

EMAIL MARKETING

Email Kit: flows, revenues and list

A practical system for ordering automation, calendar, consent and list quality.

HOW TO USE IT

Fill in the boxes, keep a record of the data used and choose one priority per cycle. Use the scores to prioritise the work, not as a promise of results.

e-roe.it/en/resources

01 / Flow Gap Audit

☐ Welcome ☐ Abandoning navigation ☐ Handling

D Lower checkout ☐ Post-purchase ☐ Review request

D Repurchase ☐ Inactive customer ☐ Payment error

D Back in stock ☐ VIP Segments ☐ Inactive suppression

First fix events and consent; then activate welcome, shopping cart and post-purchase; finally add advanced segments.

E-ROE / OPERATIONAL INSTRUMENTS 02

02 / recoverable parts

Flux Events / month prudent rate Value order

Welcome

Trolley

Checkout

Inactive

Estimated: eligible events × delivery rate × incremental purchase rate × average order value. Use three scenarios:

Careful, central, high.

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03 / Welcome flow

Email Objective Content

- 1 immediately confirm promise resource + next step
- 2 +1 day quick win short action
- 3 +3 days remove obstacle common error
- 4 +6 days build trust relevant case
- 5 +9 days implement mini piano
- 6 +12 days open specific invitation dialogue

E-ROE / OPERATIONAL INSTRUMENTS 04

04 / Calendar and health list

☐ Documented consent ☐ Immediate registration

☐ Separate inactive substances

D Managed Bounce ☐ Authentic Domain

☐ Recognizable content

☐ Metrics per segment ☐ Test delivery

Month Theme Test Action

Gen.

Feb

Mar

Apr

May

Jun

Jul

Ago

Set

Oct

No.

Dec.

PASSO Store this document as a baseline. Repeat the evaluation in 30 days and compare only

SUCCESSIVO data collected by the same method.

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