



5 Klaviyo Segments Every DTC Alcohol Brand Should Build Before Peak Season

Don't wait until Q4 to activate your best customers. Here are the 5 high-impact segments you should build in Klaviyo *right now* — before your competitors do.

BEVALC E-COMMERCE

KLAVIYO STRATEGY

Prepared by Amazowl / intuila

Lapsed Gifters

Customers who bought gifts in the past 12–18 months but haven't purchased since. This is one of the most overlooked high-intent audiences in BevAlc — they've already proven they spend on gifting, they just need a timely nudge.

Klaviyo Filter Logic

Placed order **>180 days ago**

Has **"Gift"** in order notes OR purchased from Gift category

No orders in last 90 days

Campaign Strategy

"Missed you this gifting season..."

Trigger a win-back flow featuring limited-edition gift packs and urgency messaging:

- Personalised "it's been a while" subject lines
- Limited-edition gift packs as the hero offer
- "Last chance to order before summer entertaining" deadline copy

Seasonal Over-Indexers

Customers who spend **significantly more** during summer and Christmas periods — and are primed to do so again if you reach them early enough.

Klaviyo Filter Logic

Placed **2+ orders** in previous summer OR Q4

Average order value **30%+ higher** than yearly average

Last order was **in a peak season**

Campaign Strategy

Get ahead of the pack with **early access** to your summer entertaining range. Reach this segment **6–8 weeks before peak** with:

- "Beat the rush" urgency messaging
- Exclusive preview of seasonal collections
- Pre-order incentives and early-bird bundles

Single-SKU Loyalists

Your most reliably loyal customers — but with untapped revenue potential. They love one product deeply. The opportunity is to gently expand their world without disrupting the trust you've built.

Klaviyo Filter Logic



Campaign Strategy

| "Ready to discover your new favourite?"

A product discovery campaign designed to expand basket width without alienating loyal buyers:

- Curated sampler packs based on their hero SKU
- Bundle offers pairing their favourite with a complementary product
- Social proof: "Customers who love X also love..."

High-AOV Explorers

High-value customers who love trying new products and premium expressions. They're your most engaged, most profitable audience — treat them accordingly with exclusivity and insider access.

Klaviyo Filter Logic

- Average Order Value **>£85**
- Purchased **3+ different products** in last 12 months
- Opened **60%+ of recent emails**

Campaign Strategy

Make them feel like VIPs — because they are. This segment rewards exclusivity:

- First-to-know early access to new releases
- Exclusive tasting notes and maker stories
- A personal "**Connoisseur Club**" invitation to deepen brand loyalty

- ✓ High engagement rate = high deliverability. Protect this segment carefully.

Subscription Churners

Customers who cancelled or paused their subscription in the last 6 months. They weren't dissatisfied — life just got in the way. A well-timed, value-led win-back can bring a significant portion back into recurring revenue.

Klaviyo Filter Logic

Active subscription
cancelled/paused in last
180 days

No orders since
cancellation

Previously had **3+ successful** subscription orders

Campaign Strategy

"We miss having you in the club..."

A structured win-back flow built around genuine value and seasonal excitement:

- **20% off first 3 months** back as the hero incentive
- Showcase of new seasonal flavours they missed
- Flexible pause options highlighted to reduce re-churn risk

Want to Know Which Segments Are Missing From Your BevAlc Klaviyo Account?

Most DTC alcohol brands are leaving significant revenue on the table by not using these segments properly — or by not having them built at all.
The good news? It's fixable, fast.

What You'll Get

A full audit of your existing Klaviyo segments, gaps identified, and a prioritised build list tailored to your catalogue and customer base.

Beverage-Alcohol Focus

We're Amazowl / intulia - solely focused on BevAlc E-commerce: Marketplace | DTC | Retention

No Commitment

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