

The Ultimate Guide to

Klaviyo Powered CTV Campaigns

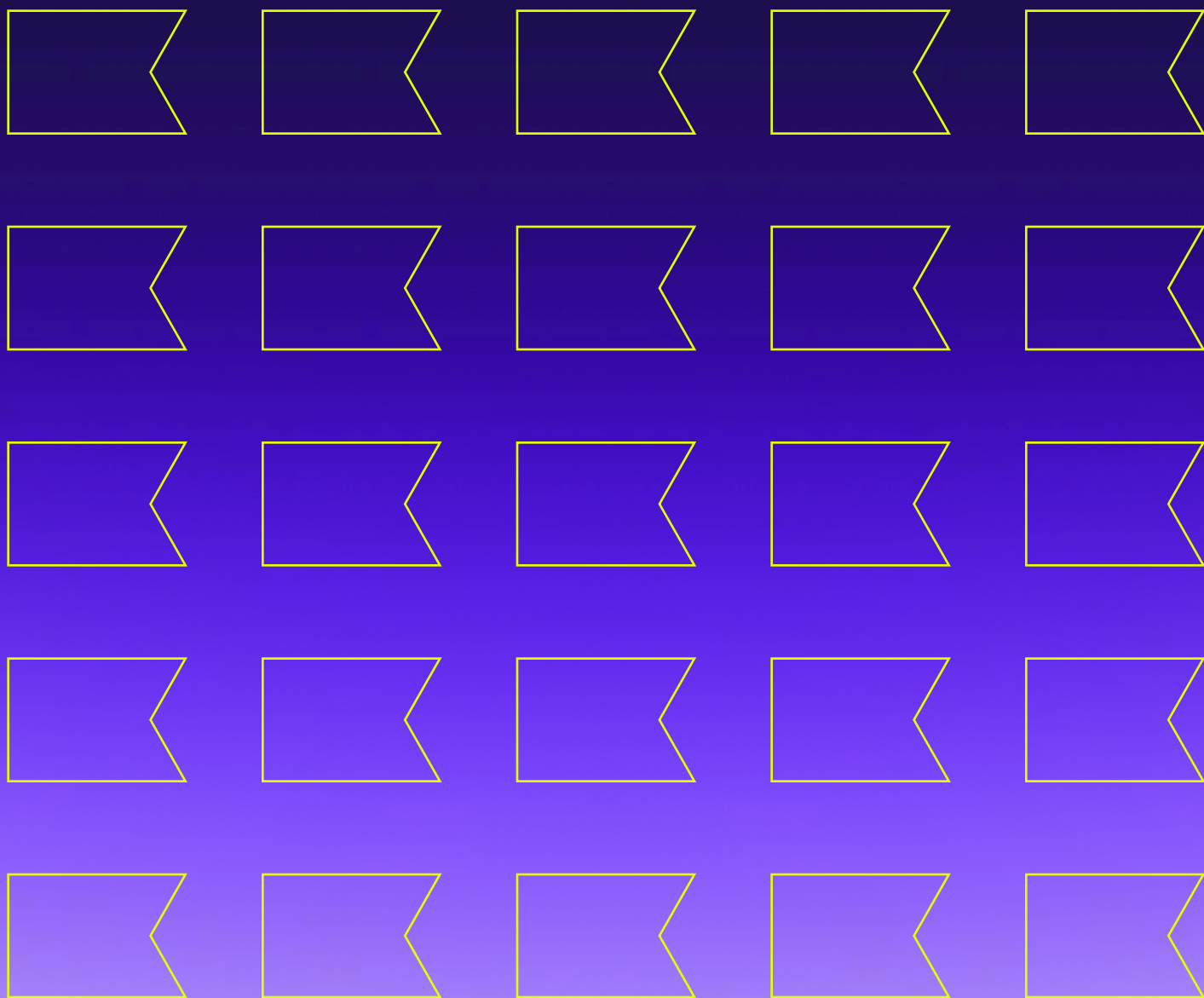


Table of Contents

Introduction	03
Added to Cart	04
Viewed Product 3+ Times	05
Engaged Email Subscribers	06
First-Time Buyers	07
Multiple Add-to-Carts without Purchase	08
Email Engaged but SMS Not Subscribed	09
High LTV, No Order in Last 180 Days	10
Engaged, No Purchase	11
Inactive Cart Abandoners	12
Unengaged	13
Segment Priority Overview	14
Implementation Blueprint	15



Introduction

Klaviyo powers the growth engines of high-performing DTC brands like Meshki, Pamos and TruHeight.

But while most brands use the platform for email and text channels, the smartest ones are taking it further, extending Klaviyo segments to streaming platforms like Disney+, Hulu, Roku, and Max, unlocking performance far beyond the inbox.

CTV is no longer just for awareness. When paired with your existing Klaviyo data, it becomes a high-ROAS performance channel that helps you:

- Recover abandoned carts at scale
- Re-engage lapsed VIPs
- Turn first-time buyers into loyal customers

This guide shows you how to do exactly that.

You'll learn which segments to sync, what creative works best for each, and how top DTC brands are using Klaviyo-powered CTV campaigns to outperform email alone.



Added to Cart

Last 30 Days, no purchase



Why it converts?

This is your highest-intent segment. They showed strong buying intent: chose a product, reached the cart, then stopped.

Most often it's hesitation, price, timing, or distraction. These users don't need brand-building, they need a reason to finish.



Creative direction

- Lead with the product or bundle it with complementary SKUs
- Always include a discount or incentive (this is a conversion segment, not upper funnel)
- Add urgency visually: countdown timer or "Still in stock" ribbon
- Hook examples: "You're almost there", "Here's 10% to finish it"
- Match format to product category: lifestyle, motion overlay, UGC



Why it works on CTV?

While many brands have well-built abandoned cart flows via email and SMS, performance tends to decay over time as users grow accustomed to the channels.

Unlike email or SMS, CTV hits during high-attention moments (evening, post-work, mobile-free). It reintroduces the product in a more emotional, less transactional format, making it feel less spammy.

This segment regularly delivers some of the **highest ROAS across all retargeting campaigns**, especially in the first 7 days post-abandonment.



Pro tip:

- Track ROAS and halo effect on other channels on a 3–7 day attribution window.
- Serve no more than 3–4 impressions per user to balance urgency with efficiency.

Viewed Product 3+ Times

Last 14 Days, no purchase



Why it converts?

This is an intent-rich segment. If someone views the same product multiple times within a short window, they're actively considering it. They're not just browsing, they're evaluating.

The hesitation usually comes down to doubt: *Is it worth it? Is this the right one? Will it deliver?*

This audience is on the edge and just needs confidence to convert.



Why it works on CTV?

This segment requires more than a reminder, it needs reinforcement. CTV lets you build product credibility visually, without the interruption fatigue of email or retargeting banners.

Seeing the product in action, paired with social proof or reviews, reduces hesitation. And because CTV is ambient, it's more persuasive than any other tab or scroll.



Creative direction

- Open with the product they viewed, paired with its key benefit or transformation
- Use testimonial overlays or review quotes early in the video
- Highlight reasons people do buy: "Over 5,000 sold this month" or "Most popular in skincare"
- Position CTV as validation, not urgency, this isn't a hard sell
- Format: UGC, review mashups, or lifestyle + review hybrid



Pro tip:

- Use social proof in the first 3 seconds to tackle buyer hesitation
- Lead with the product, not the platform

Engaged Email Subscribers

Last 30 Days, no purchase



Why it converts?

These users are actively opening or clicking your emails, they know your brand, they're paying attention, but they haven't bought.

This segment often sits between "interest" and "nearly ready, meaning they're one well-timed push away from converting. They already know you and have shown interest, now you need to give them a reason to buy.



Why it works on CTV?

If they're not converting through email, they're either skimming, forgetting, or simply not in buying mode.

CTV puts the same message in front of them when they're more present, no scroll, no noise. It reinforces the offer with **visual proof** and keeps your brand top of mind across channels.



Creative direction

- Repurpose key email campaign angles as short CTV spots (e.g. new arrivals, seasonal offers, limited drops)
- Use your highest-converting email offer and rebuild it for TV (same copy, same product, better visual impact)
- Anchor the ad with a visual headline they might've seen in email: repetition builds recognition
- Add offer overlays directly in the video ("Ends Sunday", "Only a few left")
- CTA should push action: "Claim 20% off", "Ends tonight".



Pro tip:

- Track incremental revenue per user vs. your email-only flows.
- Use the same subject line or headline from email as your CTV opening frame to reinforce recall and drive conversions.

First-Time Buyers

Last 90 days



Why it converts?

These are recent buyers who've crossed the hardest threshold: their first purchase.

Now's the moment to turn that one-time order into a repeat behavior. They've already taken the risk, experienced the product, and are primed for a second buy if you show them value fast.



Why it works on CTV?

Post-purchase email flows are often buried or ignored.

CTV creates a stronger post-sale impression, reinforcing product satisfaction, introducing next-step SKUs, and making the brand feel ever-present.

It's retention without relying on inbox timing.



Creative direction

- Position the next purchase clearly: cross-sells, refills, or product extensions
- Include messaging like: "Loved your order? Here's what's next" or "Most buyers come back within 30 days"
- Show real buyer data or testimonials to make the second purchase feel validated
- If consumable, show restock timelines visually (e.g. "Time to top up?")
- CTA: "Add the missing piece", "Complete the set", or "Most buyers come back for this one"



Pro tip:

- Track repeat purchase rate and time between first and second order.
- Target buyers 14–30 days post-purchase, it's the sweet spot for second-conversion lift.

Multiple Add-to-Carts without Purchase



Why it converts?

These users didn't just show interest, they built a cart with multiple products, which means they're comparing, planning, and likely calculating price or value.

It's not a casual visit. The hesitation is frequently driven by uncertainty or total cost. A timely, well-positioned offer can move them from browsing to buying.



Why it works on CTV?

Most brands rely on email to nudge these users, but CTV reframes the experience. Instead of reminding them, you help them decide.

CTV helps buyers visualize the end result, not just the individual items, and drives urgency without sounding transactional.



Creative direction

- Focus the ad on carted products, ideally bundled or shown as a set
- Use hooks like: "Still deciding?" or "Here's the full lineup, together"
- Showcase benefits of buying together, savings, free shipping, limited stock
- Create visual continuity between SKUs: same model, same setting, consistent look
- CTA: "Grab it all now, shipping's on us"



Pro tip:

- Track total cart value and AOV of this segment to prioritize high-potential buyers.
- Bundle carted SKUs into a custom offer visible only to this segment via CTV.

Email Engaged but SMS Not Subscribed



Why it converts?

These users are actively engaging with your emails, they're warm, aware, and product-aware. But without SMS as a backup channel, they're easier to lose.

You only have one shot through email, and if timing is off, they'll forget. CTV gives you a second chance to turn attention into action.



Why it works on CTV?

This segment doesn't receive your flash offers, cart reminders, or drop alerts via SMS, which means your revenue per user is capped.

CTV fills that gap by delivering time-sensitive or high-performing campaigns with scale and visibility. It keeps your offer front of mind without needing another opt-in.



Creative direction

- Run the same offer you'd send via SMS: 24h flash sale, limited drop, best-seller restock
- Lead with urgency or scarcity: "Ends tonight", "Only 300 left", "Won't restock"
- Visually emphasize the offer: discount badges, countdowns, or motion overlays
- Focus on hero products that convert cold-to-warm; don't overcomplicate
- CTA: "Last chance to save", "Get it before it's gone"



Pro tip:

- Track ROAS and conversion rate against your SMS subscriber base for the same campaign.
- Prioritize this segment for time-sensitive offers since they're unreachable by SMS.

High LTV, No Order in Last 180 Days



Why it converts?

These users are proven buyers. They've already spent significantly with your brand, which means they trust the product, the experience, and the value.

If they haven't purchased in months, it's not because they churned, it's likely timing, distraction, or lack of a compelling reason to return. They're worth reactivating.



Why it works on CTV?

High-LTV customers are expensive to lose and often under-targeted in paid channels.

CTV lets you re-engage them with a high-impact reminder that feels premium, not desperate. It's less about converting cold, more about reminding them why they bought in the first place.



Creative direction

- Focus on brand evolution: new direction, refined look, or story since their last purchase
- Reignite emotional connection: nostalgia, quality, or lifestyle identity
- Use messaging like: "The next chapter is here" or "You were here early, come see what's next"
- Include cues of loyalty and taste: "Over 500,000 sold," "Made for returning customers"
- CTA: "We kept you in mind", "See what's new, you'll like where we're headed"



Pro tip:

- Track reactivation ROAS and compare to prospecting CPA for budget reallocation.
- Re-introduce best-sellers or hero SKUs they previously purchased to drive repeat value.

Engaged, No Purchase

Last 120 days



Why it converts?

These users have shown interest recently, they've opened or clicked within 120 days but haven't bought.

They're aware of your brand, and may still be evaluating.

Conversion rates are lower than hot segments, but the scale is bigger. With the right message, you can still unlock meaningful revenue.



Why it works on CTV?

This audience is fatigued by inboxes. They're not unengaged, just underwhelmed.

CTV cuts through that passivity with brand recall, visuals, and structure that email can't match. It gives you one last strong push to activate them before they fall out of the funnel completely.



Creative direction

- Lead with your strongest product or best-seller, don't overthink segmentation
- Use framing like "Still thinking about it?" or "It's not too late"
- Include proof: review snippets, UGC clips, press quotes, anything that drives trust
- Anchor with a clear offer: restock alert, new drop, or timed promo
- CTA: "Last chance to get this", "Still available, for now"



Pro tip:

- Don't over-segment, keep the creative simple and product-led.
- You're not building awareness, you're reminding them why they clicked in the first place.

Inactive Cart Abandoners

60–90 days ago



Why it converts?

They reached the cart, that's high intent, but never finished. 60 to 90 days later, they haven't come back.

At this stage, most brands stop targeting them. But if the product's still relevant, this segment can deliver surprise wins. They're not cold, they just need a sharper nudge.



Why it works on CTV?

CTV works well here because it reintroduces the product visually after all other channels have gone quiet.

It doesn't feel like a stale reminder, it feels fresh, especially when paired with an updated offer or messaging angle.

High-attention formats (CTV + familiar product) = renewed interest.



Creative direction

- Reintroduce the exact product they carted, but with updated positioning: new benefit, new bundle, or incentive
- Add freshness: "Now back in stock", "Just dropped, updated design", or "Get it with free shipping"
- Use social proof to overcome hesitation: reviews, volume sold, satisfaction ratings
- Visuals should be simple, with a strong product-first hook
- CTA: "Still want this?", "Last chance to grab it"



Pro tip:

- Only include SKUs with high margin or strong repeat purchase potential.
- Use cart timestamp to exclude users who've since bought other SKUs, focus only on stalled buyers.



Unengaged

180 days+, opened 0 emails



Why it converts?

This segment looks dead, but not always.

While most brands purge or ignore users who haven't opened emails in months, a small percentage still convert if reactivated with the right mix of reach, timing, and context.

The key is not expecting scale, but squeezing out forgotten revenue.



Why it works on CTV?

You're not going to reach these users by email. CTV gives you one last shot to remind them your brand exists, without relying on inbox behavior.

It's a chance to reframe the brand relationship visually and emotionally, especially when the message is built around reentry, not urgency.



Creative direction

- Frame the message as a welcome-back or brand evolution moment
- Use simple, familiar visuals: product + brand feel, no deep explanation
- Reinforce trust and relevance: press mentions, reviews, growth stats
- Position it like a fresh start: "Here's what you've missed", "Back and better"



Pro tip:

- Exclude any users without site activity in the last 6 months to avoid pure dead weight.
- Keep frequency low (1-2 impressions max), this is a soft reactivation, not a retargeting push.

Segment Priority Overview

Prioritize your CTV campaigns based on **conversion potential** and **strategic value**. Start with high-intent segments for quick wins, then scale into loyalty and reactivation.

Priority 1: High intent (segments 1–5)

These users have shown recent, product-level intent. Focus here if your goal is ROAS, conversion, and immediate revenue.

Great for retargeting and bundle offers.

Priority 2: Strategic growth (segments 6–7)

These segments won't always convert fast, but they drive long-term value.

Use them to expand your revenue base, increase repurchase rate, or protect high-LTV customers.

Priority 3: Re-engagement (segments 8–10)

These audiences are harder to convert, but useful for creative testing, brand recall, and list hygiene.

Don't expect short-term ROI, use them to identify what's still working.

Implementation Blueprint

You now have 10 high-performing Klaviyo segments that can be activated across CTV — each with tailored strategy, creative direction, and tips to maximize conversion. These aren't broad audiences — they're intent-rich segments that already exist inside your retention stack.

CTV lets you reach them **outside the inbox**, when attention is higher, and competition is lower.

What to do next:

- Sync your Klaviyo account and top 3 segments to Vibe.
- Start with retargeting, where ROAS is clearest
- Build creative to match the segment's mindset (not just generic brand ads)
- Measure performance vs. email/text channels (SMS, WhatsApp, RCS) over a 21-28 day window
- Layer each segment as a standalone strategy to track performance

Done right, CTV doesn't replace your retention strategy, **it amplifies it.**

Grow your brand with TV ads today

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