BFCM TEMPLATE KIT

Klaviyo segment definitions

BFCM Template Kit · copy each definition into Klaviyo under **Audience → Lists & segments → Create segment**. Conditions are written in Klaviyo's own wording. Dates assume BFCM 2026 (early access Tue, Nov 24; sale ends Tue, Dec 1); change them to your own calendar.

Every profile sits in **one customer type** (decides the offer) and **one engagement tier** (decides how many emails). A campaign's audience is where the two meet, minus the exclusions.

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1 · Engagement tiers (decide how many emails)

Engagement leaves out Apple privacy opens, which Apple Mail registers automatically.

Engaged 30

- What someone has done: Clicked Email at least once in the last 30 days
- OR Opened Email at least once in the last 30 days, where Apple Privacy Open is false
- OR Active on Site at least once in the last 30 days
- OR Placed Order at least once in the last 30 days

Engaged 90 and **Engaged 180**

- The same four conditions, in the last 90 or 180 days.

Tiers built from them

- Engaged 31–90 = in Engaged 90 AND not in Engaged 30
- Engaged 91–180 = in Engaged 180 AND not in Engaged 90
- Unengaged = not in Engaged 180. They get no sale emails.

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2 · Customer types (decide the offer)

Check them in this order. A profile belongs to the first type it matches.

Active subscribers (offer: early access, 10% and the free gift, like loyal)

- Properties about someone: rc_active_subscriber is true (or your subscription app's equivalent property)

Loyal customers (offer: early access, 10% and the free gift)

- Placed Order at least 2 times over all time
- AND Placed Order at least once in the last 180 days
- AND not in Active subscribers

One-time customers (offer: early access and 15%)

- Placed Order equals 1 over all time
- AND Placed Order at least once in the last 180 days

Lapsed customers (offer: 25% from Black Friday)

- Placed Order at least once over all time
- AND Placed Order zero times in the last 180 days
- On the day before early access (Nov 23), open this segment and use **Convert to list** to save it as the static list "Lapsed on Nov 23". Once someone orders in the sale they stop being lapsed, and the welcome-back flow needs to know they were.

New prospects (offer: 25% from Black Friday)

- Placed Order zero times over all time

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3 · Excluded from every sale email

Build this as one segment and add it as an exclusion to every sale campaign:

- Placed Order at least once since Nov 24 (they've bought in the sale)
- OR Shopify Tags contains "wholesale"
- OR has an open support ticket (use your helpdesk's Klaviyo property or event)
- OR not in Engaged 180

Suppressed profiles are excluded by Klaviyo automatically.

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4 · Flow segments (decide the post-purchase track)

BFCM new customers

- Placed Order equals 1 over all time
- AND Placed Order at least once between Nov 24 and Dec 2

Returning lapsed

- In the list "Lapsed on Nov 23"
- AND Placed Order at least once between Nov 24 and Dec 2

Gift buyers

- Properties about someone: Shopify Tags contains "gift-bfcm26"

Holdout and test groups

- Properties about someone: bfcm26_group equals "holdout" (or "test"). The BFCM welcome flow sets this with a random sample split: 20% holdout, 80% test.

5 · Supporting setup

Gift flag (Shopify Flow)

- Add a "This order is a gift" checkbox to the cart that saves the cart attribute `gift` = yes.
- Shopify Flow, trigger Order created: if the cart attribute gift is yes, add the order tag and customer tag `gift-bfcm26`. Optional: a Run code step that also tags orders where the shipping name differs from the billing name (check your plan includes Run code).
- Remove the customer tag after 60 days, so later orders aren't treated as gifts.
- Klaviyo reads customer tags as the profile property Shopify Tags, so wait 10–15 minutes before any split on it.

Unique coupon pools (Shopify coupon sync)

- `BFCM26_LOYAL`: 10% off, plus the free gift through an automatic Shopify discount
- `BFCM26_ONETIME`: 15% off
- `BFCM26_MAIN`: 25% off, from Black Friday
- `GIFTER15`: 15% off for gift buyers' own first order, valid until January 31
- One use per code, expiring Dec 1 at 11:59 p.m. (GIFTER15: Jan 31). Insert with `{% coupon_code 'BFCM26_MAIN' %}`. Set discount combinations so codes don't stack.

6 · Who gets which sale email

Date	Loyal + subscribers	One-time	New prospects	Lapsed
Tue Nov 17	10 Gift guide	10 Gift guide	10 Gift guide	10 Gift guide
Sun Nov 22	11a notice (subscribers: 11c)	11b notice	–	–
Tue Nov 24	12a early access, 10% + gift	12b early access, 15%	–	–
Fri Nov 27	13c reminder, 10% + gift	13d reminder, 15%	13a Black Friday, 25%	13b welcome back, 25%
Sun Nov 29	–	–	14 bundle, 25%	14 bundle, 25%
Mon Nov 30	15b code ends tomorrow	15c code ends tomorrow	15a Cyber Monday, 25%	15a Cyber Monday, 25%
Tue Dec 1	16b last day, if clicked	16c last day, if clicked	16a last day, if clicked	16a last day, if clicked

Engagement limits on top of this: Nov 22 and 24 go to Engaged 90; Nov 27 to Engaged 90 (add Engaged 91–180 only if your Gmail spam rate is under 0.1%); Nov 29 to Engaged 30; Nov 30 to Engaged 90; Dec 1 only to people who clicked a sale email since Nov 27 and haven't ordered. New prospects and

lapsed customers get at most 5 sale emails; existing customers get 5, plus the last-day email only if they clicked.