

# Malomo Overview

Start making money, improving retention, and increasing brand affinity with your transactional touchpoints!



# Overview

On average, a customer will check their order status 4.6 times per order. This typically makes up 10-20% of our client's total website traffic!

The standard out of the box Shopify set up is to have templated transactional emails and texts that drive customers to a generic looking Shopify order tracking page. By transitioning your transactional emails and texts into Klaviyo you're able to achieve the following:

- 1) Additional transactional touchpoints. Shopify only supports certain endpoints from the carriers.
- 2) Mitigate customer service inquiries. Set up automatic "package delayed" email and texts based on the time an order has been in the transactional flow.
- 3) A/B testing and the ability to measure performance (i.e. CTR, Revenue, etc.)
- 4) Customization of transactional touchpoints. With Shopify, your transactional messages will look the same for all customers. By moving them into Klaviyo, you can customize the messaging based on all of the data you have on a customer (i.e. Subscription customer vs one-shot customer).
- 5) Custom order tracking pages! As an extension of this personalization, you can drive customers to an order tracking page that is filled with additional brand content, product cross and up-sells, social proof, and more.

**Your transactional emails, texts, and order tracking pages should be driving a significant amount of revenue for your store while also improving retention, brand affinity, and more!**

# Email/SMS Implementation

# Recommended Transactional Flows

## RECOMMENDED FLOWS FOR SHOPIFY PLUS BRANDS

I recommend setting up seven flows to capture the majority of use cases for communicating with customers about the progress of their orders:

1. **Order Confirmation**
2. **Pre-Transit (Packed & Ready to Go)**
3. **In-Transit (Just Shipped)**
4. **Out for Delivery**
5. **Delivered**
6. **Available for Pickup**
7. **Exceptions (Delay, Error, Return to Sender)**

## RECOMMENDED FLOWS FOR STANDARD SHOPIFY BRANDS

I recommend editing your Shopify Shipping confirmation email, as well as setting up five flows to capture the majority of use cases for communicating with customers about the progress of their orders:

1. **In-Transit (Just Shipped)**
2. **Out for Delivery**
3. **Delivered**
4. **Available for Pickup**
5. **Exceptions (Delay, Error, Return to Sender)**



## Order Confirmed

THANK YOU!  
**ORDER IS CONFIRMED!**

**THANK YOU FOR SHOPPING WITH US!**

Your order is confirmed. Our team is working on your shipment and we'll email you again when your items are packed and ready to ship.

[VIEW ORDER STATUS](#)

---

Order TWB13604  
July 27, 2021, 7:43 a.m.

**Billing Address**  
Shipping Center  
Shipping Center  
1901 Virginia Avenue  
Indianapolis, IN 46203  
United States

**Shipping Address**  
Shipping Center  
Shipping Center  
1901 Virginia Avenue  
Indianapolis, IN 46203  
United States

Image by: Chelsea TWB13604

## Pre-Transit

SIT BACK AND RELAX  
**WE ARE GETTING YOUR ORDER READY**

**PACKED & READY TO GO!**

We've packed your order and it will ship within the next 24 hours. We'll send you another email with an updated estimated delivery date once your order ships.

[VIEW ORDER STATUS](#)

---

**Estimated Delivery Date**  
An estimated delivery date is currently unavailable

**Shipping Address**  
Shipping Center  
1901 Virginia Avenue  
Indianapolis, IN 46203  
United States

**Shipped By**  
DHL\_ECOMMERCE

**Tracking #**  
4202509574899030714035475

## In-Transit

GET EXCITED!  
**YOUR ORDER IS ON IT'S WAY!**

**YOUR ORDER IS ON ITS WAY!**

Your order has now shipped. Your package is being delivered by DHL\_ECOMMERCE and is scheduled to be delivered by Monday, Aug. 02, 2021.

[TRACK MY PACKAGE](#)

---

**Estimated Delivery Date**  
Monday, Aug. 02, 2021

**Shipping Address**  
Shipping Center  
1901 Virginia Avenue  
Indianapolis, IN 46203  
United States

**Shipped By**  
DHL\_ECOMMERCE

**Tracking #**  
42025095748990307148522006

## Out for Delivery

GOOD NEWS!  
**YOUR ORDER IS OUT FOR DELIVERY!**

**IT'S OUT FOR DELIVERY!**

Keep an eye out. Your order is out for delivery right now.

[VIEW ORDER STATUS](#)

---

**Estimated Delivery Date**  
Monday, August 02, 2021

**Shipping Address**  
Shipping Center  
1901 Virginia Avenue  
Indianapolis, IN 46203  
United States

**Shipped By**  
DHL\_ECOMMERCE

**Tracking #**  
4207411282748990307130350472

## Delivered

TIME TO PARTY  
**YOUR ORDER HAS BEEN DELIVERED!**

**YES! IT'S HERE!**

Your order was delivered. Please contact us with any questions or concerns about your order.

[TRACK MY PACKAGE](#)

---

**Delivery Date**  
Monday, August 02, 2021

**Shipping Address**  
Shipping Center  
1901 Virginia Avenue  
Indianapolis, IN 46203  
United States

**Shipped By**  
DHL\_ECOMMERCE

**Tracking #**

## Delayed

SIT TIGHT!  
**YOUR ORDER IS DELAYED**

**YOUR ORDER IS DELAYED**

Your package is delayed but it is still on the way to you. Please track your package below for the most up to date information from DHL\_Ecommerce.

[VIEW ORDER STATUS](#)

---

**Estimated Delivery Date**  
An estimated delivery date is currently unavailable

**Shipping Address**  
Shipping Center  
1901 Virginia Avenue  
Indianapolis, IN 46203  
United States

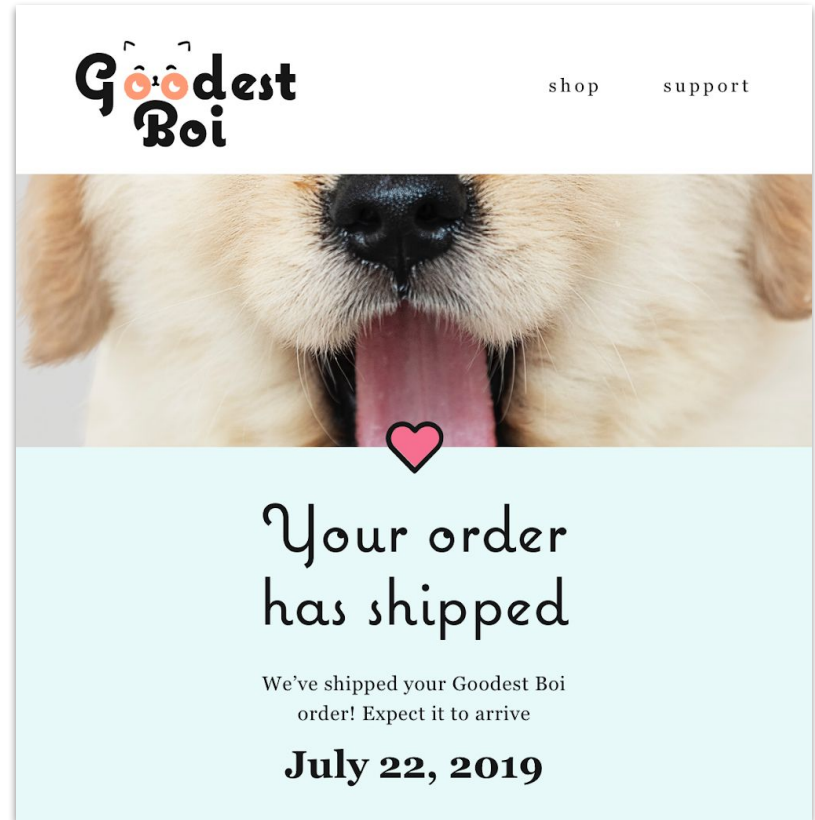
**Shipped By**  
DHL\_Ecommerce

**Tracking #**  
42082209574899030714035473

# Recommended Email Components

Once in Klaviyo, you can create Email Templates for each Flow (or shipment status).

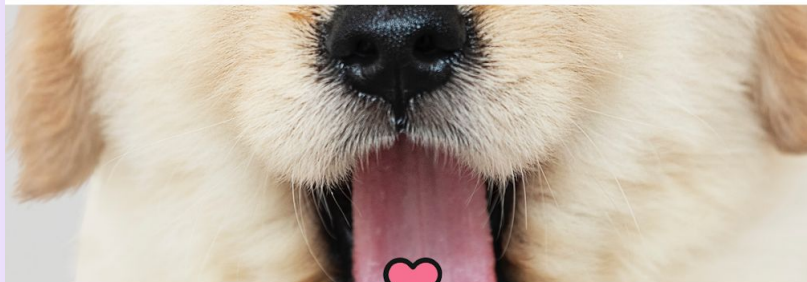
Let's walk through an example of an email!



Header

Goodest  
Boi

shop support



Shipment  
Status

Your order  
has shipped

We've shipped your Goodest Boi  
order! Expect it to arrive

Expected  
Delivery Date

**July 22, 2019**

Status Details

Track My Package

Button to  
Tracking Page

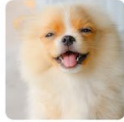
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Goodest Bois in this shipment - Order #2552

**Goodest Bois in this shipment - Order #2552**

Order # or name

Line Items



Very Smol Pupper x 1  
Extra Smol

\$365



Adventure Doggo x 1  
Totally Bamboozled

\$365

Shipping Details

**Shipping Address**

Megan McNames  
2635 Coy Street  
Cincinnati, OH 45219

Carrier Details

**Carrier Information**

USPS  
Tracking #9400110200864497113314

BRANDON AMOROSO



**Share the Love**

Follow us on Instagram to enter our #ShareTheLove contest for a free Goodest Boi Adoption Starter Kit!

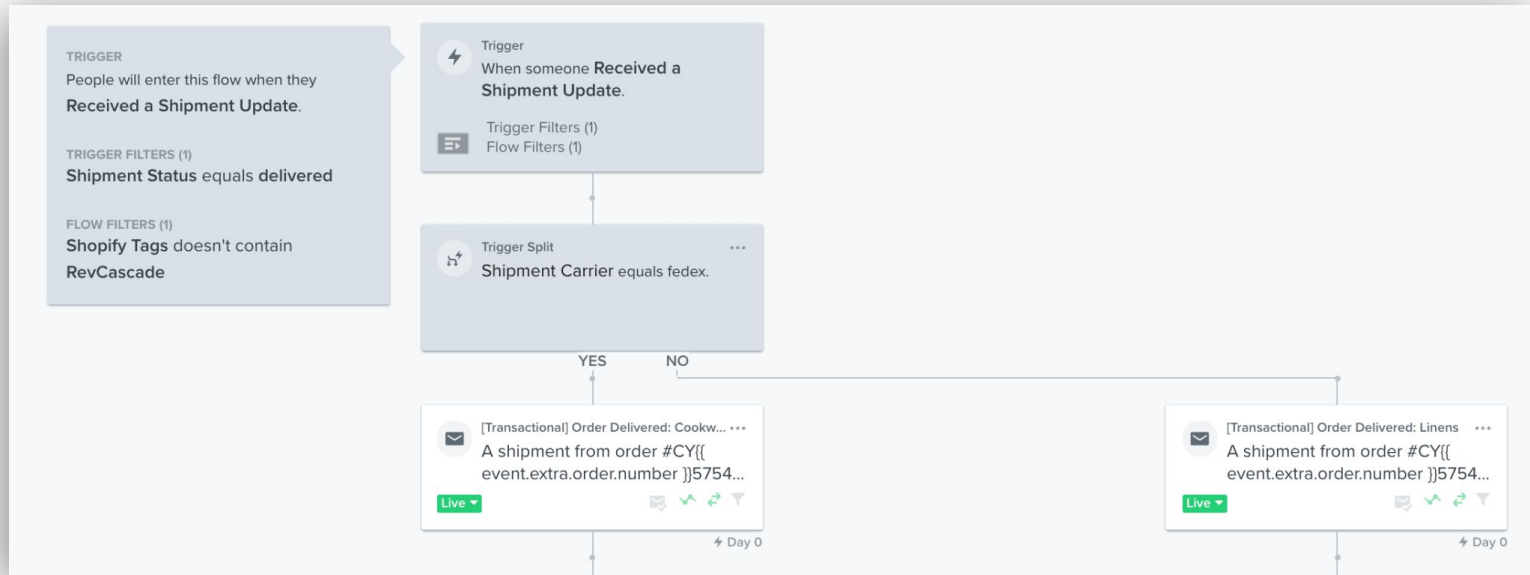
Follow @GoodestBoi

Your branding/marketing materials 

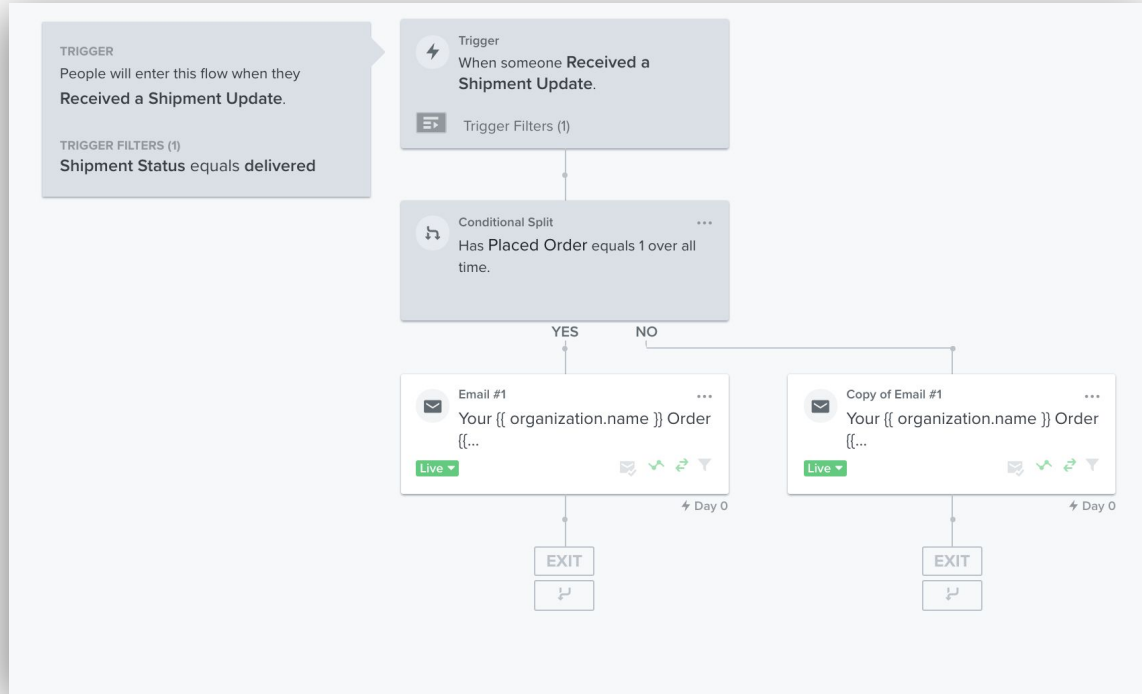


# Segmentation

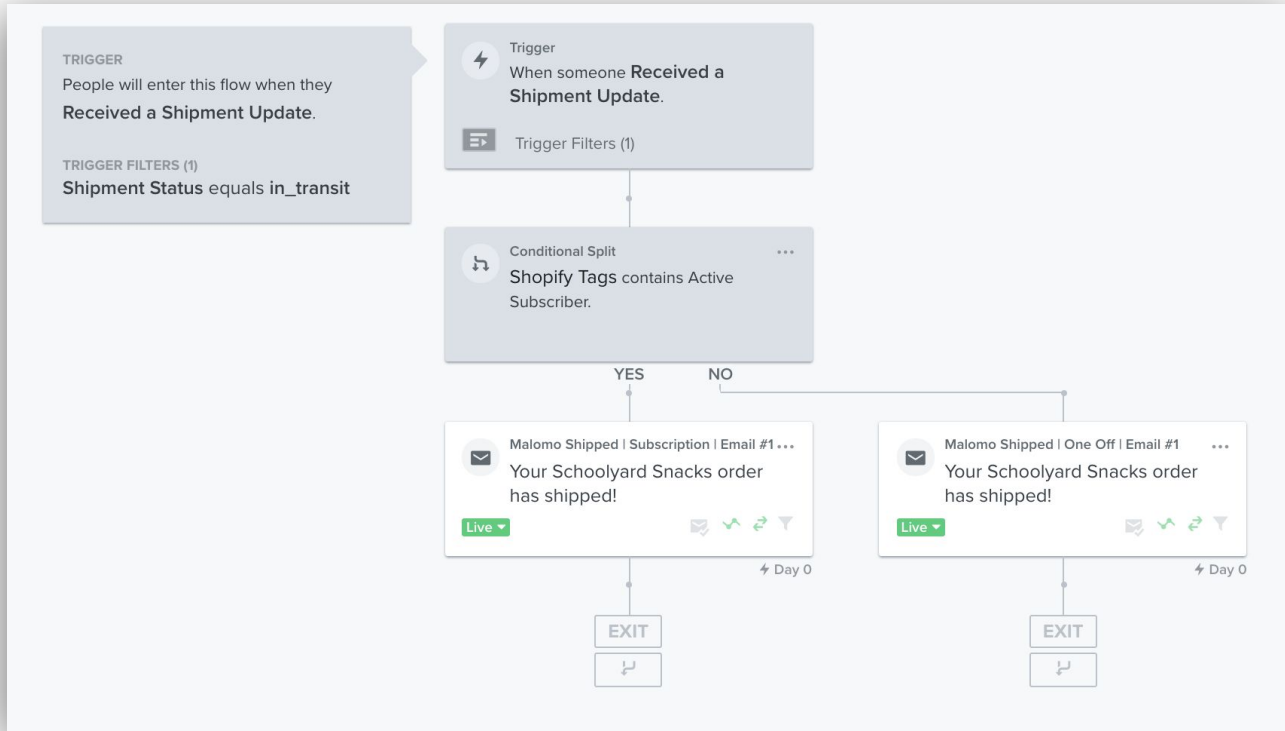
# Carrier Split



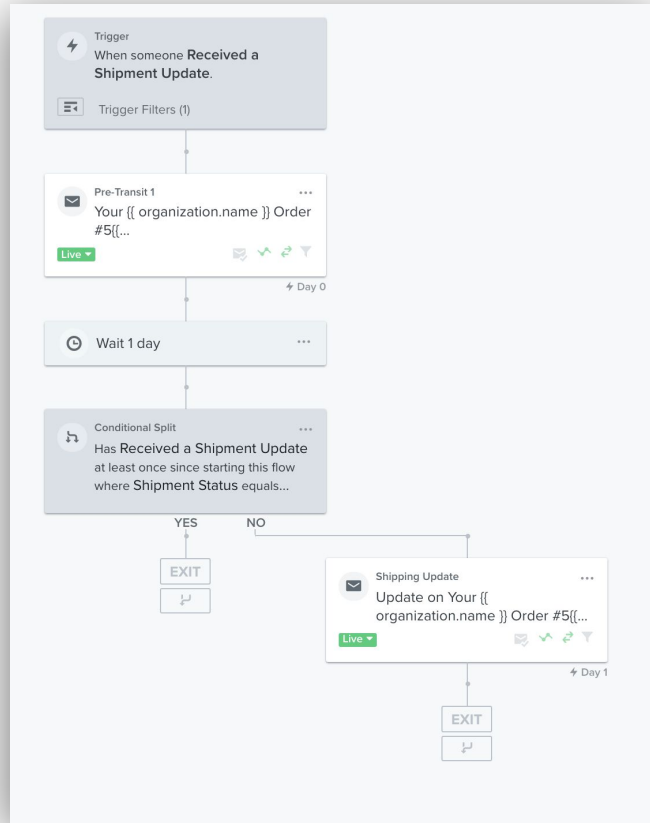
# First Time vs Returning



# Subscriber vs. Non-Subscriber




# Delay





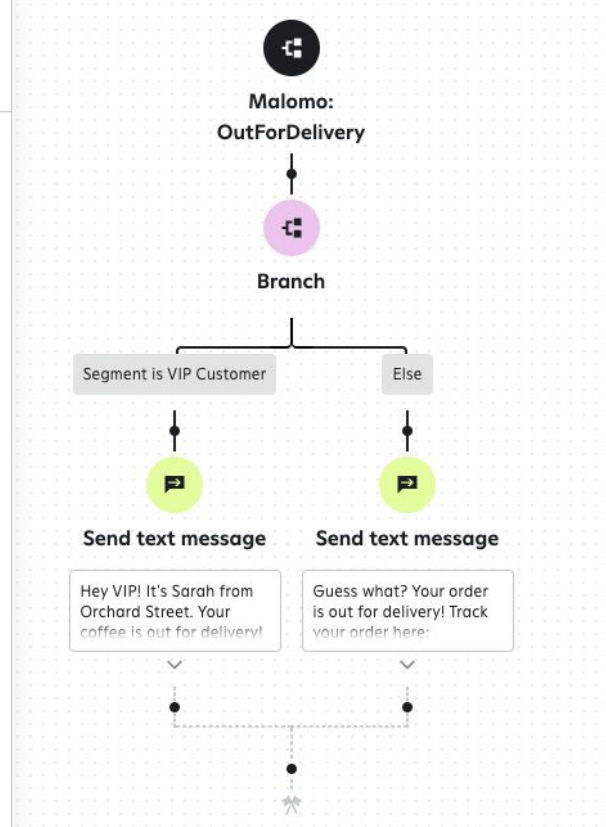
# VIP

BA



Orchard Street Coffee: Hey VIP!  
It's Sarah from Orchard Street.  
Your coffee is out for delivery!  
Track your order here:  
[orchardstreet.gomalomo.com](https://orchardstreet.gomalomo.com)

P.S. Because you're a valued  
VIP, our roastmaster put a little  
extra gift into your order for you.  
Can't wait for you to try it! 😊



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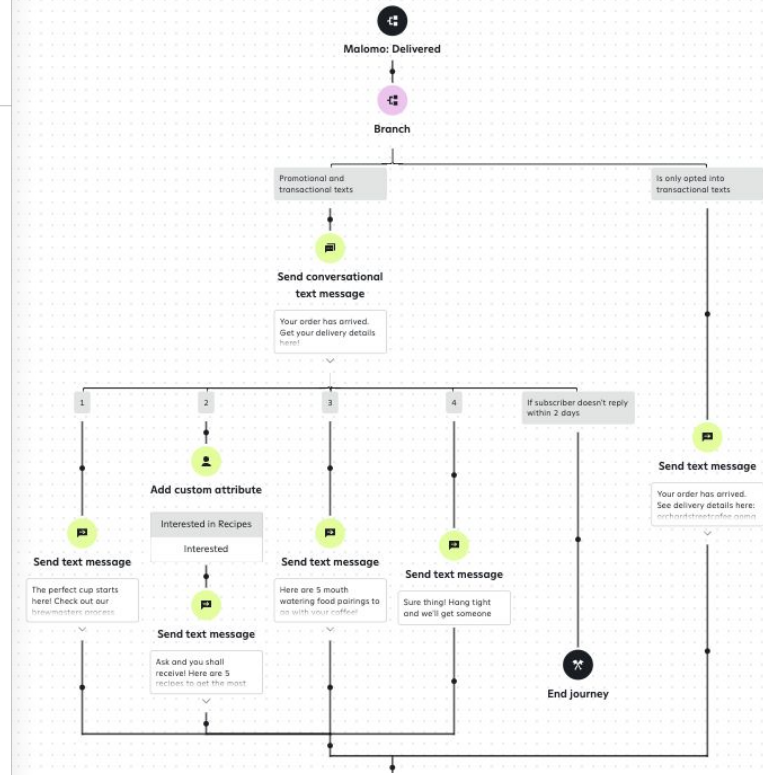
# Preferences



Orchard Street Coffee: Your order has arrived. Get your delivery details here: [orchardstreet.gomalomo.com](https://orchardstreet.gomalomo.com)

Curious how to get the most out of your coffee? We've prepared this onboarding guide for you

- 1 for Brewing Instructions
- 2 for Recipes
- 3 for Food pairings
- 4 for Customer Service



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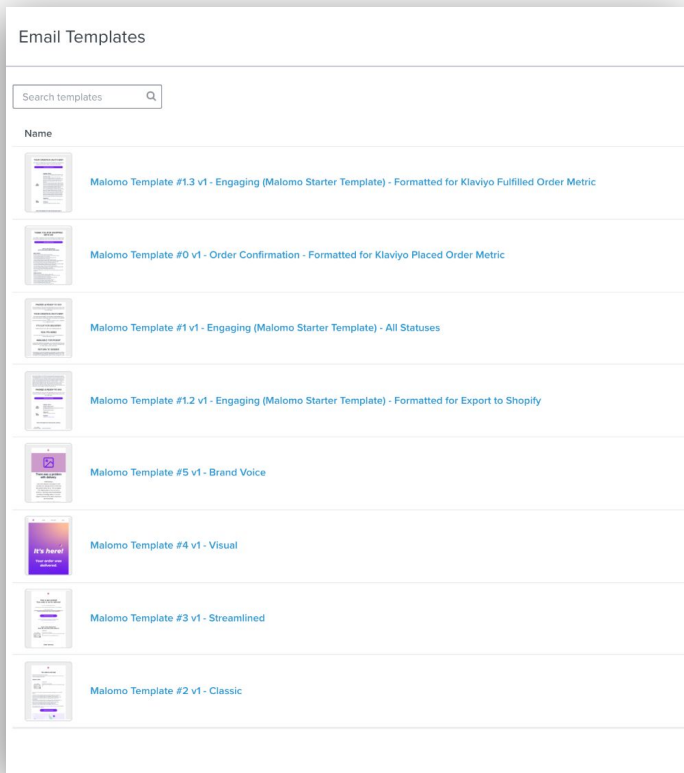
# Klaviyo Integration

## Email Template Library

Pre-built emails for quick  
start

Can be cloned to your  
Klaviyo accounts

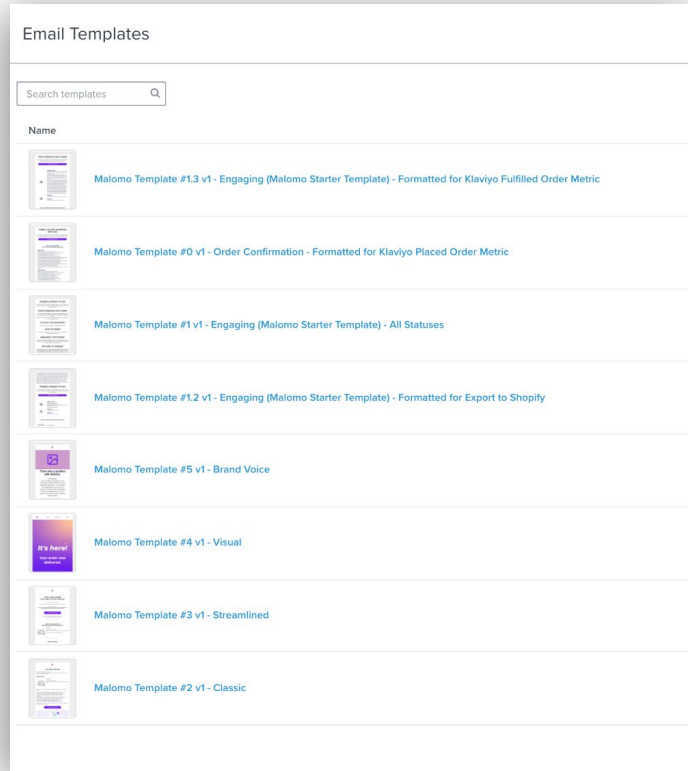
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# Attentive attentive<sup>®</sup> Integration

## SMS Template Library

Pre-built SMS message  
for a quick start



# Soylent Example

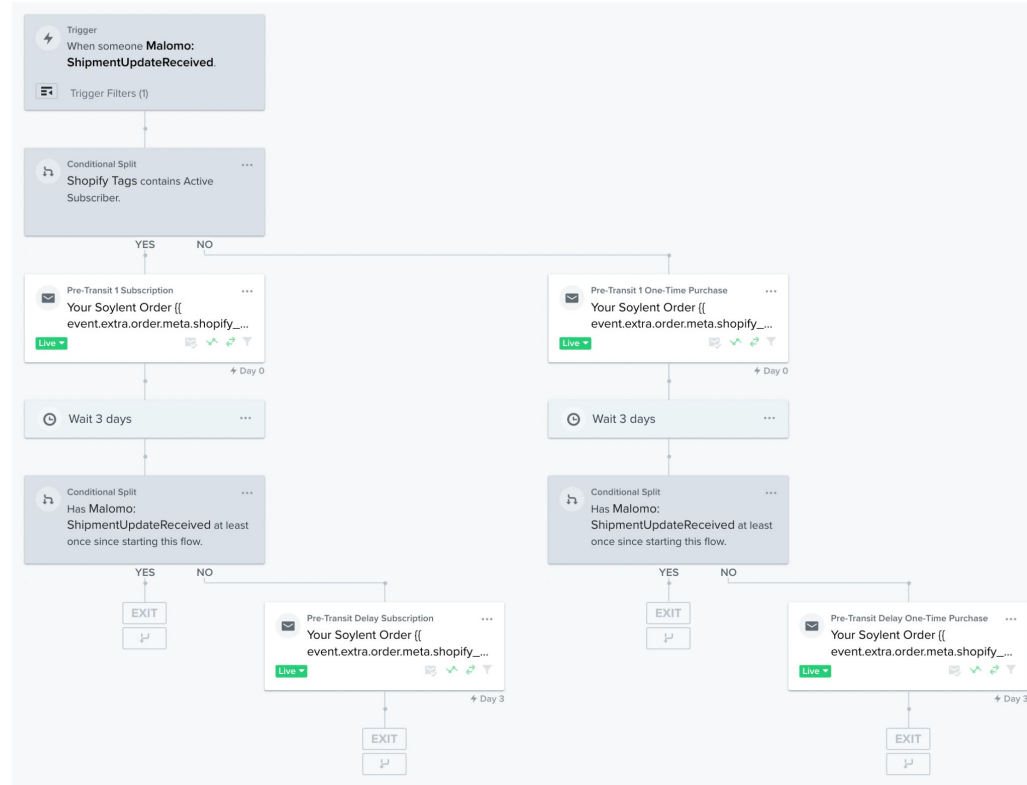
# Transactional Messaging Set Up

Here is an example of the Soylent order pre-transit transactional flow.

We are conditionally splitting the flow by whether or not they are an active subscription customer or a one-shot customer. This allows the emails/texts to be more relevant while also sending customers to unique order tracking pages.

We also have a 3 day delay in place that if the order has not moved out of this state yet that an automatic “We’re sorry for the delay” message gets sent out to mitigate customer service tickets!

**All of this resulted in a 12% CTR!**



# Tracking Pages

# Custom Order Tracking Pages

Not only can you customize the content in the emails and texts, but you can drive customers to order tracking pages that drive to certain CTAs based on properties you have on them in Klaviyo.

With Soylent, we have separate order tracking pages for one-shot versus subscription customers.

For one-shot customers, we have a main banner CTA driving to the subscription program. Then, throughout the rest of the page we have dynamic product recommendations powered by Rebuy and additional brand content.

For subscription customers, the page is primarily dedicated to continuing brand education while also promoting the referral program.

**This resulted in a 54X ROI!**

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**ONE-SHOT TRACKING PAGE**

soylent SHOP ALL LEARN HELP MY ACCOUNT

**Delivered**

**SUBSCRIBE & SAVE!**  
Up to 23%

SHOP NOW

LATEST ACTIVITY

July 13 10:30 AM  
Delivered (Left at front door. Signature Service not requested.)  
Olive Branch, MS

Show History

soylent SHOP ALL LEARN HELP MY ACCOUNT

**SUBSCRIPTION TRACKING PAGE**

**Out For Delivery**

LATEST ACTIVITY

July 13 10:34 AM  
On FedEx vehicle for delivery  
South San Francisco, CA

Show History

FedEx: 587395575955

# Integrations

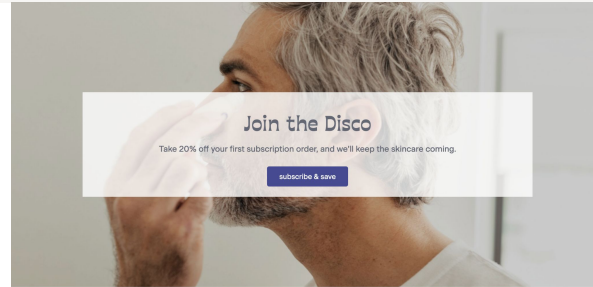
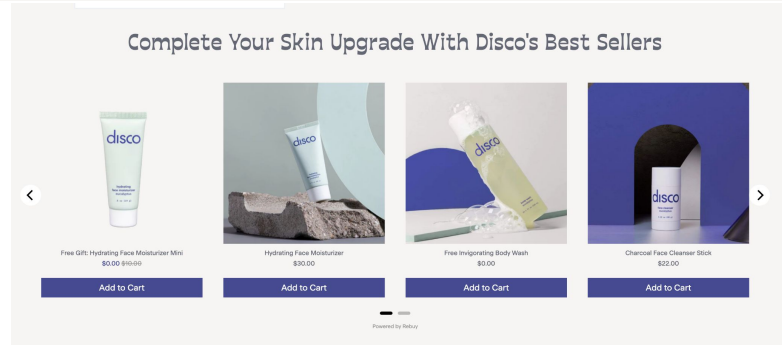
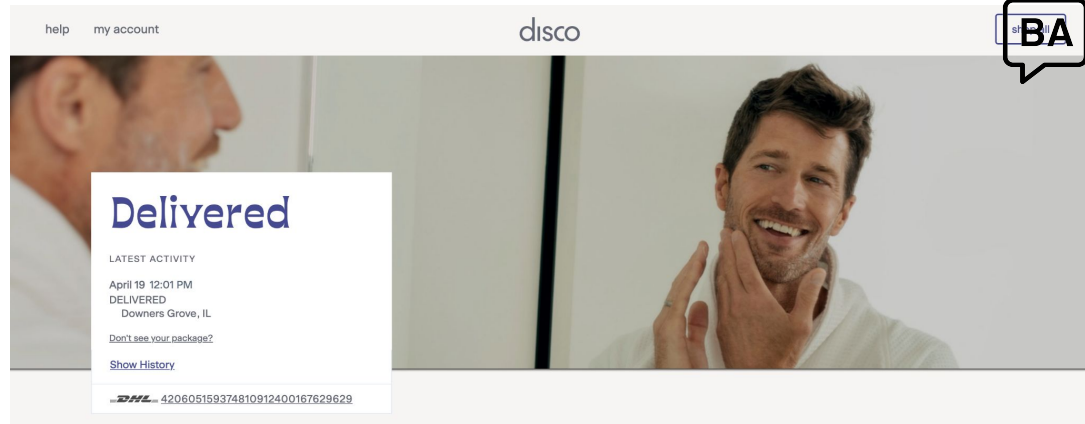
# Disco Example

Full tracking page and tracking block with Malomo

Upsells/Cross-sells by integrating Rebuy

Driving and maintaining subscriptions by integrating Recharge

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# Loop Integration

**A fully branded, seamless experience to track, return, and exchange an order.**

Initiate a return or exchange right from tracking.

Full transparency about where an order, return, or exchange is.

Track all new, return, and exchange orders from a single consumer tracking experience.

Drive revenue with hyper-personalized CTAs throughout the entire post-purchase journey.

BRANDON **AMOROSO**

MENS WOMENS SALE GIFTS BRAND JAXXON

**Delivered**

February 18

**Return #1234**

**Return in transit**

Your return is expected to reach our warehouse by March 5th, 2022. We'll process your refund within 3-5 days after we receive your order.

**LATEST ACTIVITY**

Feb 23, 4:21PM  
Package accepted at UPS store  
Portland, OR

UPS 12443432143534543541435534

**SHOW HISTORY**

UPS 12443432143534543541435534

**Not happy with your order?**

**START A RETURN OR AN EXCHANGE**

us MENS JOURNAL Forbes

# Status Integration

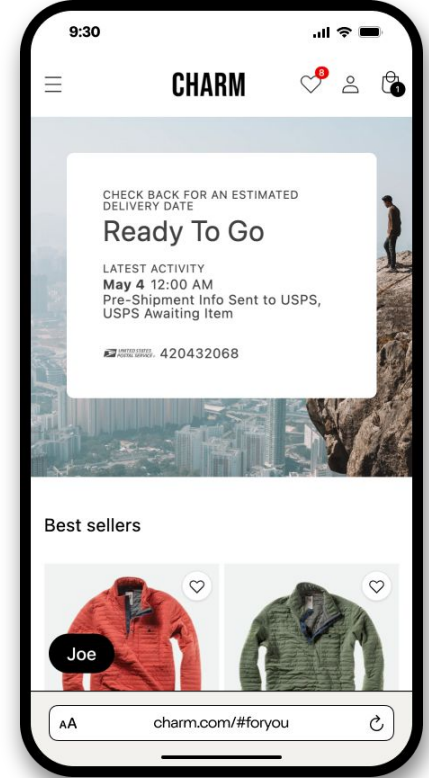
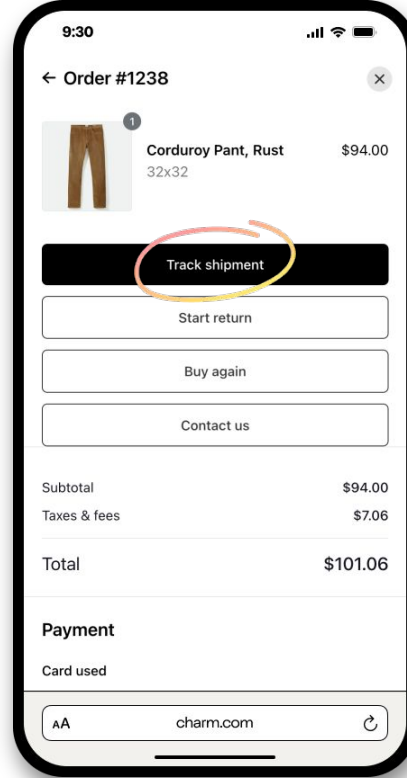
**Drive retention** by uniting your tracking experience with Status customer accounts.

Convert tracked orders into signed-in shoppers.

Track multiple orders with one sign-in.

Reduce WISMO support tickets.

Keep shoppers signed-in for up to 6 months, save viewed/carted items to the account, and use to create a personalized shopping experience.



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**THE APP!**