

Prepared for: Copper & Pine Candle Co. (synthetic demo client)

Billing platform: Klaviyo · Audit date: 2026-07-11 · Next recount: Aug 8

Projected monthly saving

\$345

How: your list holds 48,213 profiles; 28,472 have no opens, clicks, or orders in 12+ months. Suppressing them before the recount moves you from the 50k tier (\$720/mo) to the 20k tier (\$375/mo). Suppressed profiles are free – per Klaviyo's own help center.

BUCKET	PROFILES	ACTION
Engaged (180d)	14,624	kept
Drifting (180-365d)	3,484	kept
Protected: buyers/new/sunset	1,633	kept
Ghosts (365d+)	28,472	suppress

Guardrails your agency enforces:

- No one who bought within 365 days is touched.
- No signup younger than 60 days is touched.
- Sunset-flow members finish the flow first.
- Checkout-start = automatic restore (90-day lock respected).

12-month projection, this client



Assumes list regrowth $\approx$ suppression cadence (steady-state). Projection, not a promise; the client's Savings Ledger shows realized figures every cycle.

Agency plan: \$199/mo · 10 clients · your logo on every report

This sample uses the Ghostfee demo dataset end-to-end.