

CRM Project Brief – Klaviyo Build for Yaksok

Prepared by: Paudelmar (Paula Andrade) – hi@paudelmar.com **Prepared for:** Luke Connelly – CRM Lead, Paudelmar engagement **Client:** Yaksok (Barcelona) **Engagement type:** One-month project, with potential retainer continuation **Start date:** [Date Luke begins work] **Integration deadline:** Tuesday, June 17, 2026 **Final delivery:** Tuesday, June 24, 2026

1. About Paudelmar

Paudelmar is a creative house leading strategy, creative direction and execution management for brands ready to build something distinctive. For this project, Paudelmar is engaging you as the CRM lead on Yaksok. You report to Paula. All scope, feedback, and direction flow through Paula.

2. About Yaksok

Yaksok is a Korean beauty brand based in Barcelona that blends Mediterranean and Korean rituals into a timeless philosophy of skin and self. The brand is led by founder Ani and is preparing to open its physical store on Enric Granados, Barcelona, in September 2026.

Brand voice to hold in every flow: - Editorial register closer to *Cereal Magazine* and *The Gentlewoman* than typical beauty - Silent luxury, considered, never loud - Sample is **welcome**, not **freebie** - No discount language anywhere - No anti-aging anxiety, no urgency timers, no "you deserve this" flattery - The customer is recognized, not flattered - Show the work, don't claim the values

Hero corridor pricing: €40–€100. Daily basics from €25.

What we never do in email: - "Limited time only" / countdown timers - "Don't miss out" / FOMO language - "Treat yourself" / flattery - Before/after imagery - Before/after language - "Yaksok believes / Our mission / We stand for..." – the brand emerges by inference from its choices, never declaration

3. Project Scope

You are responsible for building, integrating, and quality-assuring **9 Klaviyo flows containing 24 emails total**, plus the supporting list/segmentation architecture and the studio waitlist mechanism. Paudelmar has already developed the copy and editorial direction for these emails. Your job is to bring them live in Klaviyo, integrated with Shopify, with proper segmentation, triggers, timing, and QA.

The 9 flows

Acquisition & welcome 1. **Welcome series – new subscribers** (3 emails) – Triggered by newsletter signup. Establishes the editorial voice, introduces the curated shelf, includes welcome sample offer for first purchase. 2. **Studio waitlist welcome** (2 emails) – Triggered by waitlist signup. Postal code captured; segments separately for Barcelona (opening day priority), Spain, and EU.

Cart & checkout recovery 3. **Abandoned cart** (3 emails) – Triggered on cart abandonment. First email at 1 hour, second at 24 hours, third at 72 hours. 4. **Abandoned checkout** (2 emails) – Triggered on checkout abandonment. Tighter timing than cart: 30 min and 6 hours. 5. **Browse abandonment** (2 emails) – Triggered on PDP visit without add-to-cart. 24-hour and 72-hour cadence.

Post-purchase & retention 6. **Post-purchase – first-time customer** (3 emails) – Triggered on first order. Order confirmation upgrade, ritual/usage guidance, follow-up at day 14. 7. **Post-purchase – returning customer** (2 emails) – Triggered on repeat order. Lighter touch, deeper editorial. 8. **Winback – lapsed customer** (3 emails) – Triggered when no purchase in 90 days. Editorial reintroduction, not a discount push.

VIP 9. **VIP / loyalty** (4 emails) – Triggered on entry to VIP segment (spend threshold TBD with Paula). Early access, sample-with-purchase preview, store opening priority invitation.

4. Supporting Infrastructure (also in scope)

- **List & segmentation architecture:** primary list + segments for Barcelona / Spain / EU, VIP segment, lapsed segment, waitlist segments.
- **Studio waitlist signup form** – site embed + popup version, postal code capture, segment routing.
- **Sign-up form on site** – embedded properly, with newsletter copy provided by Paudelmar.

- **Shopify integration** – confirm all triggers fire correctly (order placed, cart abandoned, checkout abandoned, browse).
- **Transactional email upgrade** – order confirmation, shipping confirmation, and delivery confirmation styled to brand standard (these currently run on Shopify defaults; we want them moved into Klaviyo or styled to match if remaining in Shopify).
- **Sender domain authentication** – DKIM/SPF/DMARC setup, dedicated subdomain for sending if not already configured.
- **Sunset policy** – automated removal of disengaged subscribers after 180 days no activity.

5. Timeline & Milestones

Date	Milestone
Day 1 – kickoff	Klaviyo and Shopify access provided. Paula walks Luke through brand voice, copy library, and segment architecture.
Days 2-5	List structure, segmentation, and signup forms built. Welcome flows and studio waitlist flows built first.
Days 6-10	Cart, checkout, and browse abandonment flows built. Shopify trigger integration confirmed.
Days 11-14	Post-purchase, winback, and VIP flows built. Transactional emails upgraded.
Tuesday, June 17 – INTEGRATION DEADLINE	All 9 flows built and integrated. Luke confirms readiness for QA.
June 17-23 – QA week	Paula runs end-to-end QA across all flows. Test purchases, test signups, test cart abandonment. Luke fixes any issues raised.
Tuesday, June 24 – FINAL DELIVERY	All flows live, tested, and signed off. Project complete.

6. Deliverables Checklist

By June 24, the following must be confirmed:

- All 9 flows built in Klaviyo with correct triggers, timing, and content
 - All 24 emails formatted to brand standard with correct copy
 - Segmentation architecture live: Barcelona / Spain / EU / VIP / lapsed
 - Studio waitlist signup form embedded on site, capturing postal code
 - Newsletter signup form embedded on site
 - Shopify integration confirmed – all triggers fire correctly
 - Sender domain authenticated (DKIM/SPF/DMARC)
 - Transactional emails (order confirmation, shipping, delivery) styled to brand
 - Sunset policy active (180-day disengagement)
 - QA testing complete – Paula has tested each flow end-to-end and signed off
 - Documentation handoff – short loom or doc explaining how to maintain/edit the flows after launch
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7. Working Style & Communication

- **Direct line:** Paula is your only point of contact. Do not communicate directly with Ani or other Yaksok stakeholders.
 - **Daily check-ins not required.** Async is fine. Expect a midweek 30-min sync with Paula.
 - **Blockers:** flag immediately by message. Do not sit on a question for more than 12 working hours.
 - **QA week:** expect rapid back-and-forth between June 17–23. Plan availability.
 - **Access:** you will be given admin access to Klaviyo and limited admin access to Shopify. Treat all customer data with strict confidentiality.
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8. Payment Terms

- **Total project fee:** [€ amount as quoted]
- **50% upfront** to start work
- **50% on final delivery** (June 24, signed off by Paula)
- Invoicing through Paudelmar
- Payment terms: Net 7 from invoice date

9. Continuation Beyond June

If the project is delivered on time and to quality, Paudelmar would like to discuss a monthly retainer for ongoing Klaviyo management, flow optimization, segmentation refinement, and potential landing page / CRO work. Rate and scope to be discussed at project close.

Confirmed and accepted by:

Paula Andrade – Paudelmar Date: ____

Luke Connelly – CRM Lead Date: ____