



FM

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Premium Workflow

A practical guide – step by step

Onboarding Email Sequence

Run behavior-based onboarding emails: trigger sequences from user events and personalize content automatically.

MARKETING & CRM

ADVANCED

ABOUT 2 HOURS SETUP

OVERVIEW

Onboarding Email Sequence

Run behavior-based onboarding emails: trigger sequences from user events and personalize content automatically.

CATEGORY	DIFFICULTY	DURATION
Marketing & CRM	Advanced	About 2 hours setup

What you use it for

SaaS teams improving activation and retention.

Tools in this workflow

Resend Email API · Supabase · n8n · OpenAI API

How to implement it

1

Capture signup events

Capture user sign-up data to measure interest and engagement. This event serves as the starting point for targeted onboarding emails.

WHAT YOU NEED TO DO

1. Create a new table 'signups' in Supabase with fields for user ID, email, and sign-up date.
2. Integrate the Supabase API into your sign-up page to capture data at every sign-up.
3. Use Webhooks in Supabase to trigger events when new entries are added to the 'signups' table.

CHECK AT THE END

- [] The 'signups' table is created in Supabase.
- [] Webhooks are correctly configured and trigger on new sign-ups.

RESULT

User sign-ups are successfully captured in Supabase.

2

Segment users by behavior

Analyze user behavior to segment users and create personalized content.

WHAT YOU NEED TO DO

1. Create a new table 'user_behavior' in Supabase with fields for user ID and behavioral metrics.
2. Develop an n8n workflow that segments users based on behavioral data.
3. Use SQL queries in Supabase to analyze and segment user behavior.

CHECK AT THE END

- [] The 'user_behavior' table is created in Supabase.
- [] The n8n workflow for segmentation is active and correctly configured.

RESULT

Users are segmented based on their behavior.

3

Trigger email sequences

Activate automated email sequences based on user event tracking to improve the user experience.

WHAT YOU NEED TO DO

1. Configure the Resend Email API with your API key.
2. Create a workflow in n8n that triggers email sequences for specific user events.
3. Define email templates in the Resend Email API for different user segments.

CHECK AT THE END

- [] The Resend Email API is correctly configured.
- [] Email templates are defined for all segments.

RESULT

Automated email sequences will be triggered on user events.

LINKS

4

Personalize content with AI

Use AI technologies to personalize email content based on user preferences and behavior patterns.

WHAT YOU NEED TO DO

1. Create an OpenAI API key in the OpenAI dashboard
2. Integrate the OpenAI API into your n8n workflow for generating personalized content.
3. Define parameters for personalization based on user segments.

CHECK AT THE END

- ☐ The OpenAI API key is created and integrated.
- ☐ Personalized content is generated correctly.

RESULT

Email contents are personalized based on user behavior.

LINKS

OpenAI API: <https://platform.openai.com/docs/api-reference>

5

Track activation metrics

Monitor activation metrics to evaluate the success of onboarding emails and make necessary adjustments.

WHAT YOU NEED TO DO

1. Create a new table 'activation_metrics' in Supabase for metrics like open rate and click-through rate.
2. Integrate tracking parameters into email links to track user interactions.

3. Create reports in Supabase to analyze the effectiveness of email campaigns.

CHECK AT THE END

[] The 'activation_metrics' table is created in Supabase.

[] Tracking parameters are integrated into all email links.

RESULT

Activation metrics will be successfully monitored and analyzed.

RECOMMENDED TOOLS & RESOURCES

Recommended Tools & Resources

All tools in this workflow with their official website.

Resend Email API

<https://resend.com/?ref=flowmatrix>

Official URL

Supabase

<https://supabase.com/?ref=flowmatrix>

Official URL

n8n

<https://n8n.io/?ref=flowmatrix>

Official URL

OpenAI API

<https://platform.openai.com/?ref=flowmatrix>

Official URL

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