



**Loyal-n-Save**  
PREMIUM LOYALTY REWARDS™

# Advanced Marketing Flow Examples

*With Loyal-n-Save + Klaviyo*

klaviyo™



# Advanced Marketing Flows, *Done for You!*

Our FasTrax team handles the setup of your advanced marketing flows from start to finish. We connect Loyal-n-Save to Klaviyo with **real-time APIs** and build smart workflows that trigger at the right moments—so your **marketing runs automatically.**



**Fully Managed Setup By FasTrax:** We handle integrations, messaging content, design, and workflow creation.



**Triggered by Customer Behavior:** Messages are sent based on real actions like purchases, app views, tokens earned, win-back timing, and more.



**Drive Repeat Visits & Higher ROI:** Set your loyalty campaigns once, let Klaviyo do the talking, and watch engagement and revenue grow.

# Go Beyond **One-Time** Loyalty Messaging...

Loyal-n-Save sends a quick, built-in message to customers—but after that first touchpoint, communication ends.

Klaviyo keeps the conversation going with automated follow-ups for token balances, viewed coupons, deal interests, and more.

## Basic Flows

*Included with Loyal-n-Save*

- Includes email and app push notifications
- **Triggers 1 automated message** per new campaign added *or* action taken by a customer (*i.e. making a purchase or redeeming tokens*)
- Multiple reports that dive into customer activity, campaign performance, and email sent status

**VS.**

## Advanced Flows

*Klaviyo add-on*

- Includes branded **SMS, email, and app push notifications**
- **Triggers multiple automated messages** to follow up per campaign, customer actions, in-app/web loyalty views, and more – following the entire customer journey
- Advanced reports that dive into campaign and flow performance, event flow opens and clicks, ROI, customer profiles, and more
- Automatically segments customers into actionable messages that encourage repeat visits
- Adjust flow messaging, subject lines, graphics, and more
- Add on A/B testing and see what message makes the biggest impact

# Which Marketing Flow Plan Is Right for You?

All flows chosen will be built by us and saved in drafts within your Klaviyo account. *Launch what you want now, and turn on the rest later as you grow.*

## Essential Plan

This plan handles all the loyalty basics and customer transactions.

- New sign ups
- Purchase events
- Tokens earned
- Coupons earned
- *...and more*

## Pro Plan

This plan includes all events from plan 1 + reacts to customer behavior.

- View campaigns
- View coupons
- View token balance
- Purchase event e-commerce
- *...and more*

RECOMMENDED

## Pro+ Plan

This plan includes all events from plans 1 & 2 + fills in the gaps for maximum engagement.

- Customer visits
- Birthday rewards
- Win-back
- Loyalty anniversary
- *...and more*

### ADD-ON FLOWS

#### Have a loyalty swag shop for redemptions?

This plan includes all the essentials to promote token + coupon redemptions.

- Swag shop redemption follow up
- Swag shop review rewards
- View swag item
- Wishlist swag item
- New swag shop items added

### ADD-ON FLOWS

- Altria scan data advanced flows
- A/B testing
- Holiday rewards



Get Ready To Earn Even More!

View New Deals >

Take advantage of these **NEW** deals

Brand Name Here



Cash Rewards

Pay with cash and earn 2X the rewards towards your entire purchase!

Deal Valid Between:  
11/1/2025 to 11/20/2027 >



BOGO + 2X Rewards

Buy one get 1 20% off, plus earn 2X rewards!

Deal Valid Between:  
02/6/2026 to 02/09/2026 >

VIEW ALL DEALS

**Just Dropped From Brand Name!**

Don't miss out! New deal = more savings + more rewards. Tap now to see what's new.

# Flow Example: **New Campaign Basic**

**Basic automation** begins as soon as your loyalty campaign goes live.

*This outreach is already included with Loyal-n-Save.*



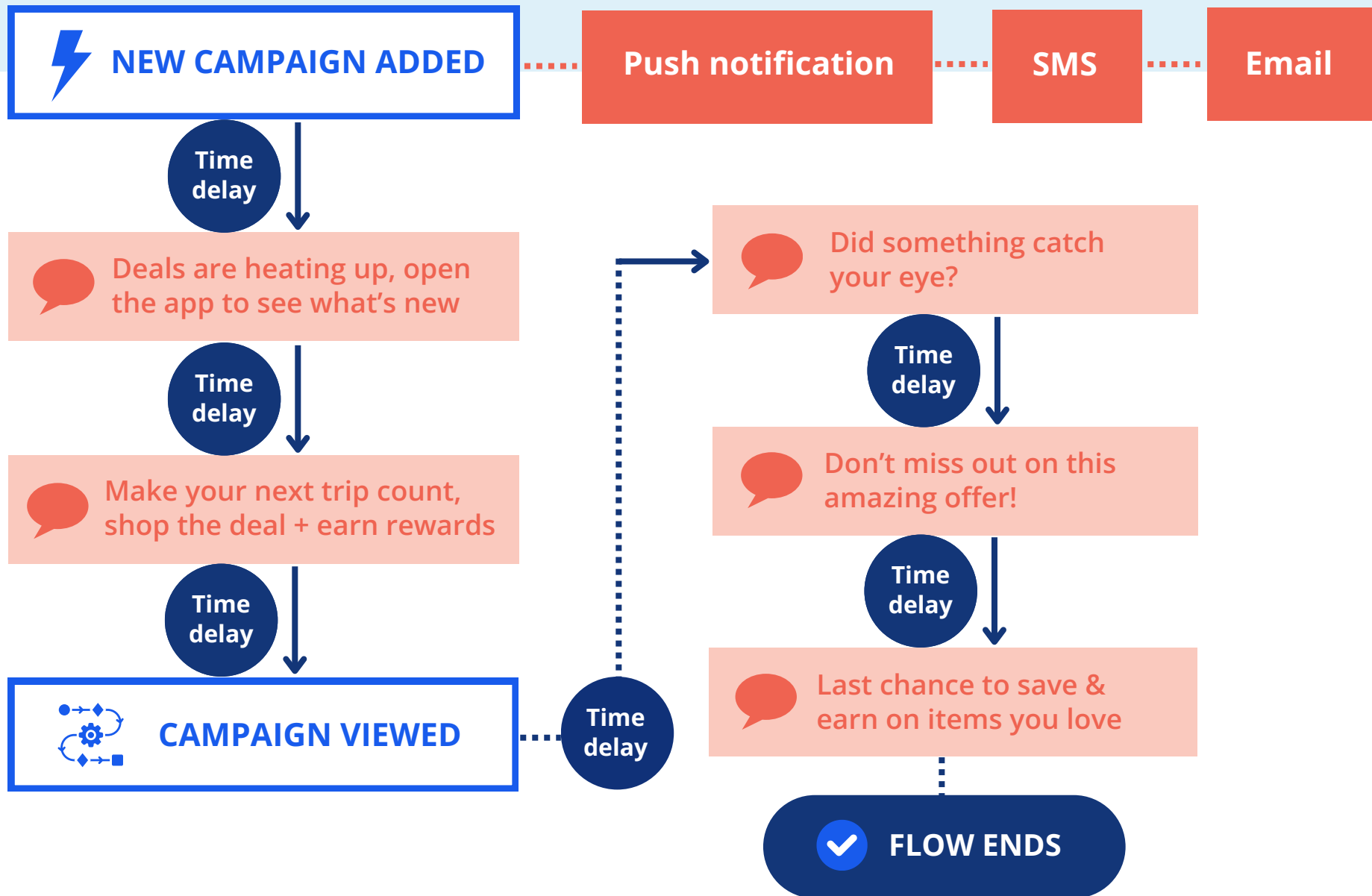
Push notification

Email

**FLOW ENDS**

# Flow Example: *New Campaign Advanced*


ADVANCED automation with Klaviyo begins as soon as your loyalty campaign goes live.




# Flow Example: **New Campaign Advanced** (Cont'd.)

 **CAMPAIGN VIEWED**

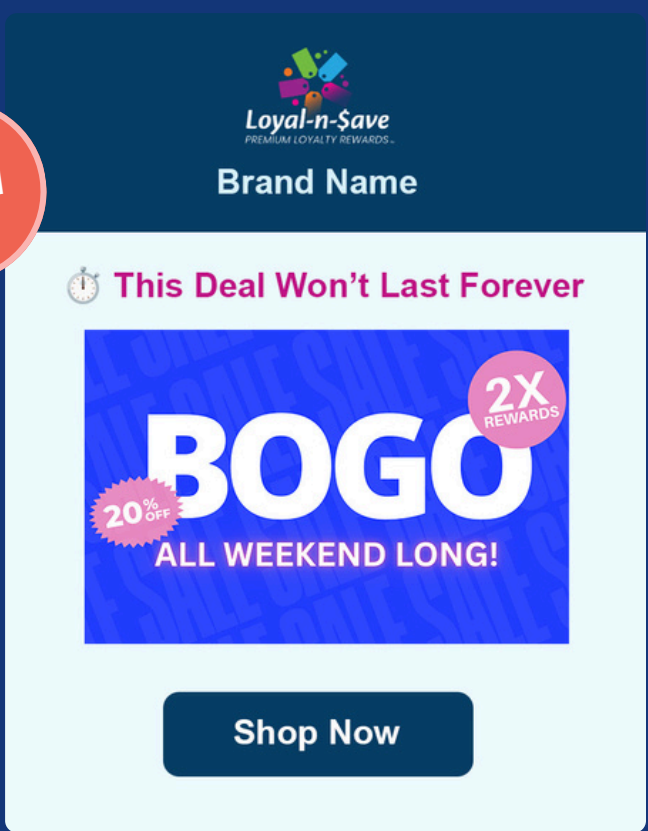
Time delay

 Did something catch your eye?

Time delay


 Don't miss out on this amazing offer!

Email



**Loyal-n-Save**  
PREMIUM LOYALTY REWARDS

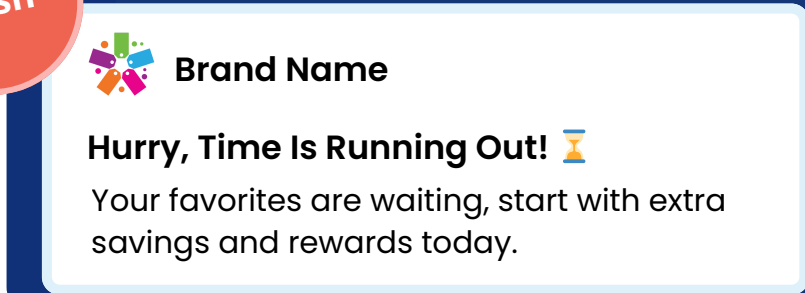
**Brand Name**


 **This Deal Won't Last Forever**

**BOGO** **2X REWARDS**  
**20% OFF** ALL WEEKEND LONG!

**Shop Now**

Push

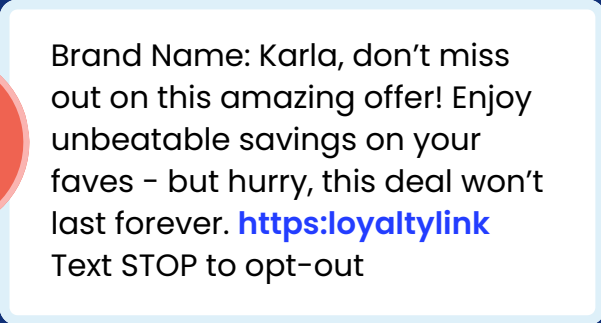


 **Brand Name**

**Hurry, Time Is Running Out!** ⌚

Your favorites are waiting, start with extra savings and rewards today.

SMS



Brand Name: Karla, don't miss out on this amazing offer! Enjoy unbeatable savings on your faves - but hurry, this deal won't last forever. <https://loyaltylink>  
Text STOP to opt-out



## IT'S NOT A PARTY WITHOUT YOU

It's been a while since you've last shopped with us and we miss you! A **\$5 coupon** has been added to your account. But hurry - this offer is only valid for a limited time!

You can view your coupon in My Coupons on the Loyal-n-Save app or at [customer.loyalnsave.com](http://customer.loyalnsave.com). Enjoy!



### \$5 Coupon

Redeemable at participating **Brand Name** locations. Present this code to a cashier when making a purchase.

Coupon Expires: 12/11/2027

[VIEW COUPON](#)

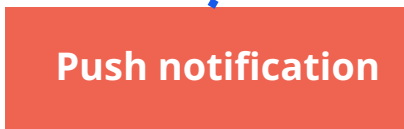
### Long time, no see 🙄

We were starting to wonder where you went... so we left you a gift to lure you back! Tap to claim it at brand name.

# Flow Example: **Auto Trigger** **Win-Back Basic**

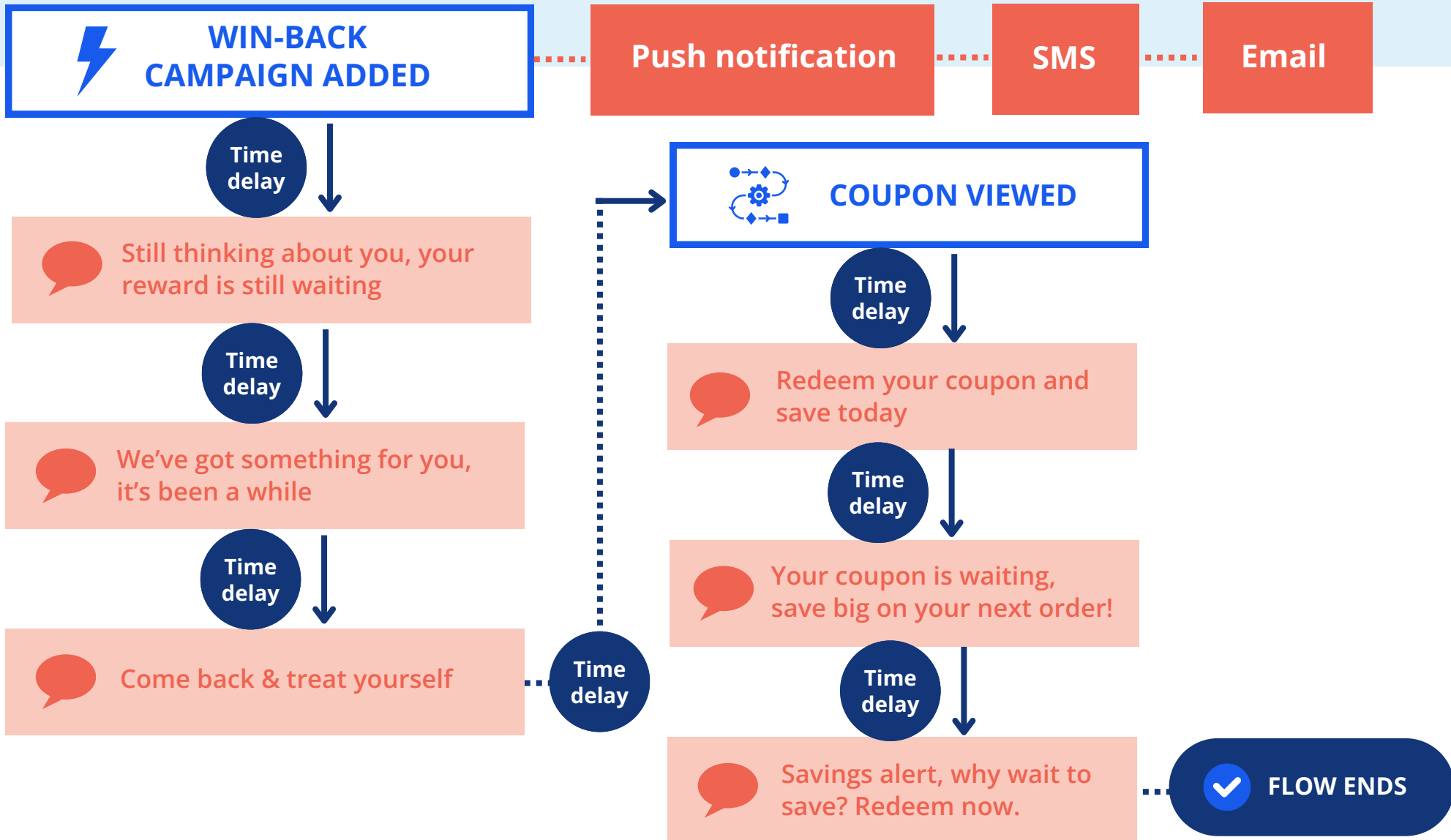
**Basic automation** begins as soon as your loyalty campaign goes live *and* when requirements for auto trigger win back campaign apply. For instance, when a customer has not shopped within X timeframe. (Set between 1-12 months).

*This outreach is already included with Loyal-n-Save.*



# Flow Example: Auto Trigger *Win Back Advanced*

**ADVANCED** automation with Klaviyo begins as soon as your loyalty campaign goes live & meets requirements of **win-back campaign** timeline.




# Flow Example: Auto Trigger Win Back Advanced (Cont'd.)

 WIN-BACK CAMPAIGN ADDED


Time delay

 Still thinking about you, your reward is still waiting

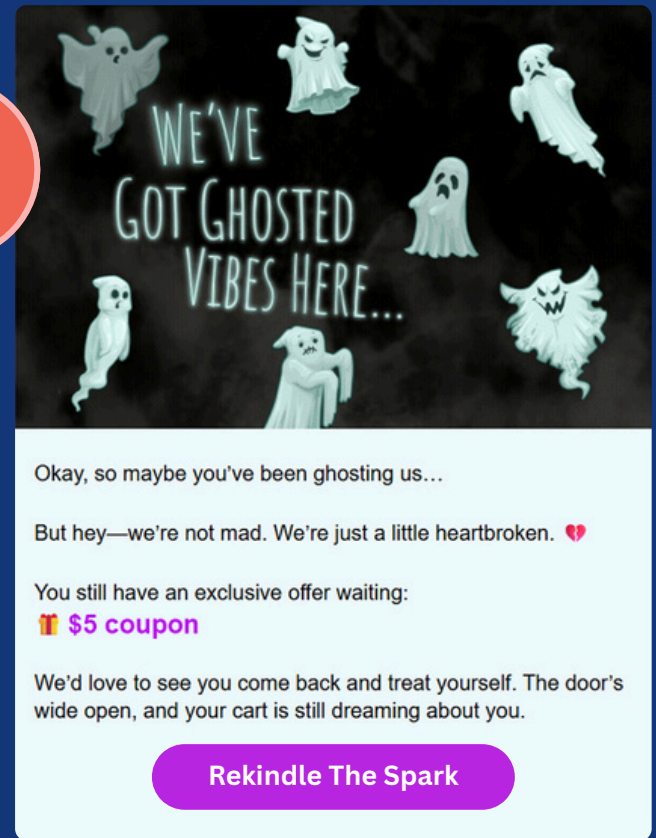
Time delay

 We've got something for you, it's been a while


Time delay

 Come back and treat yourself

Email



Push

 Brand Name  
**Ready To Make Up?** ❤️  
We're willing to forgive if you are...your special reward is still waiting. Come back & let's start over.

SMS

Brand Name: Ghosting us? We still love you! A special reward is waiting - come back & treat yourself today. <https://loyaltylink>  
Text STOP to opt-out

**\*EXCLUSIVE KLAVIYO TRIGGER EVENT FLOWS\***

## Flow Examples: **Missing Customer Actions**

These automated flows go beyond basic Loyal-n-Save messaging and are **available ONLY through Klaviyo**. *Pre-built for SMS, push, and email —with optional rewards upon completion managed in Control Center.*



### **Missing Interest Survey**

Automatically prompts customers to complete your interest survey so you can personalize future offers.

**Example:** “What do you shop for most?” (1-question category selection).



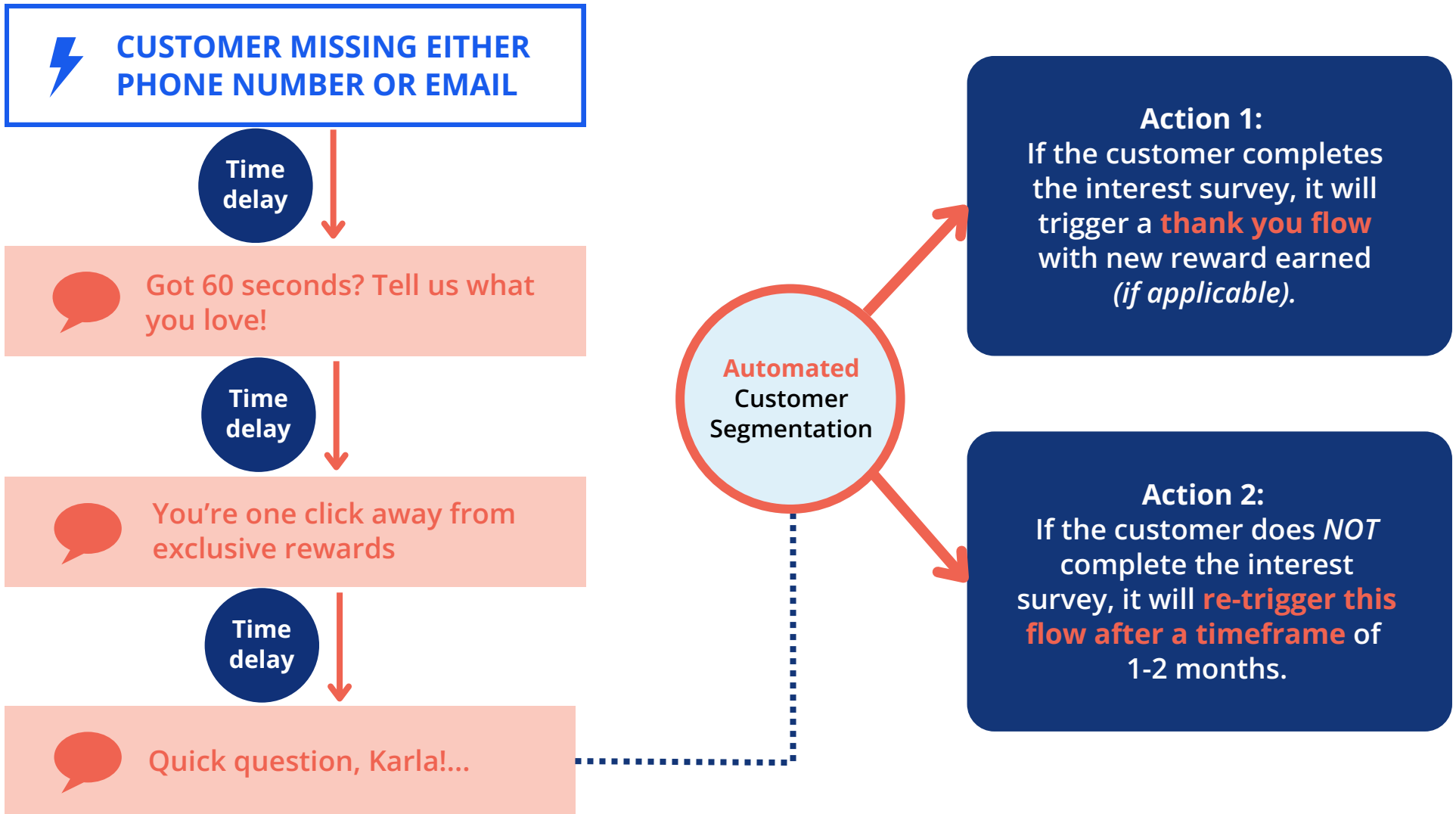
### **Missing Profile Information**

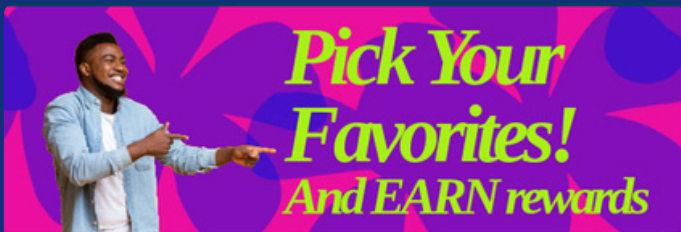
Automatically prompts customers to complete missing profile details for better communication and rewards delivery.

**Example:** Add an email or phone number.

**\*EXCLUSIVE KLAVIYO TRIGGER EVENT FLOWS\***

# Flow Example: **Missing Interest Survey**





Pick Your Favorites! And EARN rewards

Karla

We want to make sure you're only getting deals you care about. Help us tailor your experience by answering a single question (yep, ONE question!).

All you've got to do is select the product categories you're interested in. Easy, right? And here's the best part:

- 🎁 Earn reward tokens just for answering!
- 🛍️ Save on the products YOU love.

It's fast, it's simple, and it's rewarding (literally)

Click Here To Start

**\*EXCLUSIVE KLAVIYO TRIGGER EVENT FLOWS\***

## Flow Example: **Missing Interest Survey (Cont'd.)**

When this flow is activated from Klaviyo, it automatically segments customers who have not filled out the survey you created. Upon completion, customers are automatically mapped to your category within Control Center and can be targeted through specific loyalty campaigns upon setup.

*Interest surveys are already included with Loyal-n-Save.*

Brand Name: We're personalizing your experience, Karla! Quick Q for you: Which products do you like best? Answer in less than 60 seconds to get exclusive deals + rewards tokens. Click here <https://loyaltylink> Text STOP to opt-out



Brand Name

**Your Perfect Deals Are Waiting** 🎁

Just tell us what you're into (it'll take less than a minute) and get personalized rewards PLUS tokens. Tap now.

### EXAMPLE

Choose what you want discounts on *(select all that apply)*.

- Wine
- Vodka
- Rum
- Moonshine

SUBMIT

# We Build It. You Hit “Go.”

All the **best-performing flows** are prebuilt and ready to trigger.

## FasTrax Setup

*What we configure*

- Build your Klaviyo portal
- Connect your Loyal-n-Save data
- Set up real-time events + tracking triggers
- Create templates + messaging for each flow type

## Your Launch

*Quick steps for you*

- Connect your domain and SMS sender.
- Choose which flows to activate first
  - We'll help you start with the right flows to keep your domain healthy and deliverability strong.



*Optional add-on service for us to configure the above steps.*



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