01 SET THE RULES

Give every flow an exit.

Start from the filled workbook plan. Replace the green cells with your store rules, then test the collisions before scaling.

Keep four decisions visible: why the shopper enters, what is checked before a send, what ends the journey, and who answers a reply.

Flow and entry	Before sending	Exit, reply and re-entry
Welcome New SMS subscriber	No purchase or open service question	Purchase or move to a more relevant conversation Reply: Retention owner Re-entry: Once per new-subscriber event
Browse reminder Eligible product browse	No checkout, purchase, or unresolved question	Checkout begins or purchase Reply: Retention owner Re-entry: Use actual platform guardrails
Cart recovery Eligible checkout started	No completed order; current cart context still useful	Purchase or cart no longer relevant Reply: Sales or inbox owner Re-entry: Choose for the store and platform
Post-purchase Completed order	Message serves this order; no duplicate request	Task completed, cancelled order, or new support case Reply: Customer care Re-entry: Order-specific policy
Replenishment Expected consumption point	Timing fits product and repeat-order history	Repeat order or shopper says not needed Reply: Retention owner Re-entry: Reset from actual repeat purchase
Win-back Chosen inactivity condition	No recent purchase or open support issue	Purchase, reply, or policy limit Reply: Retention owner Re-entry: Choose and test a store policy
Campaign Approved audience and launch	No higher-priority unresolved need or recent relevant send	Campaign completes or audience no longer eligible Reply: Campaign owner Re-entry: Per campaign, with channel policy

Completion check

Every active flow has an owner, exit condition and a recorded test outcome distinct from the expected result.

02 RUN THE COLLISIONS

Test what really happens.

Use test contacts. Keep the expected behavior and the observed result in separate workbook columns.

Create this condition	Check this behavior
Purchase after cart entry An order arrives while a cart reminder waits	Cancel the cart reminder
Purchase before later browsing A recent buyer browses another product	Apply recent-buyer entry rule; do not rely on an old cancellation event
Repeated product views The same shopper triggers multiple entries	Confirm entry policy and per-message suppression separately
Long flow, short re-entry 28-day journey with 14-day re-entry from entry time	Inspect simultaneous journeys on days 14 to 28
Shopper asks a new question A reply arrives before the next promotion	Assign an answer owner; pause conflicting promotion under store policy
Changed frequency setting The rule changes while contacts are waiting	Verify behavior for existing and new contacts separately
Skipped SMS A message is skipped by a channel sending limit	Log skipped status, do not assume it was automatically deferred

Record the observation

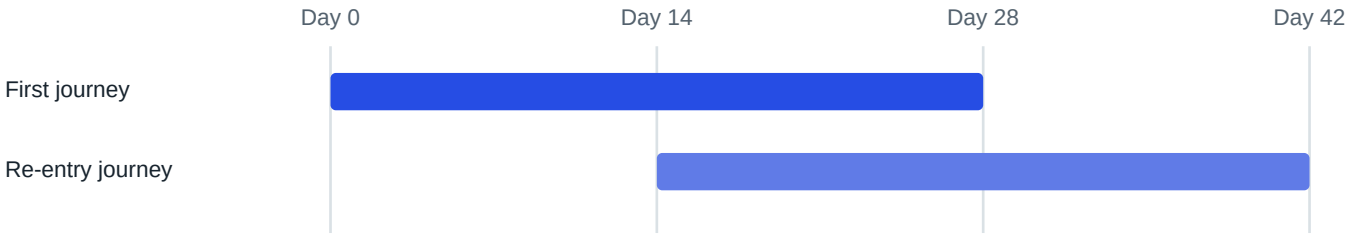
In the green result cell, capture the actual outcome, contact, test date and evidence. Keep “Not yet tested” until the test has run.

03 CHECK THE PLATFORM

Separate the control jobs.

A delivery cap, an entry rule and an exit condition can act at different points in the same journey.

Worked timing input



Inspect overlap on days 14 to 28

A 28-day journey and 14-day re-entry measured from entry time can leave two journeys active. These are worked inputs. Set cadence from your store and platform policy.

Source	Vendor-specific behavior
Klaviyo Smart Sending	Delivery caps are separate from entry, per-channel, and skipped messages are not automatically rescheduled.
Klaviyo repeat entries	Re-entry criteria control new entries, not other messages already waiting in an existing entry.
Postscript flow guide	A purchase before entry does not cancel later browse entry, so recent-buyer qualification can still be needed.
Omnisend workflow settings	Audience filters at entry differ from continuously checked exit conditions.
Omnisend Frequency	Frequency is measured from entry; Skip Contacts addresses cross-workflow overlap.

The seven-flow plan is an example for adapting to one store. Use each vendor note within its stated scope.

Schedule a call with Zobi