

Black Friday *email* with Product Agents

Seven agents for Klaviyo. Turn Black Friday buyers into customers who come back.

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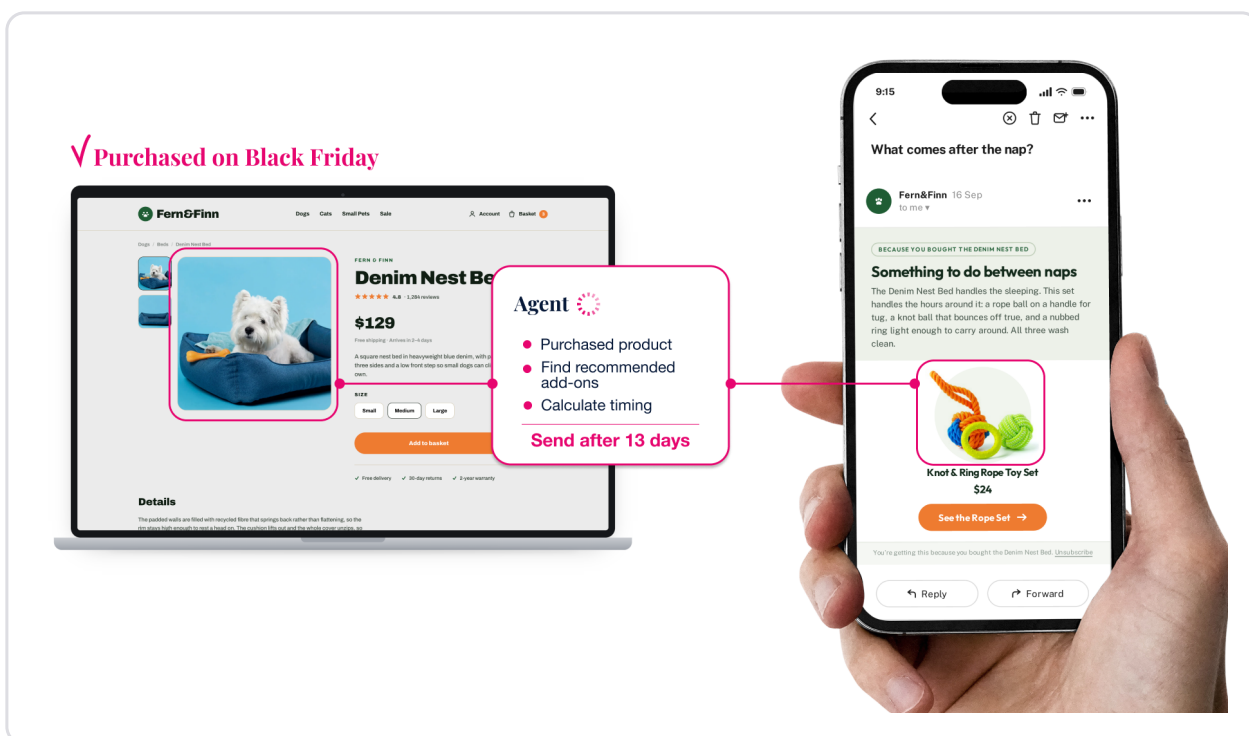
INTRODUCTION

What Product Agents do

Product Agents are Hello Retail's always-on AI agents for Klaviyo. They check every customer against every product and decide, per person, what is worth sending and when.

Black Friday is the week that asks for exactly that. Every price in your store moves at once, and no campaign calendar can work out who should hear about which change. Afterwards the agents keep working the buyers the week brought you, through December and January. You set them up once, and your campaigns and flows keep running as planned.

EXAMPLE · RECOMMENDED ADD-ONS, FROM PURCHASE TO SEND



WHAT THE AGENTS DO, ALL WEEK

01



Watch

Every customer in your list, against every product in your catalog, all day.

02



Decide

Which message lands best for this person: which product, what it says, and when to send it.

03



Send

Through your Klaviyo account, on your template, in your tone of voice.

THE OPPORTUNITY

Black Friday gives you new customers. How will you keep them?

Two-thirds of the people who buy from you that week have never bought from you before. Left alone, almost none of them come back next year.

WHAT THE WEEK GIVES YOU

A wave of new buyers

At the deepest discounts you will run all year, in an inbox where every other store is sending the same offer to the same people. Acquisition happens almost by itself. It is what the event is built to do.

WHAT KEEPING THEM TAKES

The right product, at the right moment

Which is a decision per customer, per product, taken again every day. A campaign calendar works on dates and a flow works on rules, so neither can make it. That is the whole job Product Agents do.

68% of Black Friday buyers had not bought from that store in the previous twelve months, and they brought in 67% of the weekend's revenue. Only about a third were customers the store already knew.

Source: Hello Retail report, *Why Black Friday is a retention event*, 2026

The week reliably delivers the introduction. What you do with those buyers afterwards is the part with the most room to improve, and it is the part almost nobody staffs.

**A campaign talks to a
segment. An agent
talks to a person.**

THE DIFFERENCE FROM AUTOMATION AS YOU KNOW IT

THE GAP

Why flows are not enough

The two flows most stores lean on to bring a customer back are the price drop trigger and the replenishment reminder. Both fire on a rule rather than on a person, and both miss most of the people they were meant to catch.

GAP ONE · PRICE DROP TRIGGER

🏷️ It only fires on the exact product

If the cream a shopper viewed never goes on sale, that intent dies quietly, even while a nearly identical jar sits in your sale at thirty percent off.

GAP TWO · REPLENISHMENT FLOW

🕒 One timer for a whole category

A travel size and a family size don't run out on the same day. The flow isn't wrong. It's the same rule applied to every product inside it.

EXAMPLE · WITHOUT PRODUCT AGENTS

ONE PRICE CHANGE

Face cream, now 30% off

FOUR AUDIENCES WHO WANTED TO KNOW



Viewed this exact cream

Trigger fires



Viewed a similar cream

Never hears



Bought this cream before

Never hears



Owns the cleanser it pairs with

Never hears

A classic price drop trigger reaches one of the four. The other three wanted to know too, and nothing tells them.

Seven agents, two families

Three work on what somebody already bought. Four work on what a price change makes newly worth saying. You choose which of them run.

-
- | | | |
|-------|--|---------------|
| 1 | Replenishment Reminder | POST-PURCHASE |
| | Predicts when a specific purchase runs out, based on how long each product actually lasts. | |
| <hr/> | | |
| 2 | Recommended Add-ons | POST-PURCHASE |
| | Suggests the product that logically follows a purchase, timed to land when it is useful. | |
| <hr/> | | |
| 3 | Alternative Picks | POST-PURCHASE |
| | Follows up with relevant alternatives when a shopper showed interest but didn't buy. | |
| <hr/> | | |
| 4 | Price Drop – Viewed Product | PRICE DROP |
| | Tells a shopper the exact item they looked at is now cheaper. | |
| <hr/> | | |
| 5 | Price Drop – Alternative Product | PRICE DROP |
| | Reaches shoppers who viewed something similar to what just went on sale. | |
| <hr/> | | |
| 6 | Price Drop – Complementary Product | PRICE DROP |
| | Flags a discount on something that pairs with what a customer already owns. | |
| <hr/> | | |
| 7 | Price Drop – Purchased Replenishment | PRICE DROP |
| | Alerts previous buyers when a product they repurchase goes on sale. | |
-

OVERVIEW

What happens in each phase

One setup in the autumn covers all three phases. What the agents do changes as the season moves. What you do is pick the discounts, once.

THE THREE PHASES

OCTOBER – NOVEMBER

PHASE ONE

Before Black Friday

- Learn who is browsing and buying
- Rank products by reachable audience

BLACK FRIDAY WEEK

PHASE TWO

Black Friday week

- Turn every price change into a trigger
- One discount, four kinds of buyer

DECEMBER – JANUARY

PHASE THREE

After Black Friday

- Work every order placed in the week
- Refills, add-ons and January price drops

Your part: connect Klaviyo once, switch on the agents that fit, then change your prices in November.

01

PHASE ONE • OCTOBER TO NOVEMBER

Build the list you'll keep

Identify the shoppers you can reach later, and plan your discounts on data rather than on gut feeling. If your agents are already running, the notes marked in pink say what changes for you.

Every signup becomes someone you can reach

The list you build in October is the list the agents work for the rest of the season.

You probably already run a pre-Black Friday signup push: join the newsletter, be first to hear about the deals. Keep doing it. It is the cheapest thing on this list, and it is what the whole season runs on.

What changes is what a signup is worth afterwards. Every new subscriber who browses your store becomes someone the agents can reach the moment a product they looked at drops in price, so the signup turns into a personal price alert instead of a ticket to one more mass campaign.

ALREADY RUNNING PRODUCT AGENTS?

The signup push is still the highest-return thing on your October list. Every new subscriber who browses your store becomes reachable the same day, with no extra setup.

They don't start from zero

The agents read the browsing and buying history your shop has already collected: who viewed what, who bought what, and any repeat patterns there are. So go live in November, and October's window-shoppers, the ones waiting for prices to move, are already covered.

Plan the discounts on reach, not gut feeling

Before you lock the discount list, the **Price Drop Potential dashboard** shows you where the demand already sits. It ranks your products by how many customers a price drop email could actually reach, and puts an estimated revenue figure next to each.

Current Assumptions
 Live Email Coverage 10% ⓘ Est. Permission Rate 20% ⓘ Est. Conversion Rate 2% ⓘ Live AOV 80 EUR ⓘ Last updated 2 minutes ago

PawPlus ⓘ Any Hierarchy ⓘ Search by name or SKU ⓘ

Product ⓘ	All messages ⓘ ⓘ	Purchased Replenishment ⓘ ⓘ	Viewed Product ⓘ ⓘ	Alternative Product ⓘ ⓘ	Complementary Product ⓘ ⓘ	Est. Revenue ⓘ ⓘ
 Chicken & Rice Dry Dog Food 15kg	7,400	1,100	3,200	2,400	700	10,720 EUR
 Orthopedic Dog Bed Large	6,900	0	3,800	2,600	500	10,240 EUR
 Tuna Pâté Wet Cat Food 24-pack	6,580	980	2,900	2,100	600	9,568 EUR
 Monthly Spot-On Flea Treatment Dogs	5,450	850	2,400	1,800	400	8,080 EUR
 Programmable 6-Meal Auto Feeder	5,100	0	2,800	2,000	300	7,680 EUR
 Puppy Starter Dry Food 8kg	4,710	560	2,000	1,800	350	6,496 EUR
 Sisal Cat Scratching Post	4,280	0	2,300	1,700	280	6,400 EUR

The reach behind every product is counted three ways:

A



Viewed but didn't buy

People who looked at the product and left.

B



Previous buyers

Customers who could buy it again.

C



Interested in alternatives

Shoppers browsing similar products who might switch.

The dashboard doesn't change prices and doesn't send anything, so you know where the demand is before the discount exists. If you run promotions funded by your brands, the brand filter makes that conversation concrete. It is available to every Hello Retail customer, with or without a Product Agents subscription.

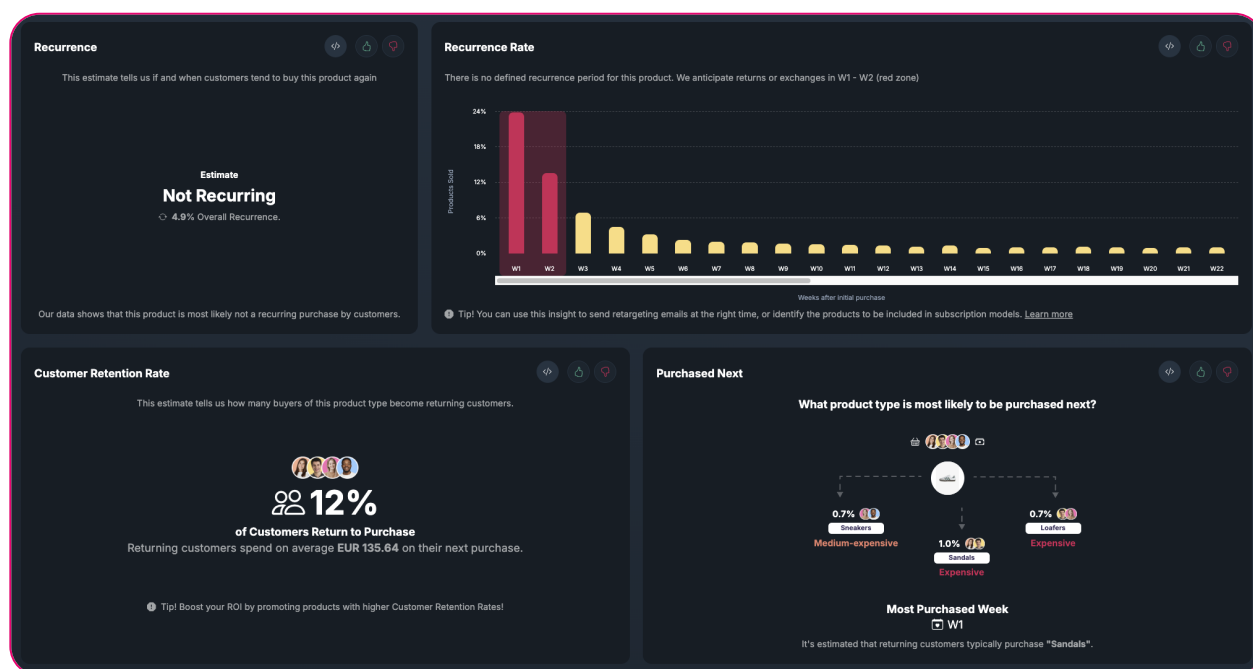
ALREADY RUNNING PRODUCT AGENTS?

This is the page to work in October. Build this year's discount list from the reach numbers rather than from last year's list.

Nothing to train before you start

Product Intelligence, our AI, already knows how your products relate and how they sell, before it sees a single one of your customers. That is why there is no learning period to plan around. Switch the agents on in October and they can decide who should hear about what on the first day.

What Product Intelligence reads from a single product, before anyone has visited your shop.



Try it on your own catalog at explorer.helloretail.com: paste almost any product URL and see what the AI reads from it.

ACTION

Switch the agents on. There is nothing to wait for, and no head start you have already missed.

02

PHASE TWO · BLACK FRIDAY WEEK

The week itself

Every price change becomes individual emails. Your campaigns run untouched.

One discount, four audiences

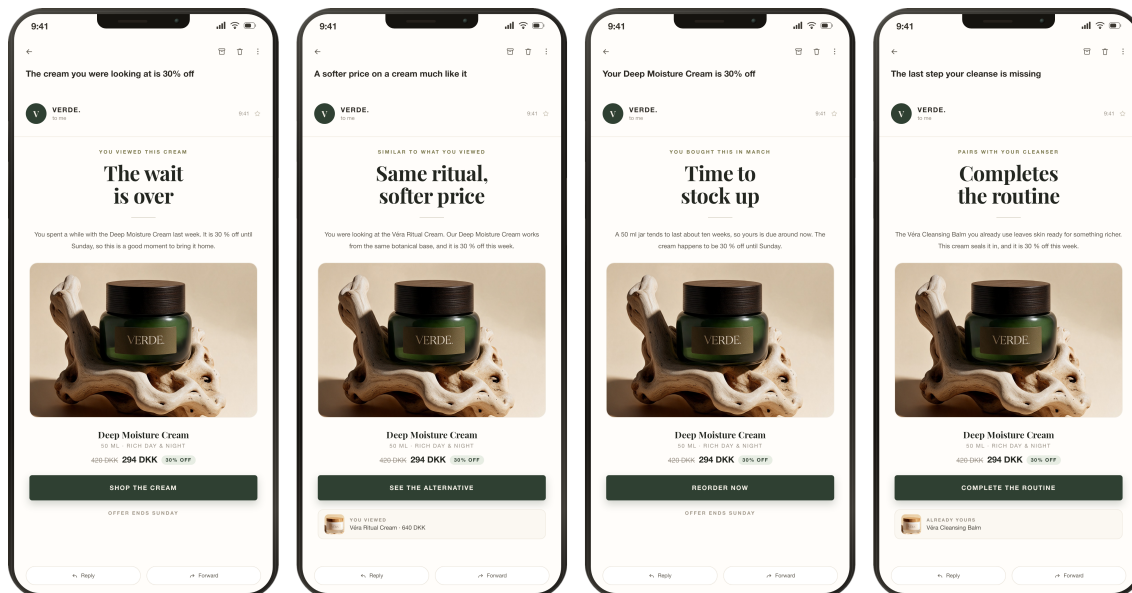
You change the prices, which you were doing anyway, and the agents work out who should hear about which product. A classic trigger notifies one group per discount. Product Agents turn the same discount into four.

EXAMPLE · WITH PRODUCT AGENTS

THE SAME PRICE CHANGE

Face cream, now 30% off

THE SAME FOUR AUDIENCES, ONE EMAIL EACH



**Price Drop –
Viewed Product**

**Price Drop –
Alternative Product**

**Price Drop –
Purchased Replenishment**

Recommended Add-ons

Four different emails, from one discount you were applying anyway.

One agent email per person per day

Several agents can qualify for the same customer on the same day. This is what decides which message gets sent, and what stops the rest.

One hard cap sits above all of them: a person gets one agent email a day, however many agents qualify. It is always on. You can layer stricter caps of your own on top of it, and when several agents want the same customer on the same morning the most relevant message is the one that goes out, while the rest either wait or reschedule themselves for the next good window rather than piling into the same inbox. Any agent can be paused, and started again, with the same toggle.

EXAMPLE · ONE CUSTOMER, ONE DAY

Four agents qualify

Same customer, same day



Replenishment Reminder



Price Drop – Viewed



Recommended Add-ons



Price Drop – Alternative



Coordination

Every qualifying message is ranked for relevance, then the cap is applied.

**1 per person,
per day**

One is sent

The most relevant one



**Price Drop –
Viewed**

The other three don't send, or are automatically rescheduled for the next best window.

ACTION

Leave the hard cap alone unless you want it stricter. Everything else on this page is already decided for you.

03

PHASE THREE · DECEMBER AND JANUARY

Turn the buyers into loyal customers

The agents work every Black Friday order on their own, with no extra setup and no segment to build.

At any given store, only 4% of this year's Black Friday customers had also bought there the Black Friday before. The days after Friday are the cheapest re-engagement window of the year, when your newest customers are still paying attention and most stores have gone quiet.

Source: Hello Retail report, *Why Black Friday is a retention event*, 2026

PHASE THREE

Turning Black Friday buyers into repeat customers

Black Friday brings in the largest wave of first-time buyers of the year, at your thinnest margins. Whether the week was worth it gets decided in the months after.

Four of the seven agents, working every Black Friday order:



Replenishment Reminder

Refill timing read from the actual order, not a fixed schedule.



Recommended Add-ons

The product that follows the one they bought, timed to land when it's useful.



Alternative Picks

Follows up the shoppers who browsed during the peak but didn't buy.



Price Drop – Purchased Replenishment

January's sale reaches November's buyers, with no segment to build.

EXAMPLE

One Black Friday order, three follow-ups

NOVEMBER

DECEMBER

JANUARY

FEBRUARY



The order

An espresso machine and two bags of beans, bought on Black Friday.



Recommended Add-ons

The descaler, once the machine has been used a few times.



Price Drop

The January sale reaches the beans they already repurchase.



Replenishment Reminder

The beans run low. Timed to that order, not to a fixed delay.

The customers who came back put 65 to 80% more items in each order than new customers, and their typical order was worth about a quarter more.

Source: Hello Retail report, *Why Black Friday is a retention event*, 2026

SUMMARY

One setup, a whole season of work

Phase	What the agents do on their own	What you do
Before October – November	Identify shoppers, build up view and purchase history, and show where a discount would reach the most people	Connect Klaviyo once, switch on the agents that fit, pick discounts using the reach data
Black Friday week	Turn every price change into individual emails to four kinds of buyers, with sends prioritized and capped automatically	Change your prices. Run your campaigns as planned.
After December – January	Work every Black Friday order: refill timing, add-on suggestions, follow-ups, January price drop alerts	Nothing. Watch it in the dashboard.

Does this fit your catalog?

Product Agents run on Klaviyo, so that's the first requirement. Beyond that it comes down to two questions: do your prices move, and do your products get bought again?



Beauty & personal care

Predictable run-out cycles, in a category where a price drop triggers a stock-up



Health & wellness

Supplements, vitamins and protein run on monthly cycles, and buyers respond to price moves



Pet care

Food, treats and litter: high volume, very predictable repurchase timing



Food & beverage

Coffee, snacks and beverages: the empty pantry is predictable, so the refill can be too



Baby & child

Diapers, wipes and formula: high necessity and extreme predictability



Electronics & accessories

Large catalogs where price is the primary mover



Home & garden

Heavy window-shopping, where a drop on a tracked item converts high-intent browsers

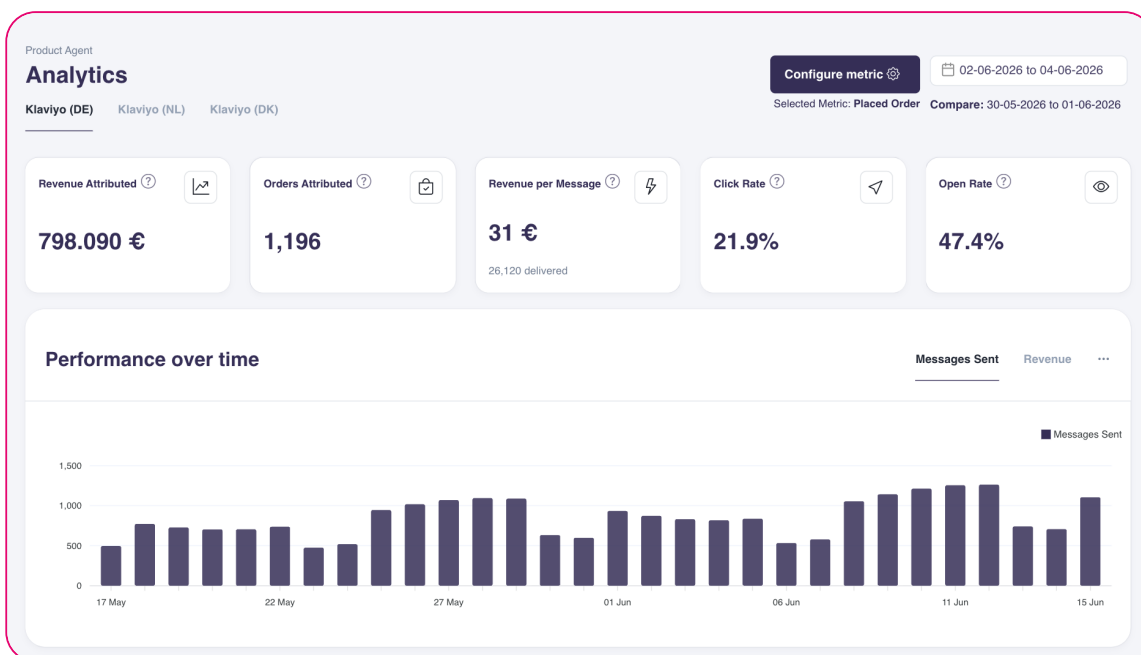
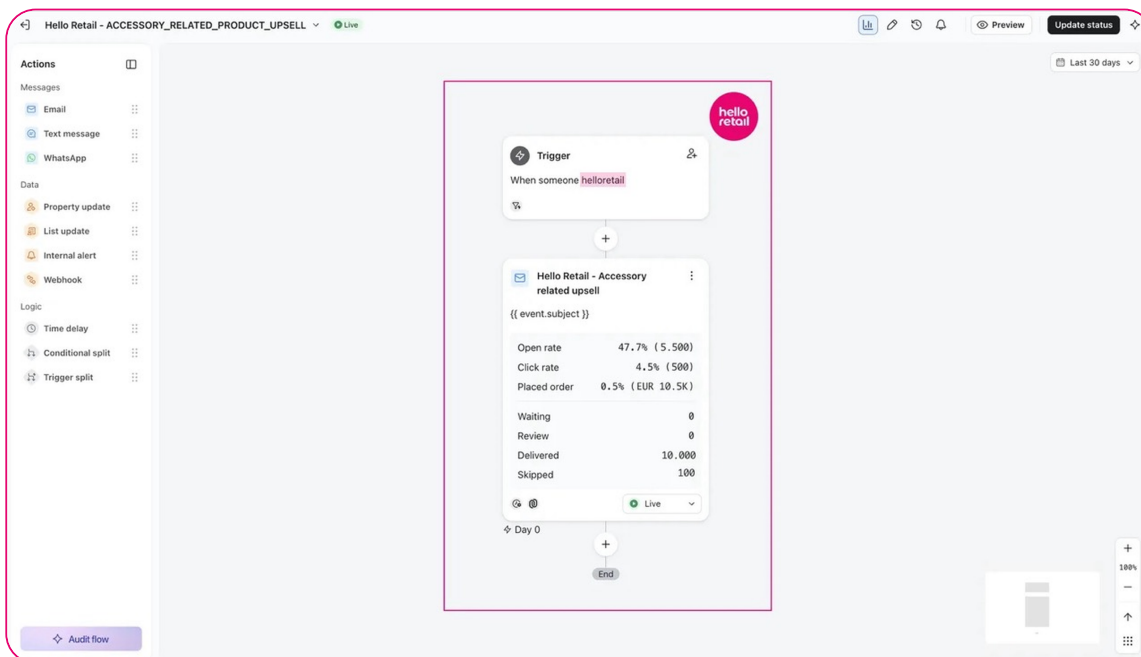


Fashion

Browse-heavy, price-sensitive, and one of Black Friday's biggest categories

Where the work shows up

Nothing new to learn. The agents appear as flows in the Klaviyo account you already use, and what they did shows up in your Hello Retail dashboard.

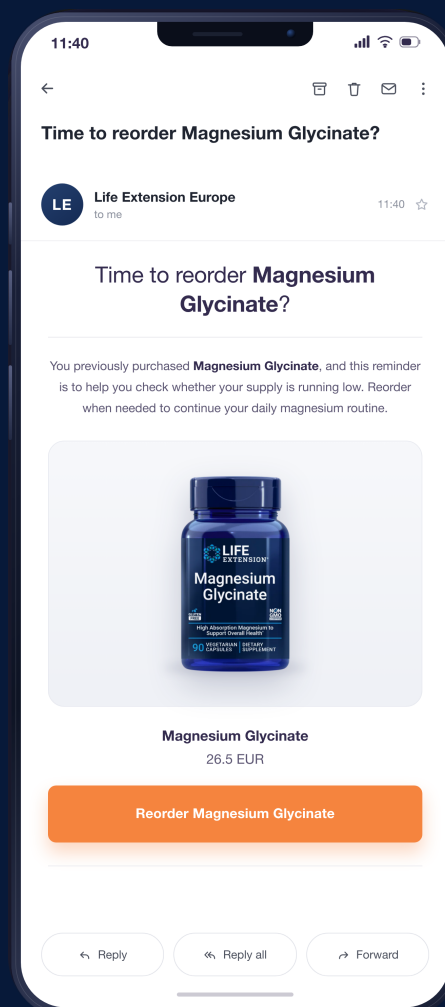


CUSTOMER

They're running in the background, bringing in *solid, quiet revenue* that we would have lost otherwise.

Mathilde Egede

CRM & Loyalty Manager, Life Extension Europe



The short version

The week brings you the buyers. The agents are what bring them back.

Set up once, in an afternoon. Before Black Friday the agents build the audience your discounts can reach, and the dashboard shows you where to point them. During the week they turn every price change into individual emails while your campaigns run untouched. Afterward they work every order the week produced, which is where the event is actually won.

What stays in your control



Full visibility

Every scheduled, sent and skipped message, with a preview of what it said.



Your templates and voice

From a preset or one you write yourself.



Test freely

Test sends cost nothing and reach no customers.



helloretail.com

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Product guide | September 2026