

Ways to Use Klaviyo to Protect Your Sender Score

1. Audit Every Flow

Look at how many emails a user might receive if they enter multiple flows at once. Can you consolidate messages or introduce frequency caps? Make sure each touchpoint adds value and feels intentional.



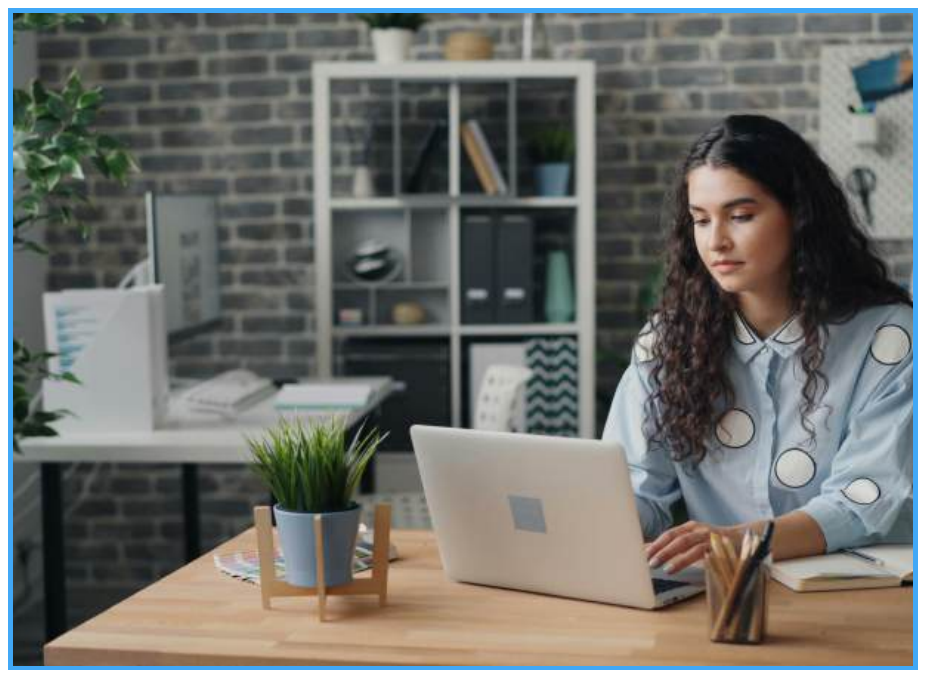
2. Segment Based on Engagement

Create filters that remove contacts who haven't opened or clicked in the past 30–60 days. Exclude these users from automated campaigns and put them into a re-engagement sequence instead. Engagement-based suppression helps keep your metrics clean and your sender score high.



3. Start Small and Scale with Caution

When you launch a new flow, send it to a small, engaged segment first. Monitor inbox placement, bounce rates, and engagement. If all metrics are positive, expand to broader segments slowly. This rollout style mimics natural email behavior and builds trust with inbox providers.



4. Test Before You Send

One of the best ways to prevent deliverability issues from automation is to utilize email deliverability software for Klaviyo users before launching a flow. These tools simulate inbox environments and test how major providers like Gmail, Outlook, and Yahoo will receive your emails. Using an email inbox checker to run a test can fix issues before they hurt your sender score and catch problems that may not be flagged.



5. Monitor Your Sender Reputation

Don't set it and forget it. Even well-designed flows can go stale. Monitor key indicators like open rates, spam complaints, bounce rates, and domain reputation. If you see a sudden drop in opens or a spike in complaints, pause the flow and investigate. It's easier to fix a small problem than recover from a full blacklist or blocked domain.

