.



PRO TIP

Turn this into a lightweight NPS flow – ask customers to rate their experience (0–10), then invite promoters (9–10) to leave a public review, while routing passives and detractors into feedback or support flows to improve the experience before asking for anything public.

[How to set properties for the Purchase condition?]

[What conditions can I use to create segments in new segmentation?]

5

Customer intent tagging and scoring

Customers constantly send signals through what they click, view, and purchase. Most of these signals go unused.

Without capturing that intent, your communication stays generic and disconnected from what customers actually care about. Customer intent tagging and scoring helps you turn those signals into actionable data, so your future messages can reflect what each customer is interested in.

How it works

This flow runs continuously in the background and reacts to specific customer actions such as clicks, visits, or purchases. Each time a defined behavior occurs, a tag or score is assigned, making that signal available for future communication.

The flow typically looks like this:

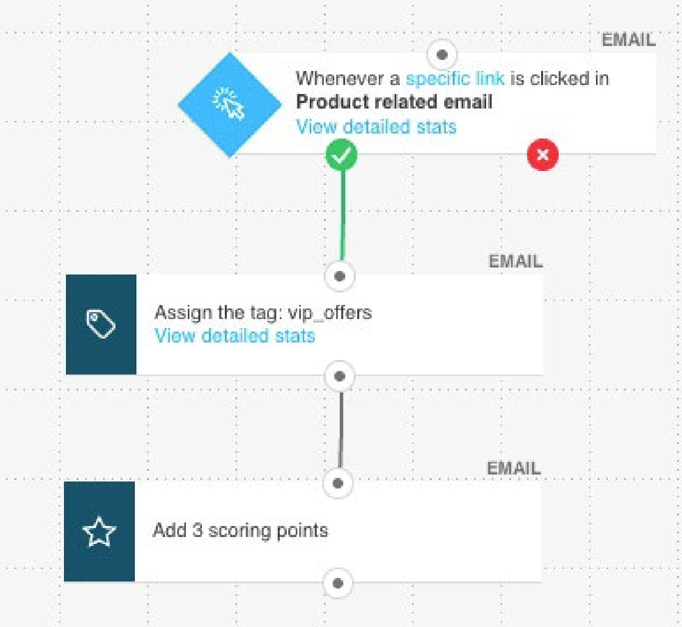
- Customer performs an action
- Tag or score is assigned
- Future messages adapt based on that signal

Over time, this creates a layer of insight that allows your automations to become more relevant without adding complexity to each individual flow.

Key features

- **Behavior-based tracking:** Reacts to clicks, visits, and purchases
- **Lightweight scoring:** Simple point system, not complex models
- **Intent tagging:** Labels customers based on specific interests
- **Reusable data:** Can be used across multiple automations
- **Improves targeting:** Helps send more relevant messages

Step-by-step



Customer intent tagging and scoring

Watch the walkthrough video

Try the interactive demo

Download this template

STEP 1

Define which customer behaviors to track

Start by identifying the actions that signal intent, such as clicks, product views, or purchases.

Examples:

- clicking a product or category link
- visiting a specific page
- purchasing a product

Focus on behaviors that indicate real interest, not just general activity.

STEP 2

Assign tags based on behavior

Assign a tag when a customer performs one of these actions.

Examples:

- viewed category → category_interest_skincare
- clicked subscription offer→ subscription_interest
- purchased product → customer

This makes each signal usable in other flows.

STEP 3

Add scoring (optional)

Assign points to different actions to reflect their level of intent.
Examples:

- purchase → +5 points
- click → +2 points
- visit → +1 point

This helps you identify more engaged or valuable customers over time.

STEP 4

Use tags and scores in other flows

Apply these signals to personalize your communication across the lifecycle.
Examples:

- send specific offers based on category interest
- prioritize high-score customers for promotions
- trigger campaigns based on intent signals

This is where the value of tagging and scoring becomes visible.

STEP 5

Keep updating signals over time

As customers continue to interact, update their tags and scores automatically. This allows your messaging to stay relevant without adding complexity to each individual flow.

STEP 6

End the flow

This flow runs continuously in the background.
Each time a defined behavior occurs, tags or scores are updated.

How to use the Score action?

How to use the Tag action in a workflow?

How to use the score given condition in a workflow?

How to use the tag assigned in a workflow?

Case study

Würth MODYF, a global workwear brand, turned email and automation into a core driver of repeat purchases and customer retention.

Instead of relying on one-off campaigns, **they built a system based on segmentation,** behavior-driven messaging, and automated lifecycle communication. This allowed them to tailor offers based on purchase history, engagement, and browsing behavior — keeping their messaging relevant at every stage of the customer journey.

They combined this with automated campaigns such as **abandoned cart recovery, seasonal promotions, and personalized product recommendations** to consistently drive engagement and sales.

The result:

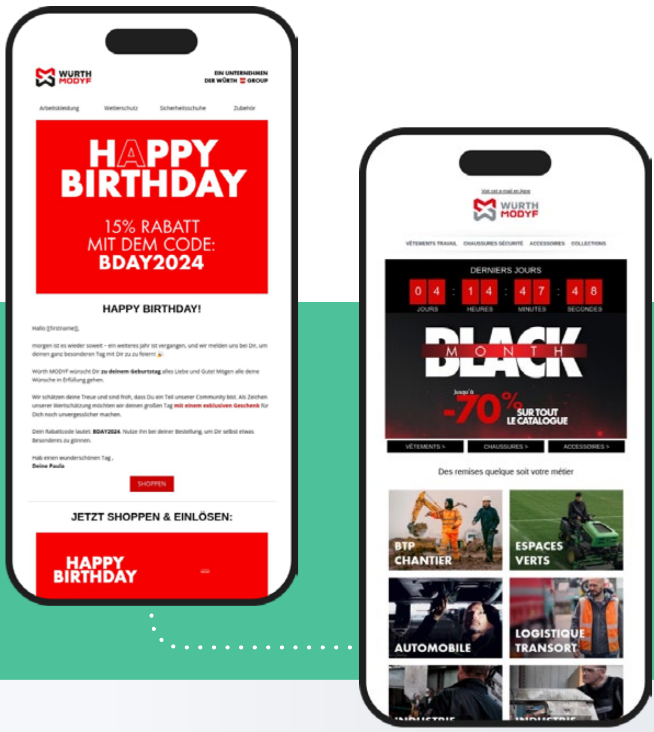
46%
more orders

72%
increase in revenue

30%
more website visits

This is what happens when your post-purchase communication is structured as a system, not a series of disconnected campaigns.

Read the full case study to see how they used segmentation, automation, and personalized messaging to increase repeat purchases and long-term customer value.



STAGE 3

REPEAT BUYER

↓

LOYAL CUSTOMER

A repeat purchase is a good sign, but it doesn't guarantee loyalty.

Customers can still leave, switch to a competitor, or simply stop thinking about your brand. At this stage, the challenge is no longer about driving a single action, but about building a relationship that lasts.

What changes here is the goal. Instead of focusing on individual purchases, you're working to increase purchase frequency, strengthen brand preference, and turn customers into advocates.

This is where consistency becomes more important than urgency. Customers don't need another discount every time you reach out. What they need is a reason to stay engaged, to come back, and to feel connected to your brand over time.

By this point, you also have something you didn't have earlier: data. You can identify your most valuable customers, recognize repeat buying patterns, and spot early signs of disengagement. That allows you to respond differently to different types of customers, instead of treating everyone the same.

Your role is to maintain that relationship, reward loyalty, and react before customers drift away.

1

VIP program automation

Not all customers contribute equally to your growth.

Some buy occasionally. Others come back repeatedly and drive a disproportionate share of your revenue. Recognizing that difference is what allows you to build stronger, more meaningful relationships.

A VIP program helps you identify those high-value customers and treat them differently, rewarding their loyalty and giving them a reason to stay engaged over time.

How it works

The flow starts as customers continue to make purchases over time.
As their activity builds, the system checks whether they meet the criteria for VIP status, such as a number of purchases or total spend.
The flow typically looks like this:

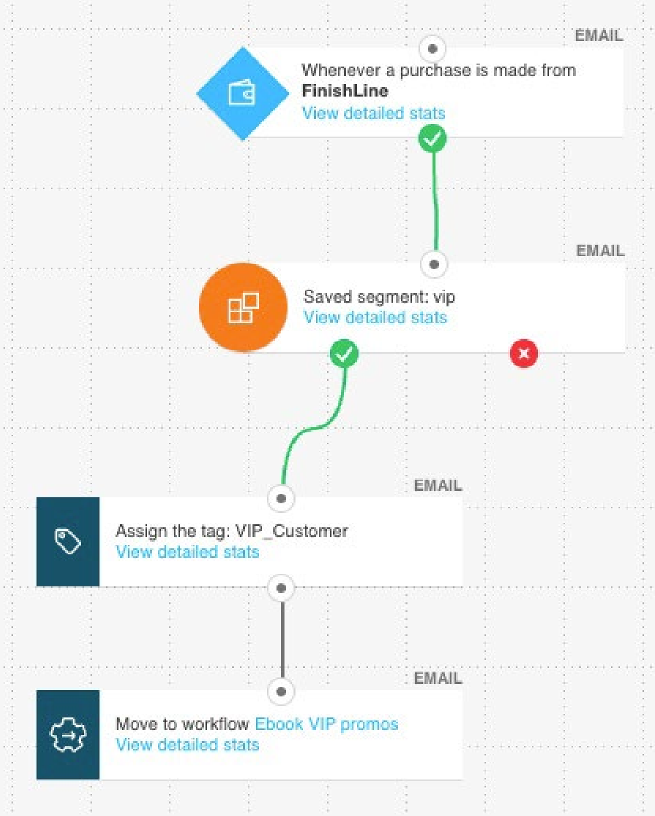
- Customer makes purchases over time
- Reaches a defined threshold
- Gets tagged as a VIP customer
- Enters dedicated VIP communication or reward flows

Instead of treating every customer the same, this allows you to recognize and reward those who contribute the most to your business.

Key features

- **Threshold-based logic:** Triggers based on number of purchases or total spend
- **Automatic tagging:** Assigns VIP status without manual work
- **Segmentation-ready:** VIP customers can be used across other automations
- **Multi-channel support:** Can trigger email, SMS, or push
- **Foundation for loyalty:** Powers early access, rewards, and exclusive offers

Step-by-step



VIP program automation

Watch the walkthrough video

Try the interactive demo

Download this template

STEP 1

Define when the flow is triggered

Trigger the flow when a customer makes a purchase. This allows you to track their activity over time and identify when they reach VIP status.

STEP 2

Assign tags based on behavior

Evaluate whether the customer has reached your VIP threshold.

Examples:

- at least 5 purchases
- total spend above a defined amount
- If yes, continue
- If not, end the flow

This ensures only high-value customers move forward.

STEP 3

Assign VIP status

Tag the customer as a VIP once they meet the criteria.

This makes their status visible across your entire lifecycle system and allows you to treat them differently in future communication.

STEP 4

Move the customer to VIP experiences (optional)

Connect VIP customers to dedicated flows or campaigns designed specifically for them.

Examples:

- early access to product launches
- exclusive promotions
- loyalty rewards

This is where the value of VIP segmentation becomes tangible.

STEP 5

End the flow

The flow ends after VIP status is assigned and the customer is moved to the next stage.

PRO TIP

Introduce “soft VIP signals” (like early perks before full qualification) to accelerate behavior – customers often grow into the segment you signal they belong to.

How to set properties for the Purchase condition?

How to move or copy contacts between workflows?

2

Early access notifications

Your best customers shouldn't experience your brand the same way as everyone else.

If every launch, promotion, or product drop reaches them at the same time as new or inactive customers, there is little reason for them to stay engaged or feel valued.
Early access notifications give your most engaged customers a sense of priority by allowing them to discover and act on new offers before the wider audience.

How it works

The flow starts when a customer is selected for a specific launch or offer, usually by assigning a tag. From there, the communication is timed to match the exact moment your offer becomes available. The flow typically looks like this:

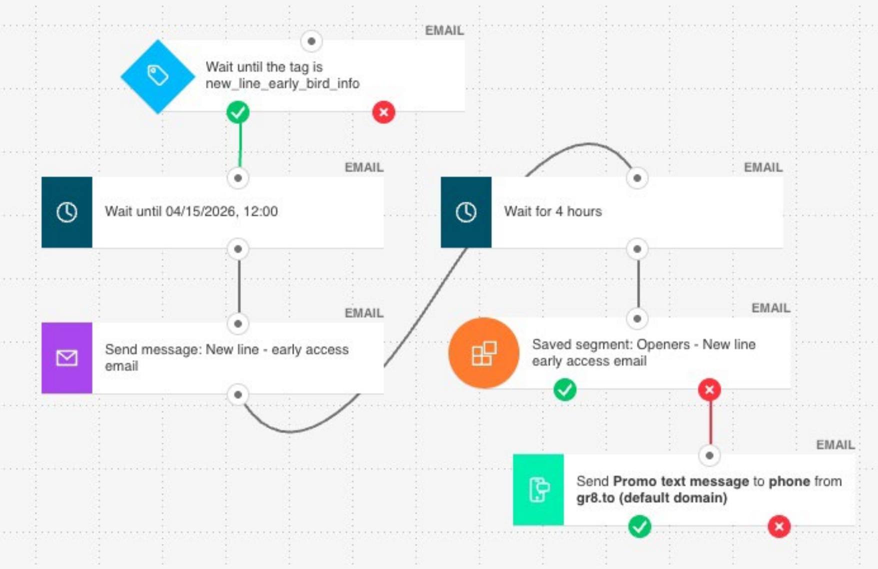
- Customer is tagged for early access
- Flow waits until the launch moment
- Early access message is sent
- Engagement is checked
- Non-openers may receive a follow-up through another channel

This helps you coordinate launches more precisely while giving your most engaged customers priority access.

Key features

- **Tag-based entry:** Starts when a customer is marked for a specific launch or early access group.
- **Precise timing:** Uses a wait-until step so communication goes out only when the site is ready.
- **Multichannel follow-up:** Combines email with SMS for stronger visibility.
- **Open-based split:** Sends SMS only to contacts who did not open the email in time.
- **Launch-friendly setup:** Works well for new drops, restocks, and limited releases. GetResponse automation supports workflow-based timing and SMS sending.

Step-by-step



Early access notifications

Watch the walkthrough video

Try the interactive demo

Download this template

STEP 1

Define when the flow is triggered

Trigger the flow when a customer is selected for early access, typically by assigning a tag. This ensures only customers chosen for a specific launch, drop, or promotion enter the flow.

STEP 2

Wait until the launch moment

Pause the flow until the exact time your offer becomes available.
Examples:

- a product launch goes live
- a collection is released
- a promotion starts

This ensures your message arrives at the right moment, when customers can take action immediately.

STEP 3

Send the early access message

Notify customers that they have early access to the offer.
Include:

- **a clear early access announcement**
- **a preview of the product or collection**
- **limited-time or limited-stock framing**
- **a strong call to action**

This gives your most engaged customers a sense of priority and exclusivity.

STEP 4

Add a delay

Wait a few hours **to give customers time** to open and act on the email.

STEP 5

Check for engagement

Check whether the customer has opened or interacted with the message.

- **If yes, you can end the flow or continue with a follow-up later**
- **If not, continue to the next step**

This ensures you only escalate communication when needed.

STEP 5

Send the follow-up message

Follow up with a short message for customers who didn't engage with the email. **Include:**

- **a brief reminder about early access**
- **a reference to the product or launch**
- **a direct link to shop**

This helps you reach customers who may have missed the initial message

STEP 6

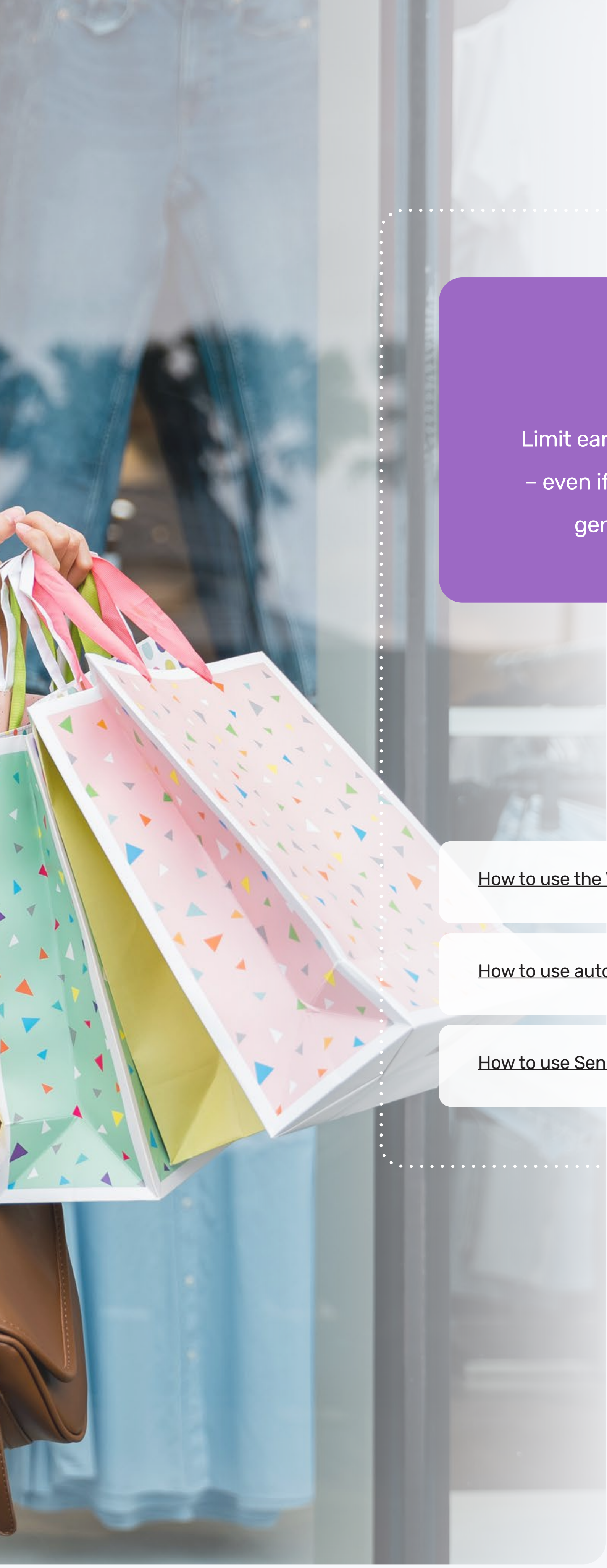
Engage anonymous visitors (optional)

If the visitor is not a subscriber, show a popup or invite them to subscribe to web push notifications. This helps you capture future opportunities to re-engage.

STEP 7

End the flow

The flow ends after the message is delivered or the customer engages.



PRO TIP

Limit early access inventory or time windows – even if artificially – so the experience feels genuinely exclusive, not just early.

How to use the Wait action?

How to use automation to send SMS?

How to use Send push notification action?

3

High-intent return visit alerts

When a repeat customer comes back to your website, it rarely happens by accident.

In many cases, it signals renewed interest, consideration, or intent to purchase. But without a response, that moment can pass just as quickly as it appeared. High-intent return visit alerts help you act on that signal by reconnecting with the customer while their interest is still active and relevant.

How it works

The flow starts when a returning customer visits a specific page, category, or product that signals renewed interest. From there, the response depends on whether the customer is already known to you and whether they take action.

The flow typically looks like this:

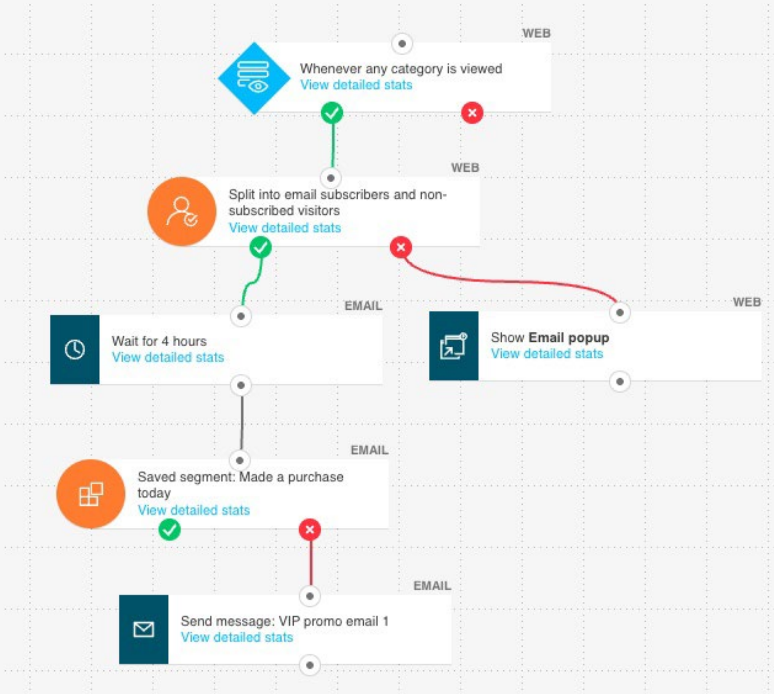
- Customer returns to your website and visits a key page
- System checks whether they are a subscriber
- If yes, a follow-up message is sent after a short delay
- If not, a popup or push prompt is shown

By reacting to real-time behavior, this flow helps you capture intent that would otherwise be lost.

Key features

- **Behavior-based trigger:** Starts when a returning customer visits a selected page or URL.
- **Web channel logic:** Can react to both subscribers and non-subscribers.
- **Flexible targeting:** Supports exact URLs, wildcards, and parameter-based matching.
- **Push growth option:** Can invite customers to subscribe to web push notifications.
- **Fresh-intent follow-up:** Lets you respond when buying intent is visible again.

Step-by-step



High-intent return visit alerts

Watch the walkthrough video

Try the interactive demo

Download this template

STEP 1

Define when the flow is triggered

Trigger the flow when a returning customer visits a specific product, category, or page. **You can define this based on signals such as:**

- **specific products or categories**
- **number of visits**
- **time spent on the page**

This helps you focus only on meaningful signals, not casual browsing.

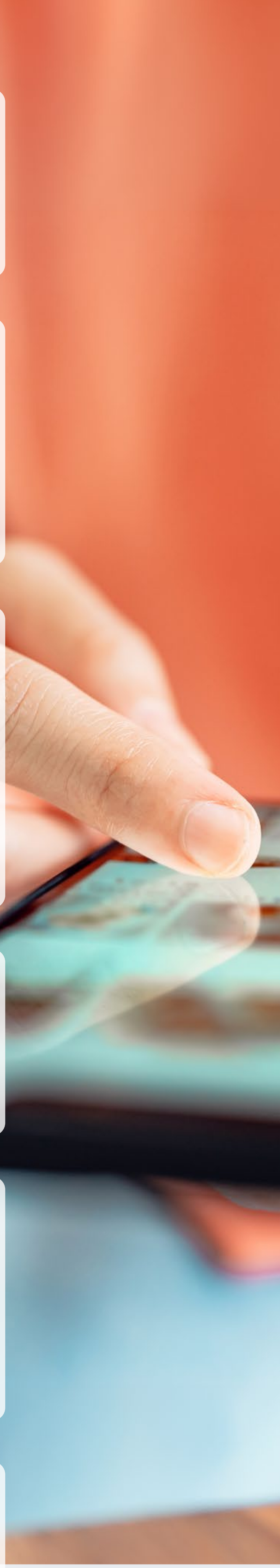
STEP 2

Check whether the visitor is a subscriber

Check whether the returning visitor is already on your list.

- **If yes, continue with a follow-up message**
- **If not, guide them toward subscribing**

This allows you to respond differently to known and anonymous visitors.



STEP 3

Add a delay for subscribers

Wait a short period, such as 1–4 hours, before sending a follow-up. This gives the customer time to continue browsing or complete the purchase on their own.

STEP 4

Check for purchase

Check whether the customer has already made a purchase after returning.

- **If yes, remove them from the flow**
- **If not, continue**

This prevents unnecessary follow-up.

STEP 5

Send the follow-up message

Reconnect with the customer while their interest is still active.
Include:

- **a reminder of the viewed products or categories**
- **personalized recommendations**
- **optionally, a small incentive**
- **a clear call to action**

This helps turn renewed interest into a purchase.

STEP 6

Engage anonymous visitors (optional)

If the visitor is not a subscriber, show a popup or invite them to subscribe to web push notifications. This helps you capture future opportunities to re-engage.

STEP 7

Send a push notification (optional)

If the visitor opts in, follow up with a push notification.
Keep the message short and immediate:

- **acknowledge their visit**
- **highlight the product or offer**
- **include a quick link back**

STEP 8

End the flow

The flow ends after the follow-up is sent or the customer takes action.

PRO TIP

Prioritize repeat visits to the same product/category over single visits – frequency is a stronger signal of purchase intent than a one-off session.

How to use the Email subscriber filter (web channel)?

How to create a Web push notification?

How to use automation to send SMS?

How to use the Show popup action (web channel)?

4

Milestone celebrations

Not every interaction with your customer needs to be tied directly to a purchase.

Some of the most effective moments are those that acknowledge the customer as a person rather than a transaction, whether it's a birthday, an anniversary, or a milestone in their relationship with your brand. Milestone emails help you stay present in those moments, strengthening the emotional connection and reinforcing long-term engagement.

How it works

The flow starts when a customer reaches a specific date or milestone, such as a birthday, anniversary, or loyalty threshold. A message is then sent at the right moment, with an optional follow-up if the customer does not respond.

The flow typically looks like this:

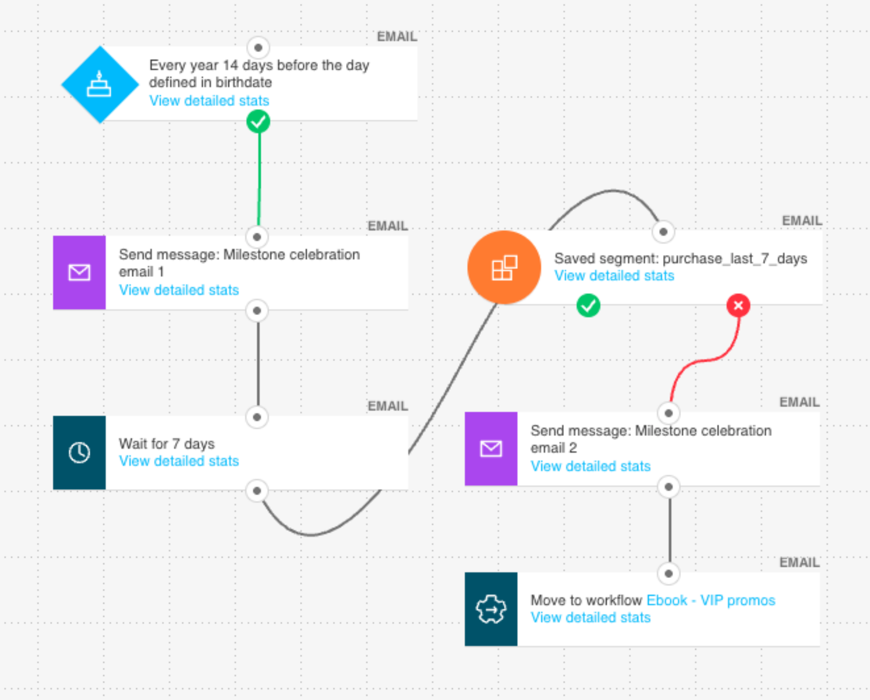
1. Customer reaches a milestone
2. Message is triggered
3. Optional follow-up is sent

This allows you to stay relevant outside of purely transactional moments and strengthen the relationship over time.

Key features

- **Time- and event-based triggers:** Based on dates or lifecycle milestones
- **Personalized messaging:** Tailored to the individual customer
- **Emotional engagement:** Builds connection beyond promotions
- **Flexible use cases:** Works across loyalty, anniversaries, and special moments
- **Low effort, high impact:** Simple to set up and maintain

Step-by-step



Milestone celebrations

Watch the walkthrough video

Try the interactive demo

Download this template

STEP 1

Define when the flow is triggered

Trigger the flow when a customer reaches a specific **date or milestone.**
Examples:

- **birthday**
- **anniversary (e.g. time since joining or first purchase)**
- **loyalty milestone**

This ensures your message is tied to a meaningful moment.

STEP 2

Send the milestone message

Acknowledge the moment and make the message feel **personal and relevant. Include:**

- **a reference to the milestone**
- **a personal, conversational tone**
- **optionally, a reward such as a discount, gift, or early access**
- **a clear call to action**

Keep the message simple and human.

STEP 3

Add a delay

Wait a few days to give the customer time to engage with the message. The timing should reflect how long the offer or moment remains relevant.

STEP 4

Check for response or action

Check whether the customer has taken the desired action.

Examples:

- made a purchase
- used a reward
- clicked through
- If yes, remove them from the flow
- If not, continue

This ensures follow-ups are only sent when needed.

STEP 5

Send a follow-up message (optional)

Send a **gentle reminder** if the customer hasn't responded.

Include:

- a reminder of the milestone or reward
- light urgency (e.g. "still available")
- a clear call to action

Keep the tone supportive, not pushy.

STEP 6

Move the customer to another flow (optional)

Use this moment to **connect customers** with other parts of your lifecycle. **Examples:**

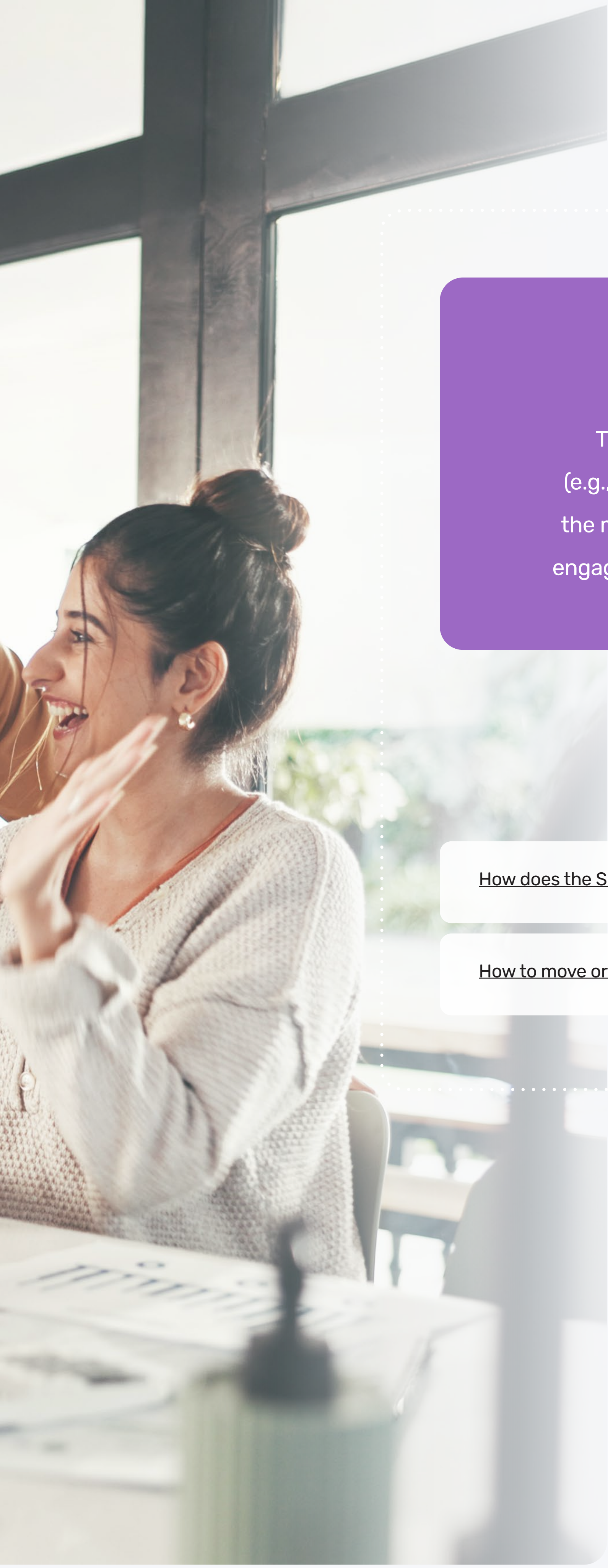
- VIP program
- loyalty or rewards flows
- referral campaigns

This helps extend engagement beyond a single interaction.

STEP 7

End the flow

The flow ends after the message is delivered or the customer takes action.



PRO TIP

Tie rewards to future behavior (e.g., “use within 7 days”) rather than the milestone itself to turn emotional engagement into measurable revenue.

How does the Special occasion condition work?

How to move or copy contacts between workflows?

5

Winback campaigns

Not all customers stay engaged over time.

Some gradually stop opening emails, interacting with your brand, or paying attention altogether. By the time this becomes visible, it is often already too late to react.

Winback campaigns help you identify those early signs of disengagement and respond before the customer is lost completely.

How it works

The flow runs continuously in the background and checks customer engagement at regular intervals. When a customer meets the criteria for inactivity, a winback message is triggered.
The flow typically looks like this:

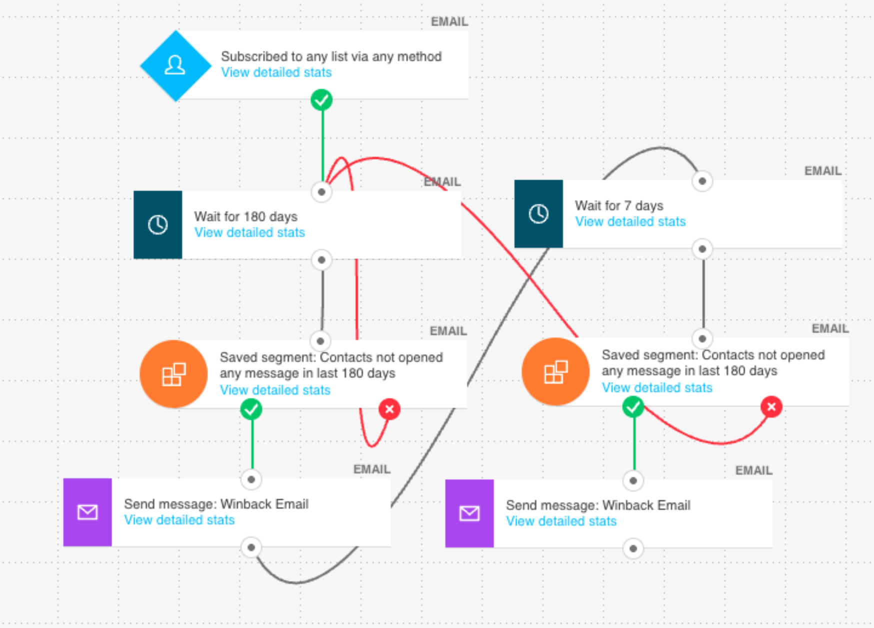
- Customer joins your list
- System waits for a defined period
- Engagement is checked
- If inactive, a winback message is sent
- If still active, the check repeats later

This gives you a simple way to monitor engagement and react before customers become fully disengaged.

Key features

- Recurring check: Reviews engagement on a fixed schedule
- Segment-based logic: Uses a saved segment of unengaged contacts
- Low-maintenance setup: One workflow can run continuously in the background
- Clear branching: Sends winback emails only to contacts who actually need them

Step-by-step



Winback campaigns

Watch the walkthrough video

Try the interactive demo

Download this template

STEP 1

Define your inactive customer segment

Start by creating a segment of customers who will be considered inactive. **Examples:**

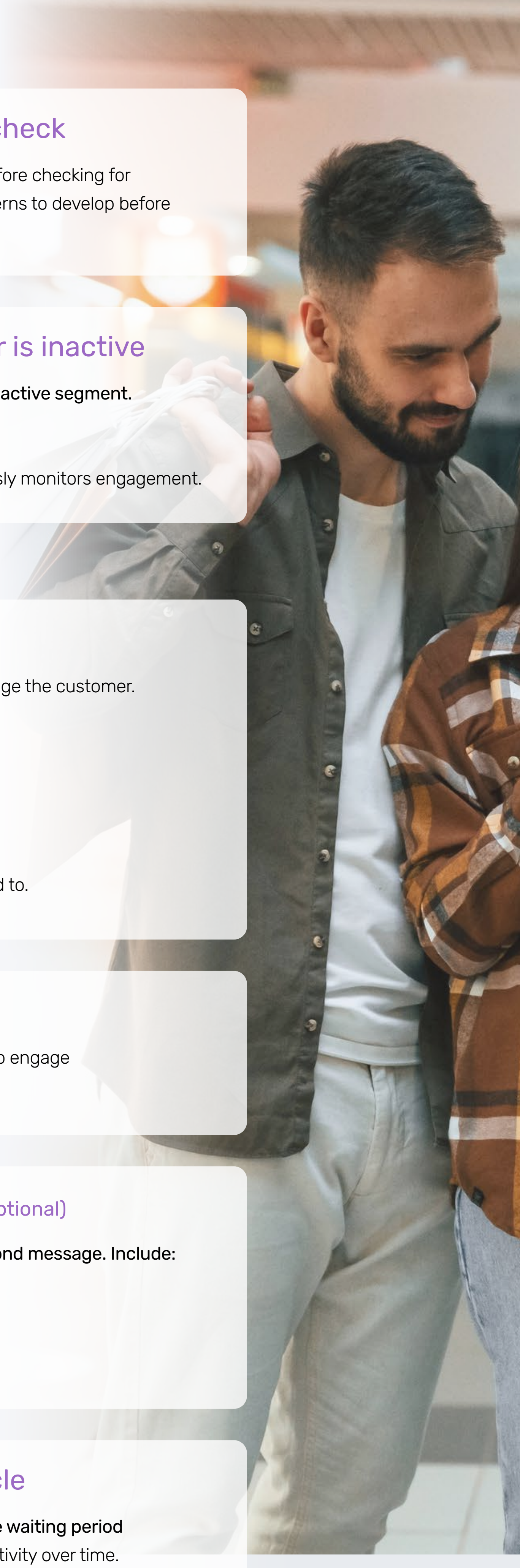
- no email opens in the last 180 days
- no purchases in the last 180 days
- no clicks or website visits over a defined period

This gives you a clear and reusable definition of inactivity that the flow can check against

STEP 2

Define when the flow is triggered

Trigger the flow **when a customer joins your list**, so their activity can be monitored over time. You can apply this to all contacts or limit it to specific lists if needed.



STEP 3

Add a delay before the first check

Wait for a defined period, such as 180 days, before checking for inactivity. This allows normal engagement patterns to develop before identifying customers as inactive.

STEP 4

Check whether the customer is inactive

Check whether the customer belongs to your **inactive segment.**

- **If yes, continue to the winback message**
- **If not, return them to the waiting period**

This creates a recurring system that continuously monitors engagement.

STEP 5

Send the winback message

Reach out with a message designed to re-engage the customer.
Include:

- **a simple "still interested?" message**
- **a reminder of your value**
- **selected products, content, or categories**
- **optionally, an incentive**
- **a clear call to action**

Keep the message focused and easy to respond to.

STEP 6

Add a delay

Wait around 7 days to give the customer time to engage with the message.

STEP 7

Send a follow-up message (optional)

If the customer hasn't re-engaged, **send a second message. Include:**

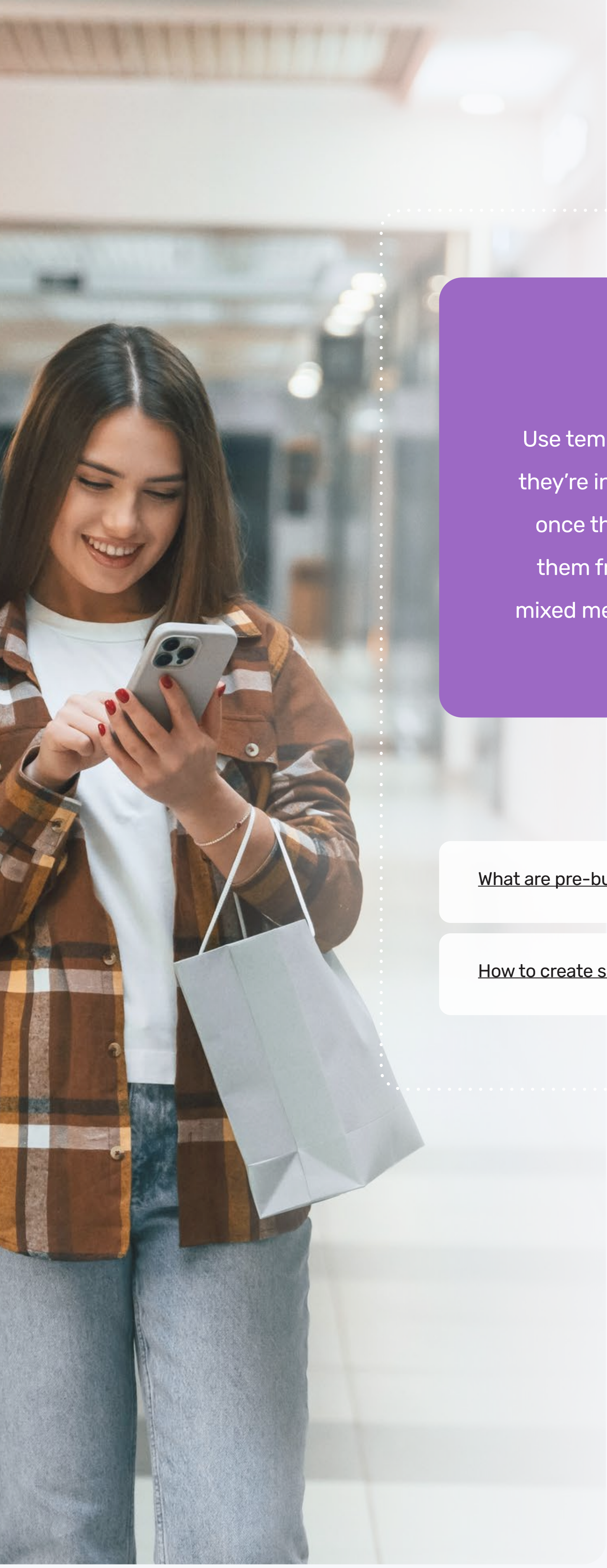
- **a shorter reminder**
- **a clear call to action**
- **optional urgency or incentive**

Keep this message simple and direct.

STEP 8

Return to the monitoring cycle

After the sequence, **return the customer to the waiting period** so the system can continue monitoring their activity over time.



PRO TIP

Use temporary tags to label customers while they're in the winback flow, and remove them once they exit – this allows you to exclude them from regular campaigns, preventing mixed messaging and giving your reactivation efforts space to work.

[What are pre-built segments and how to use them?](#)

[How to create segments with AI?](#)

Final thoughts:
From automations to a system

Most ecommerce brands don't lack tools – they lack structure.

Automations are often built in isolation, without considering how they connect. That's where performance starts to plateau.

What you've built in this ebook is not a collection of flows, but a system. Each automation responds to a specific moment, moves the customer forward, and connects to what comes next.

You don't need to implement everything at once. Start where it matters most, fix the biggest gaps, and build from there.

Because growth today is no longer just about getting more traffic. **It's about making better use of the traffic you already have.**

And when your automations work together as a system, every interaction becomes an opportunity to move the customer closer to their next purchase – and to long-term loyalty.

GetResponse

GetResponse is a lifecycle automation platform for businesses that want to turn customers into repeat revenue. By bringing email, automation, and customer data into one connected system, GetResponse helps brands move beyond one-off campaigns and build lifecycle journeys that convert customers and keep them coming back.

BOOK A DEMO

OR SIGN UP FREE