



The Klaviyo + Shopify Hookup.

The 5 clicks only you can do before the prompts can build your flows. About 15 minutes.

Do these in order. The Flow Builder checks every one of them and stops if one is missing. Have Klaviyo and your Shopify admin open in 2 tabs.

STEP 1

Connect Klaviyo to your store

Where: Klaviyo. After this, every order, cart and checkout shows up in Klaviyo, which is what the flows listen for.

- 1 In Klaviyo, open **Integrations** (left menu), then **Add integration**, and pick **Shopify**.
- 2 Type your store's address in the form yourstore.myshopify.com (not your own domain), then **Connect to Shopify**.
- 3 Shopify opens. Sign in if it asks, then **Install app**. You land back in Klaviyo.
- 4 On the Klaviyo settings page that opens: tick **Track behavioral events** (this is what step 2 finishes), tick **Sync email subscribers**, and set the list to **Email List** (the same list your popup uses). Leave SMS off for now.
- 5 Save. Wait a minute, then open **Analytics**, then **Metrics**. You should see **Placed Order**, **Started Checkout** and **Checkout Started** or **Added to Cart** in the list, even with 0 events.

Check

If you see no Shopify metrics after 5 minutes, open Integrations again and look for a red "needs attention" line on Shopify. Reconnect from there.

STEP 2

Switch on tracking in your theme

Where: Shopify. Without this, Klaviyo cannot see a cart, and the abandoned cart flow never fires.

- 1 In Shopify admin, open **Online Store**, then **Themes**, then **Customize** on your live theme.
- 2 Click the **App embeds** icon (the puzzle piece, left side).
- 3 Find **Klaviyo onsite tracking** (it may say Klaviyo web tracking) and switch it **on**.
- 4 Save, top right.
- 5 Open your store in a private window, add a product to the cart, and close the tab. In Klaviyo, under Metrics, **Added to Cart** should show 1 event within a few minutes. (It only counts you if Klaviyo already knows your email on that browser, so sign up on your popup first if you have one live.)

STEP 3

Turn off Shopify's own abandoned checkout email

Where: Shopify. So nobody gets two. Klaviyo sends that one from now on.

- 1 In Shopify admin, open **Marketing**, then **Automations**.
- 2 Find **Abandoned checkout** (it may already be running). Open it.
- 3 Top right, open the ... menu and choose **Turn off**.
- 4 While you are here: if Shopify is also running an **Abandoned cart** or **Abandoned product browse** automation, turn those off too. Klaviyo covers them.

STEP 4

Turn on Klaviyo Reviews

Where: Klaviyo. Free to start. It knows when a box is delivered, and it puts reviews on your product page.

- 1 In Klaviyo, open **Reviews** (left menu). If you do not see it, open **Content** and look there.
- 2 Click **Get started** and pick your Shopify store. Klaviyo adds a small app block to your theme.
- 3 In the setup, set **Request timing** to **7 days after delivery** (the default for online orders), and leave **Incentives** off.

- 4 Open **Online Store, Themes, Customize**, open a product page, and add the **Klaviyo Reviews** block under the product. Save.
- 5 Back in Klaviyo, under Metrics, **Ready to Review** now exists. The Flow Builder looks for it.

If you already use another review app

Judge.me, Okendo and Yotpo all work with Klaviyo too. Tell The Flow Builder which one you use and it will build the review flow on that app's event instead.

STEP 5

Place a test order

Where: Shopify. It is how you watch the flows fire before a customer does. Do this after the prompts have built the flows and you have set them live.

- 1 In Shopify admin, open **Settings**, then **Payments**. Scroll to your payment provider and open **Manage**. Switch on **Test mode** (Shopify Payments has it; so do most providers). Save.
- 2 Open your store in a private window. Sign up on the popup with an email you can read. The welcome email should land within a minute.
- 3 Add a product to the cart and close the tab. Wait 2 hours: the abandoned cart email arrives.
- 4 Open the store again, go to checkout, type the same email, and close the tab at the payment step. Wait 1 hour: the abandoned checkout email arrives.
- 5 Finish an order with the test card: number 1, expiry any future date, security code any 3 digits, name Bogus Gateway. Wait 1 hour: the thank-you arrives.
- 6 In Shopify, mark the test order **fulfilled**. Klaviyo now has a Fulfilled Order event too.
- 7 Switch **Test mode** off again before launch day. Then delete the test order, or leave it and ignore it.

If one email does not arrive

Open your brand project, switch Klaviyo on, and say "the ___ email did not arrive." The Flow Builder reads that flow's activity and gives you the one fix to try. The usual reasons: the flow is still a draft, Smart Sending held it back, or the test email was already a customer.

ALREADY DONE IN EARLIER LESSONS

Check these are still true

From lesson 177. If either is missing, the emails go to spam.

☐ Your sender email is on your own domain (hello@yourbrand.com), not Gmail.

☐ Your Klaviyo sending domain is verified and active (Settings, Domains).

☐ The postal address in Klaviyo (Settings, Account) is one you are fine printing at the bottom of every email.

Klaviyo and Shopify move their menus around. If a name on this page does not match what you see, the item is usually one click away under the same heading. Last checked October 2026.

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