Your lapsed buyers are in Shopify Segments

Build the win-back flow for free, without Klaviyo

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Kaspian Fuad · Shopify CRO

The native stack already in your plan

- ✅ **Segments:** lapsed-buyer list
- ✅ **Messaging:** 10K emails free
- ✅ **Sidekick builds the query**
- ❌ **Third-party tool fee**
- ❌ **Manual CSV export**

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Build it in 5 steps

1

Build the segment

last ordered over 90 days ago

2

Filter by consent

subscribed to email marketing

3

Write three emails

day 0, day 7, day 14

4

Send the campaign

Marketing > Create campaign > Email

5

Suppress converters

buyers drop out of segment live

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Build the lapsed-buyer segment

- ✓ Customers > Segments > Create
- ✓ Sidekick prompt: 90 days
- ✓ Add email consent filter
- ✗ Guess with a manual list
- ✗ Export-and-import CSV

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Three emails, two weeks

- **Day 0**: we miss you
- **Day 7**: what's new
- **Day 14**: last chance

One blast, no follow-up

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The gotcha

Segments update live: a buyer who converts drops out of the query. But a pre-scheduled email three may still queue for them.

Suppress recent buyers before that last send.

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When native wins

Under $2M GMV, with a list under 10K subscribers and no SMS: Shopify Messaging handles the full win-back sequence for free.

Klaviyo earns its fee when you need behaviour triggers, predictive scoring, or SMS in the same flow. That's not most DTC stores.

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Want the win-back template?

COMMENT WINEMAIL

I'll send it over. No forms, no spam.

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