Email marketing table stakes

Everything you need to know to excel at email marketing

Omni

ONLINE STRATEGIES

klaviyo

1

Why email?

Why email?

3.9B — Daily email users

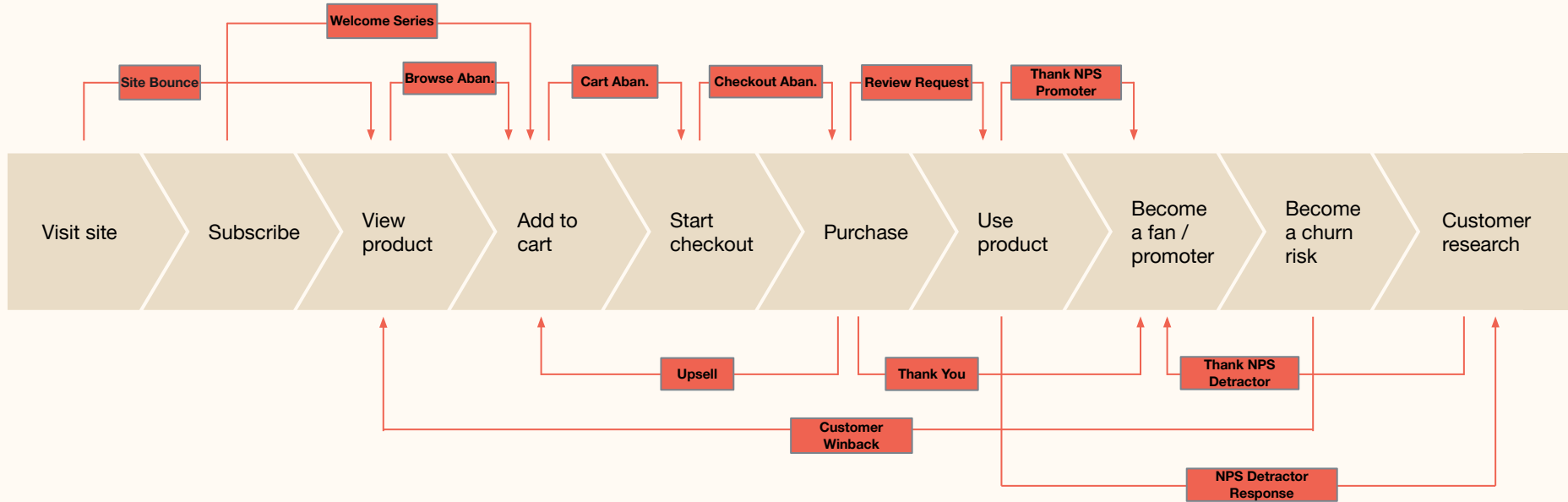**3x** — Higher conversion rates than social media

122% — Average ROI

Source

The 5 key use cases

1. **Grow subscriber lists & convert first time shoppers**

2. **Recover abandoned sessions**

3. **Nurture customers post-purchase**

4. **Engage your best customers**

5. **Drive incremental revenue through campaigns**

The customer journey visualized

Why Klaviyo?

Data consolidation and easy attribution

Leverage all of your Klaviyo data to send the right message, using the right channel, at the right time.

Loyalty

Sign-up Forms

Analytics

Segmentation

Preferences

Social

Email

Ecommerce

klaviyo

Surveys

Customer Support

Order Fulfillment

Reviews

Onsite Personalization

SMS

Database

Your getting started in Klaviyo checklist:

- **Integrate your ecommerce platform with Klaviyo**
  - Shopify, BigCommerce (Blueprint or Stencil Theme), Adobe Commerce (formerly Magento), WooCommerce, Salesforce Commerce Cloud, Prestashop, Other

- **Integrate, or import data from, your previous email service provider ot stand-alone tool:**
  - Email: MailChimp, Constant Contact, Bronto, HubSpot, Listrak, Sailthru, Salesforce Marketing Cloud, Campaign Monitor
  - SMS: Attentive, Postscript, Emotive, Retention Rocket, SMSBump, Other
 - Upload your data via CSV

2

**Basic use cases:
Crawl**

Email beginner checklist

The essentials to any email program:

- ❏ Collect email consent via sign-up form and at checkout
- ❏ Set up a welcome series flow
- ❏ Set up a checkout abandonment flow
- ❏ Set up a browse abandonment flow
- ❏ Set up at least one post purchase flow
- ❏ Begin sending email campaigns like: product promotions, highlight new products or collections, promotion local or virtual events
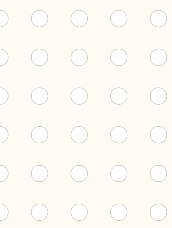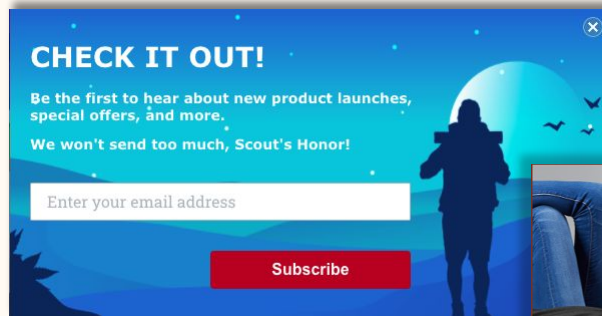
Subscriber acquisition

Pop-up or flyout forms

Signup forms are a **crucial part of your on-site acquisition.**

Always **be specific** about what type of communication your subscribers will receive from your brand, including any discount offers or incentives.
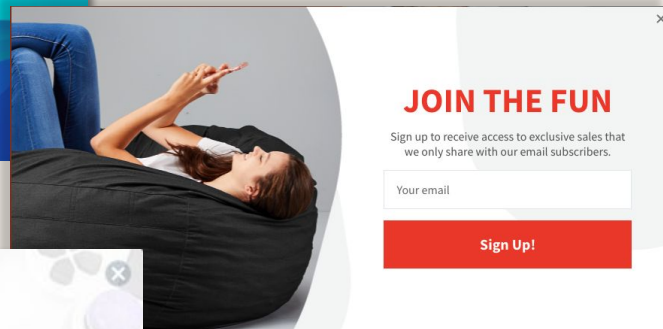
Embedded forms

In addition to your pop-up or flyout form, you should give your site visitors **another opportunity to subscribe** to your email list via an embedded form at the footer of your website.

The Klaviyo form library

Collect email consent at checkout

You should also collect email subscribers during the checkout experience on your site. Klaviyo's integrations with ecommerce platforms like BigCommerce, Magento 2, Shopify Plus, Prestashop, and WooCommerce allow you to quickly and easily take advantage of this option.

Email segmentation

Your engaged segment

Sending to engaged subscribers is a **fundamental rule of good email marketing.**

If you don't, you put your sender reputation and deliverability at risk.

Here is how to create an engaged segment.
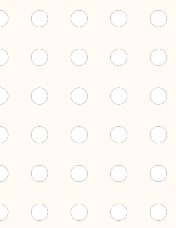
Email flows and automations

Klaviyo's flow library

Flows, Klaviyo's automations, make it easy to **initiate and nurture relationships** with your subscribers and customers over the course of their lifecycle.

By using the pre-built library of Flows, you can **automate messages that will help grow your business**, without losing any of the personalization and relevancy needed to build strong customer loyalty.

Getting started with flows
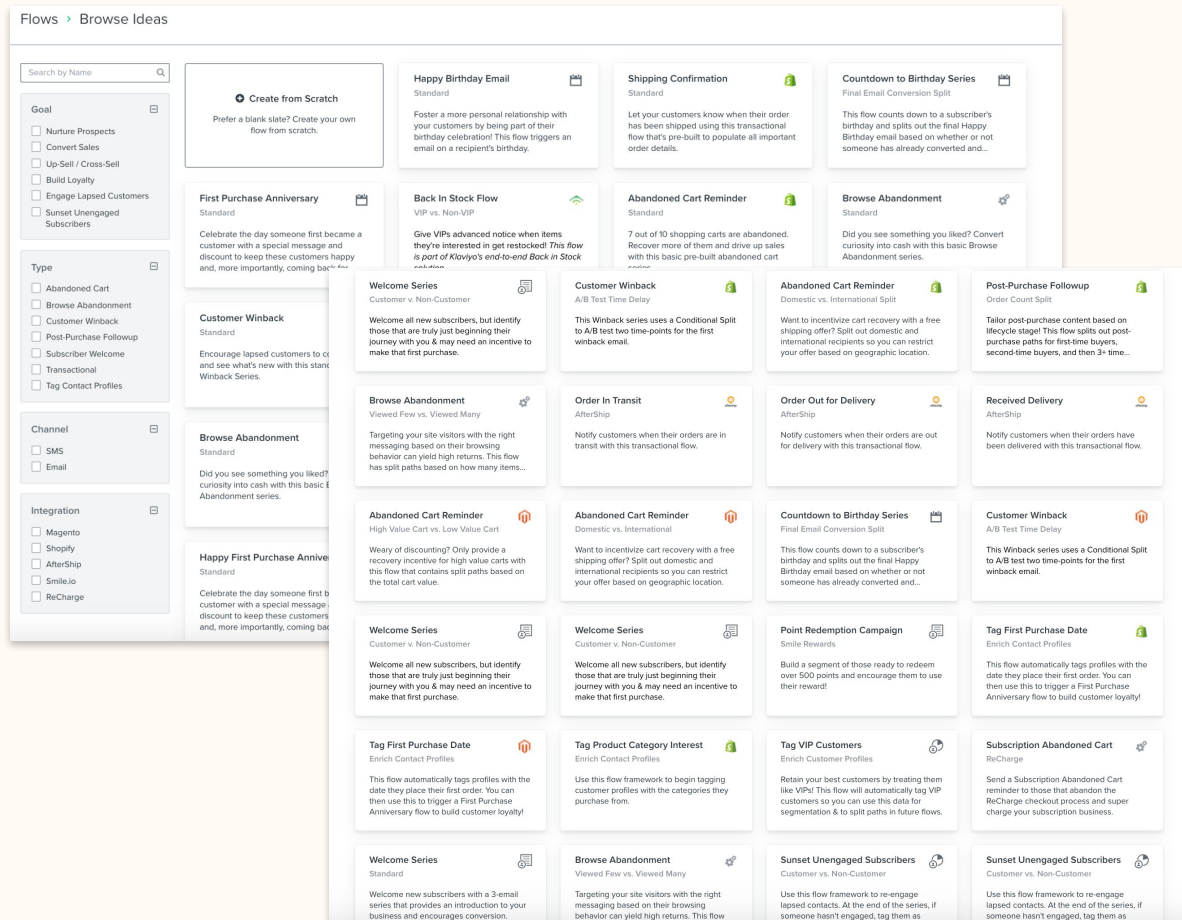
The welcome series flow

A welcome series is a sequence of messages sent directly after someone signs up to hear from your brand.

This is a **critical moment in the customer lifecycle** because it's your opportunity to introduce new, interested prospects to your business and product offering.

Learn more about welcome series emails.
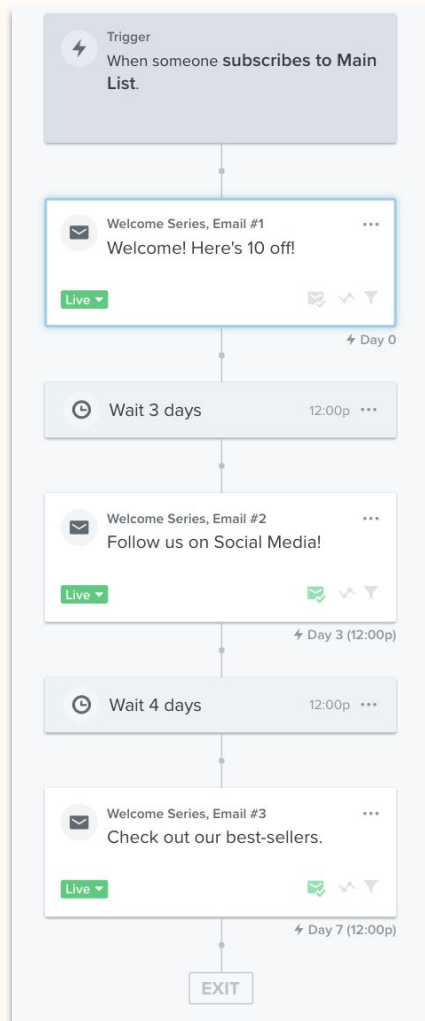
The trigger for your Welcome Series will always be when someone subscribes to your primary list (whichever list you have selected when building your signup forms)

The first email should always be sent immediately (no time delay)

A welcome series is a crucial automation, and Klaviyo provides a pre-built welcome series out-of-the-box. You will find an example welcome series flow listed in the Flows tab of your account. If you want a more advanced welcome flow, you can browse different ideas in our Flow Library.

Our pre-built Welcome Series Flow includes three email touches

Welcome series examples (Email #1)
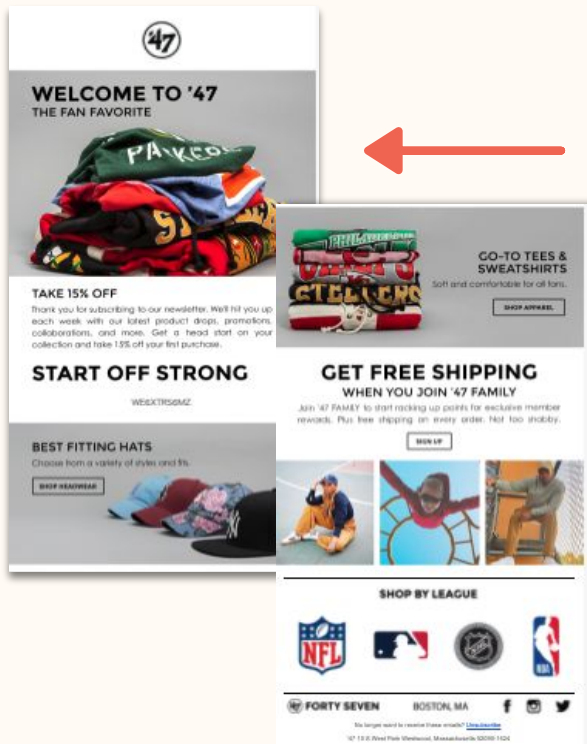
If you have offered a discount or incentive on your website signup form, send the coupon code in your initial Welcome Series email.

You can also use Klaviyo's dynamic coupon codes to generate a unique code for each recipient.
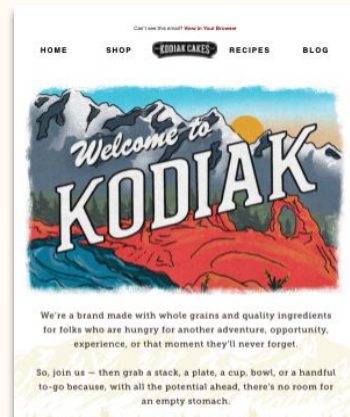
If you are not offering a discount or incentive, use your initial email to introduce your brand and highlight popular, or recent, products.

You can use Klaviyo's product recommendations to automatically insert relevant products into your email template.
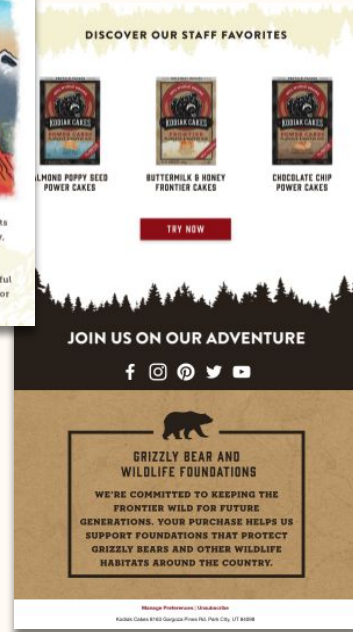
The abandoned cart flow

The average cart abandonment rate is approximately **70%**. It jumps to **over 85%** for those shopping on mobile phones.

Ecommerce brands may lose up to **$18 billion** in yearly sales revenue from abandoned carts.

Learn more about abandoned cart emails
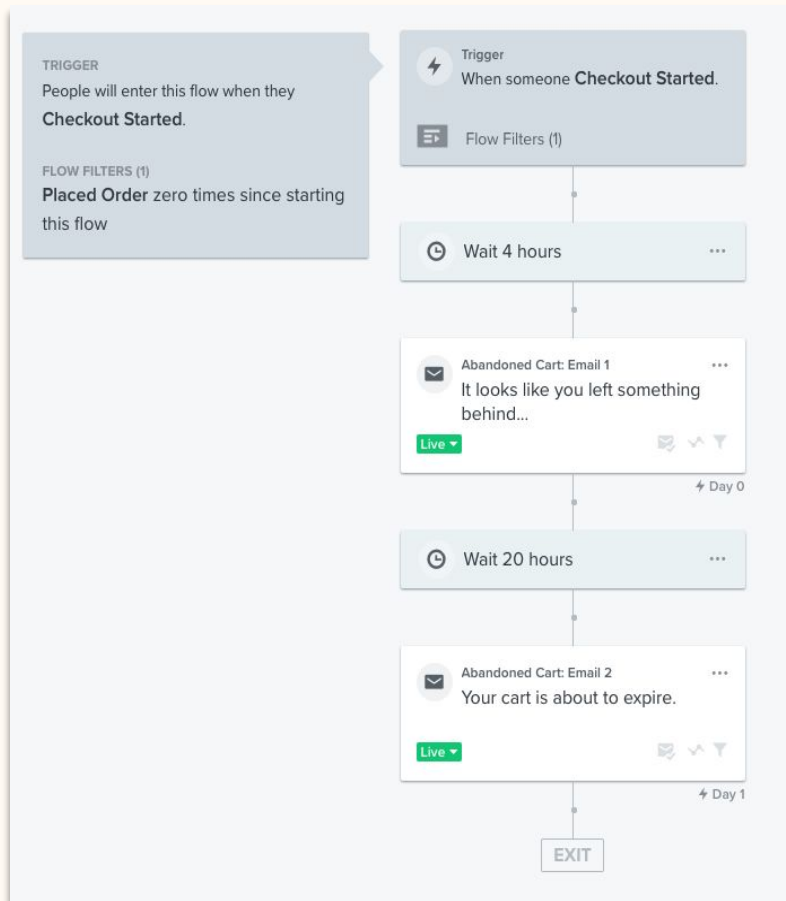
The trigger for your Abandoned Cart Flow will be when someone starts checkout. Klaviyo's Flow Filters ensure that anyone who purchases will be removed from this flow.

The first email should always be sent with a time delay.

An abandoned cart is another crucial automation, and Klaviyo provides a pre-built welcome series out of the box. You will find an example Abandoned Cart Flow listed in the Flows tab of your account. If you want a more advanced Abandoned Cart Flow, you can browse different ideas in our Flow Library.

Our pre-built Abandoned Cart Flow includes two email touches

Abandoned cart email examples
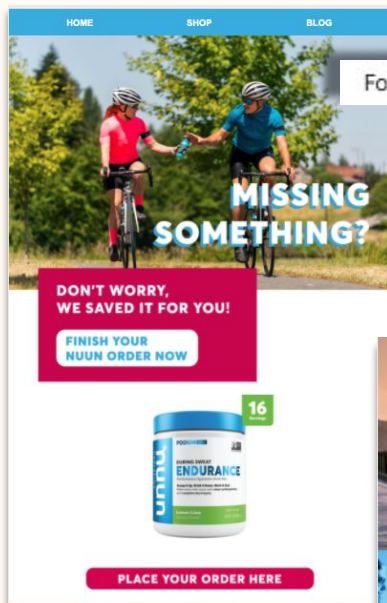
Forget something? ⤵

Create a sense of urgency to help drive conversions (i.e. "Your cart is about to expire")

Holy dehydration! Your cart is about to expire! ⤵

Dynamic blocks, built into Klaviyo's email templates, show the entire content of the recipient's cart
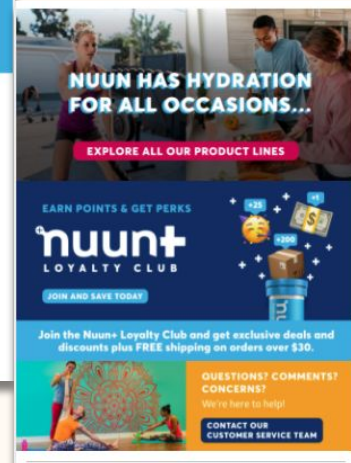
Always add a (CTA) link to your store. This link should lead directly to a product, collection, or cart.

The browse abandonment flow

Browse abandonment emails are triggered when a site visitor **views a product page** and does not start or complete a checkout.

92% of the people who visit your website for the first time aren't there to purchase.

Learn more about browse abandonment emails.
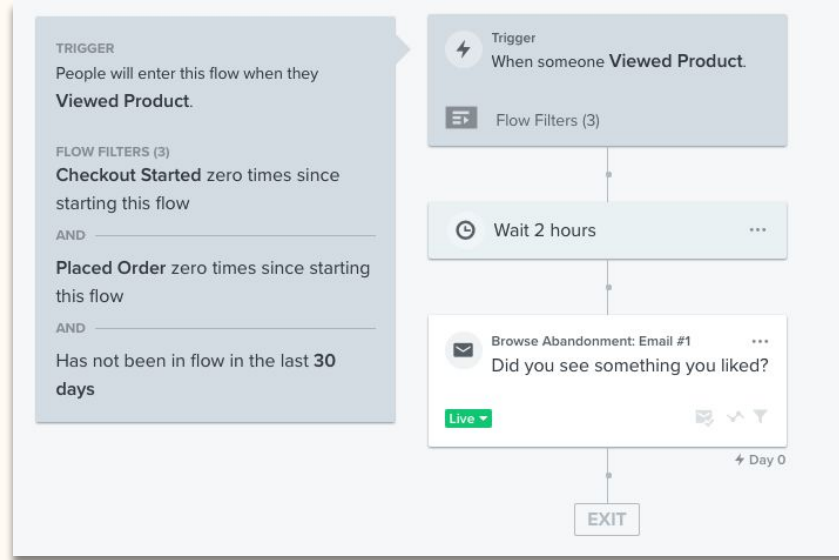
Klaviyo's pre-built Browse Abandonment Flow includes filter logic to exclude site visitors who begin the checkout process or make a purchase, as well as those who have received a browse abandonment email in the last 30 days to avoid repetitive sends

Our pre-built Browse Abandonment Flow includes one email touch

Visiting a product page doesn't quite indicate the same level of interest as adding an item to a shopping cart and beginning the checkout process, so we recommend making your browse abandonment emails a "lighter touchpoint" than your abandoned cart flow

Browse abandonment email examples
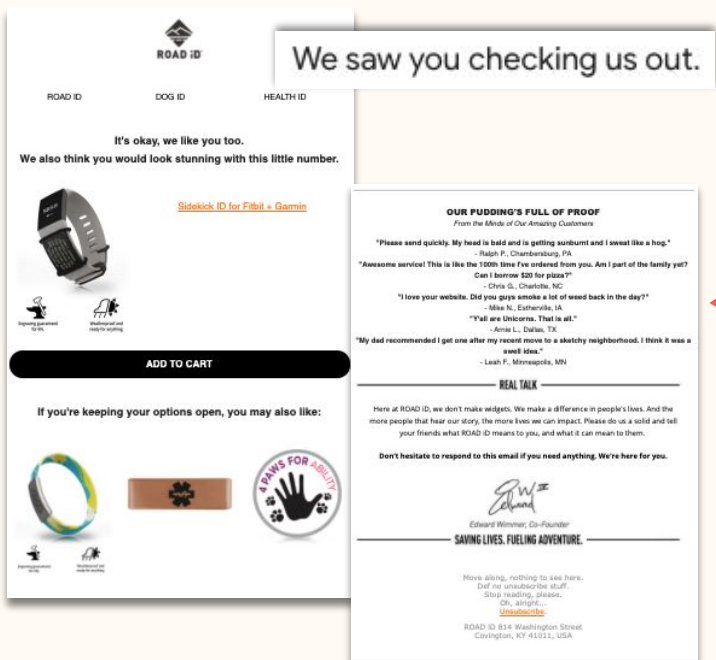
Including product reviews and customer testimonials offers "social proof" for your prospective customers, encouraging them to purchase
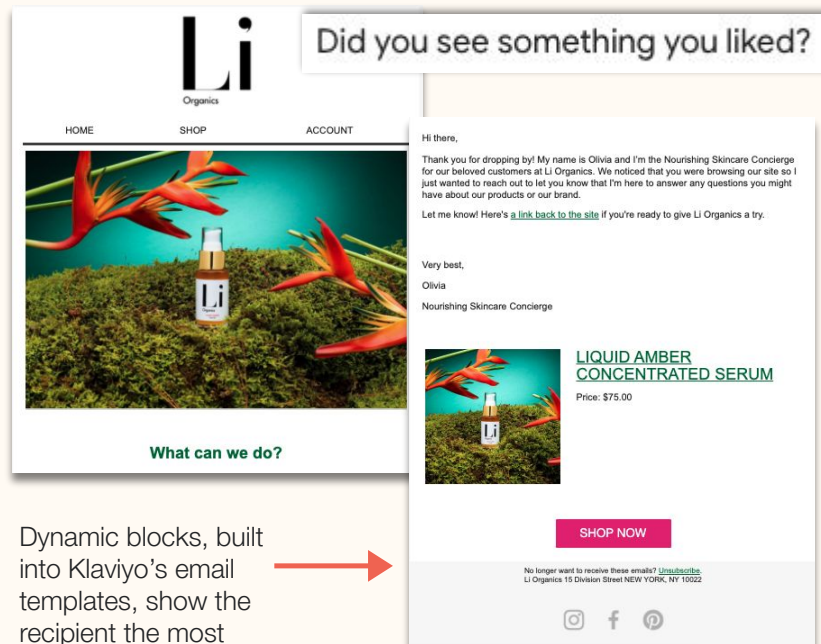
Dynamic blocks, built into Klaviyo's email templates, show the recipient the most recent product they browsed

The post purchase flow

Post purchase emails are one of the the most engaging emails in email marketing, providing an opportunity for **customer retention** and future purchases.

80% of your future revenue will likely come from just 20% of your existing customers.

Learn more about post-purchase emails.
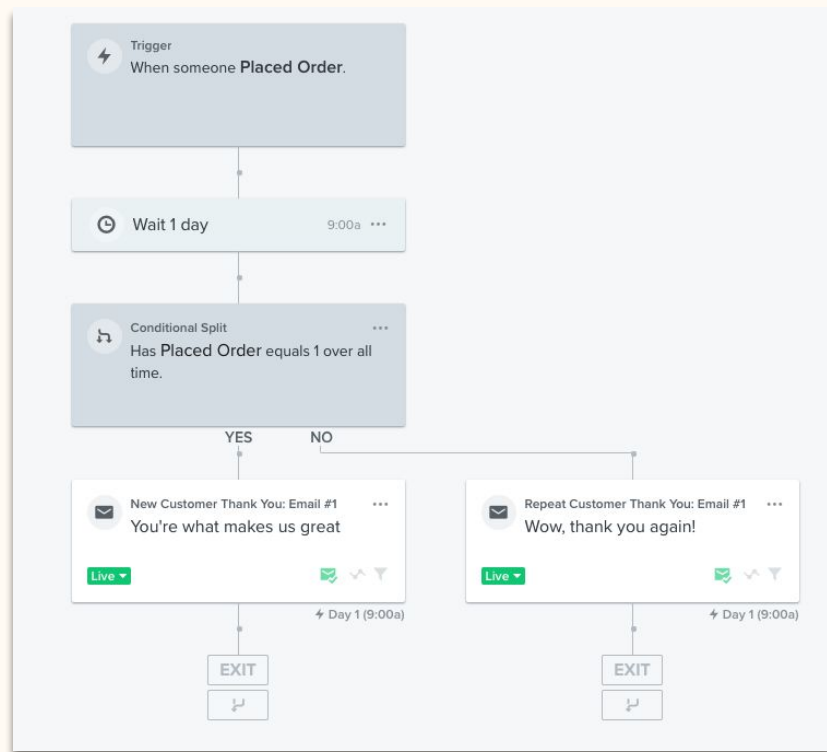
The first email should always be sent with a time delay to ensure that the customer does not receive their order confirmation and thank you email at the same time

Klaviyo's pre-built Customer Thank You Flow includes a split where first time customers receive a different message than a repeat purchaser

Post-purchase email examples
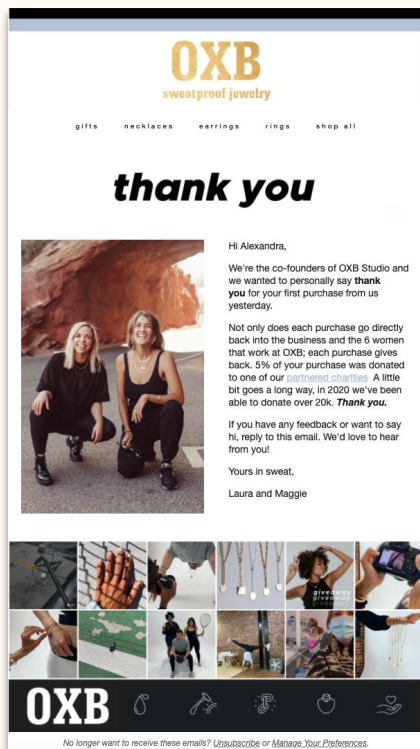
Brands with brick and mortar business can include a post-visit thank you note

For an added personal touch, include a note from the brand founders
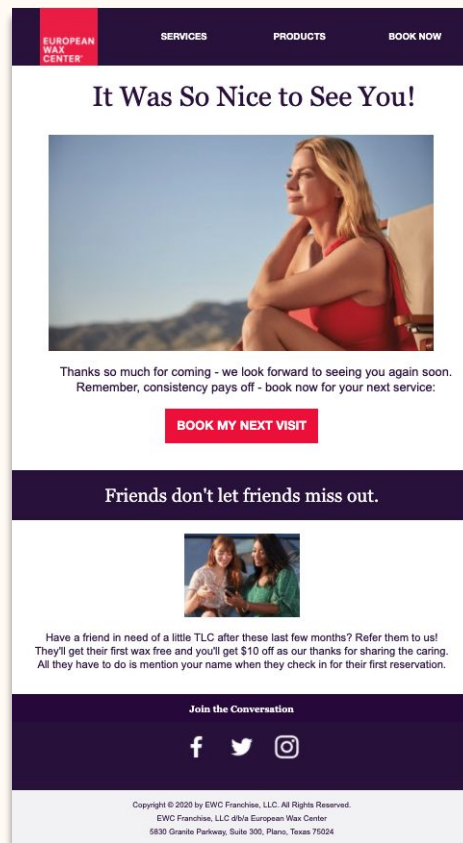
The winback flow

A winback email is a message you can use to **reach out to inactive subscribers**—someone who has engaged with your company in the past

It costs **5x more** to attract a new customer than to retain an existing one

Learn more about winback emails.

TRIGGER
People will enter this flow when they **Placed Order**.

FLOW FILTERS (1)
Placed Order zero times since starting this flow

⚡ Trigger
When someone **Placed Order**.

▤ Flow Filters (1)

🕐 Wait 75 days   12:00p •••

✉ Customer Winback: Email 1   •••
It's been a while...
Live ▾   ✉ ⟋ ▽ ▽
⚡ Day 75 (12:00p)

🕐 Wait 15 days   9:00a •••

✉ Customer Winback: Email 2   •••
We've missed you.
Live ▾   ✉ ⟋ ▽ ▽
⚡ Day 90 (9:00a)

EXIT
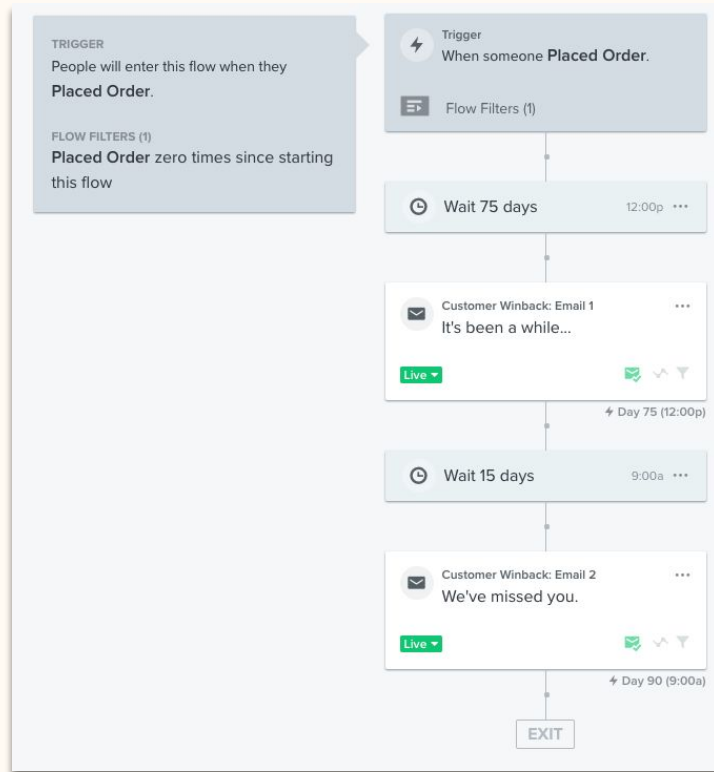
This flow targets those who have purchased from your site, but have not returned for a subsequent purchase in 75 days

The time delay can be adjusted to best reflect your customers' typical buying cycle

Our pre-built Winback Flow includes two email touches

The second email will not be sent if the recipient ends up making a purchase after receiving the first email touch

Winback email examples
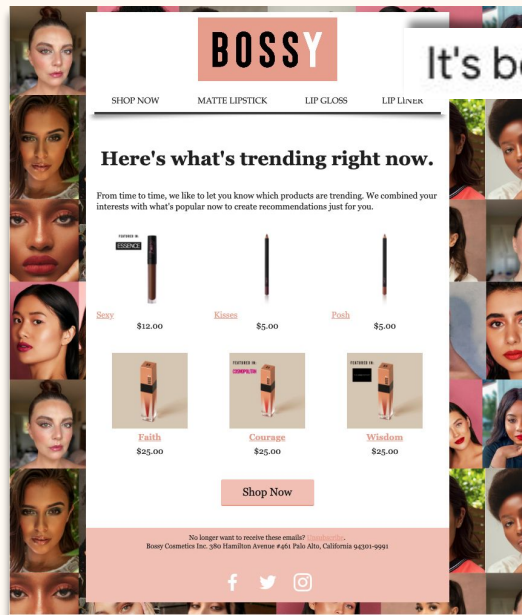
Show your trending products, using a product block, to bring past customers back to your site

Highlight customers, celebrities, or influencers showcasing your products
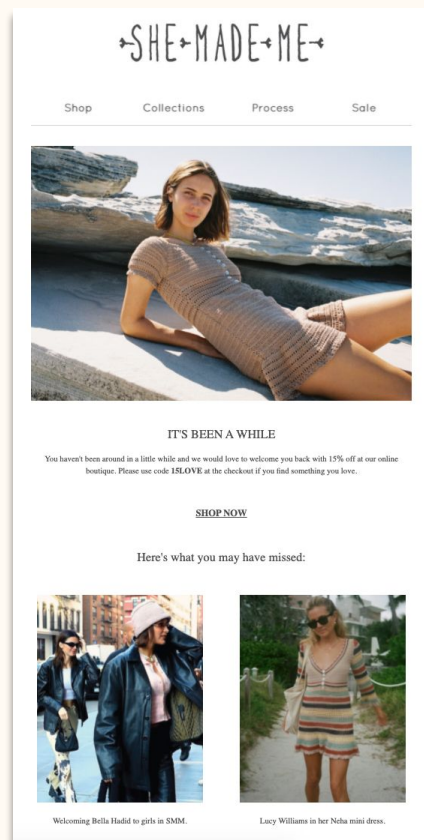
The replenishment flow

If your business sells consumable goods or consumer packaged goods (CPGs), you can use a replenishment flow to remind customers when they are running out of your product.

Repeat customers spend **3x as much** as first-time customers.

Learn more about replenishment emails.
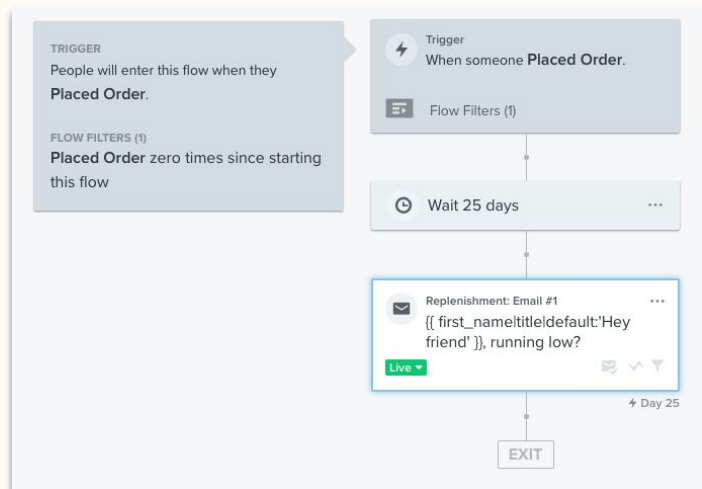
This flow targets those who have purchased from your site, similar to the Winback Flow, but are expected to be running out of your product and ready for another purchase

The time delay can be adjusted to best reflect your customers' typical buying cycle

Klaviyo's pre-built Replenishment Flow allows you to easily follow-up with customers with a single email touch prompting them to re-purchase your product

Replenishment email examples
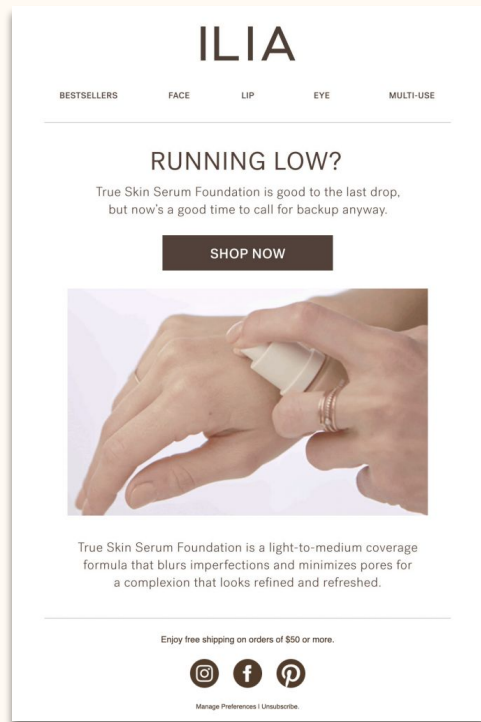
Make it easy for the customer to spot the CTA and make their way back to your website for their next purchase
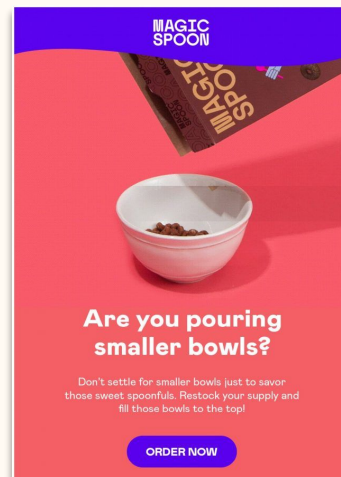
Dynamic blocks, built into Klaviyo's email templates, can show the recipient the specific product they purchased
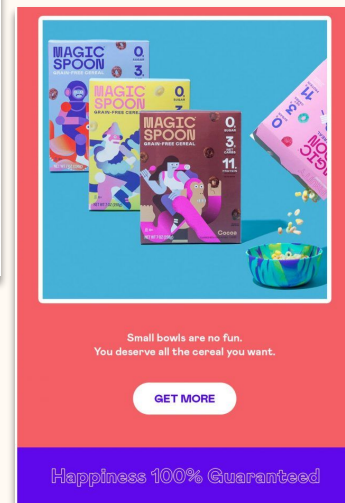
Smart sending

Smart Sending allows you to **limit the number of emails or text messages someone can receive** over a specific period of time.

This is a good way to prevent your subscribers from receiving too many messages at once if you have many active flows and campaigns.

Guide to smart sending.
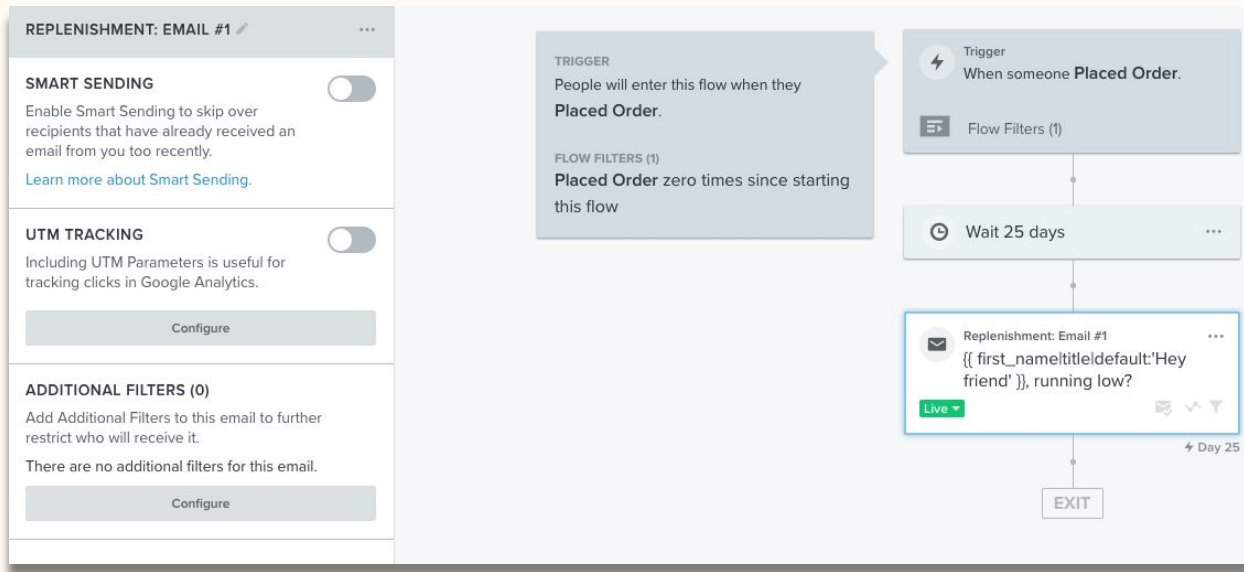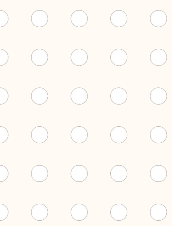
Email campaigns

The Klaviyo email template library

The Klaviyo email template editor makes it easy to create beautiful emails to send to your customers.

If you aren't sure where to begin, utilize one of our pre-built email templates.

You can further customize any template to fit your needs through the drag-and-drop functionality of the editor.
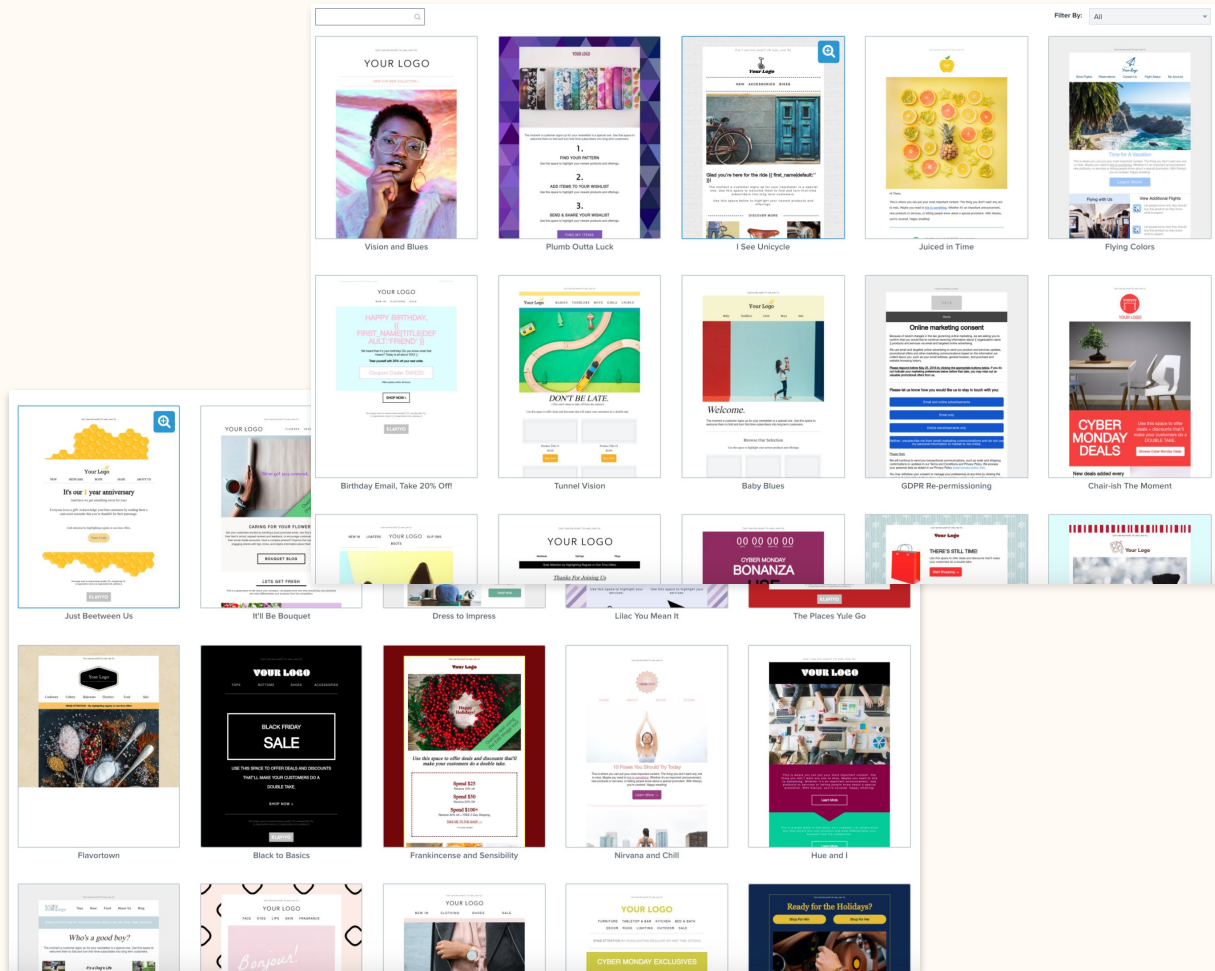
Dynamic Content

Make your emails more personalized and **increase engagement** by easily including customer data, like "first name."

Any data you collect on your customers can be inserted into your email templates, like points from your rewards platform, pet's name, favorite sport, etc.

[Learn more about personalization](#).
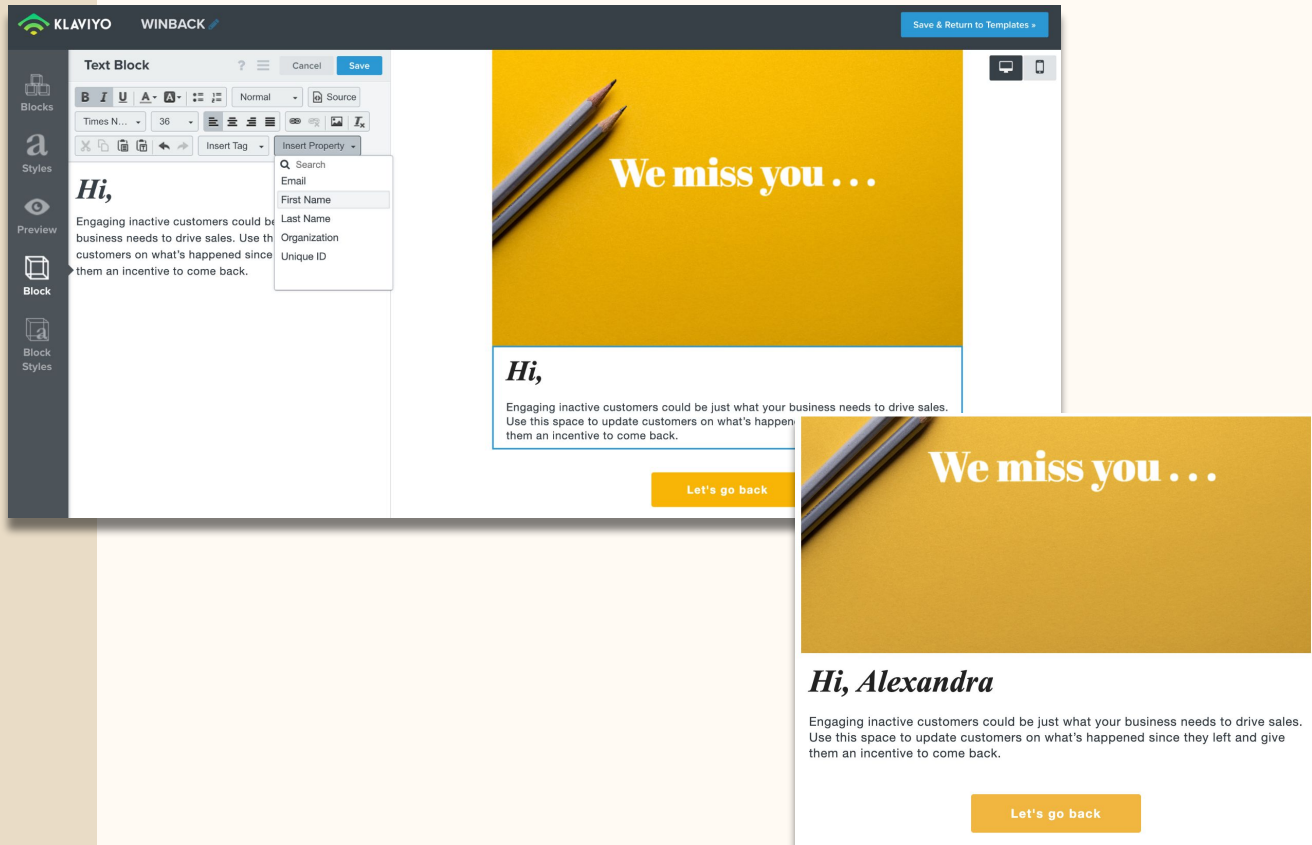
Dynamic coupons
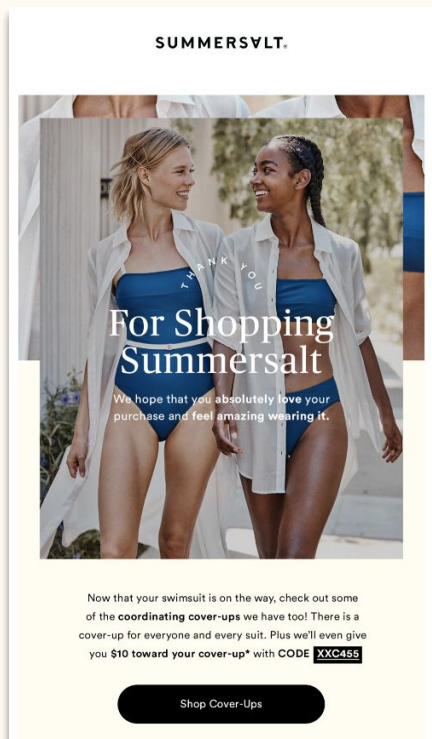
Klaviyo can create one-time use coupon codes for use with certain eCommerce integrations so that each customer receives his/her own unique coupon code.

Codes can be inserted into any campaign or flow email.

This feature provides an alternative to creating a generic coupon code for a given promotion, which means you don't have to worry about codes being shared.

Send time optimization

Campaigns > Smart Send Time Reporting

Create New Test

Test Name

Old Smart Send Time Test   Inactive   ▼

Female Audience

Male Audience

Options ▼

:00 pm)

ck Out Our New Product 🔗 on October 17, 2019

To date, you have scheduled 6 Smart Send Time campaigns, and have data for 5 campaigns. Based on the recipient activity from these campaigns, your Smart Send Time is 9 pm.

Why should I use Focus Sends?
Focused Smart Send Time campaigns send evenly to recipients in segments +/- 2 hours of the Smart Send Time (at the point of scheduling), in the recipient's local timezone. This allows Klaviyo to continue tracking and adjusting your optimal send time as more data is captured.

Current Smart Send Time

9:00 pm

Recipient local time

✓ Explore best send times — ✓ Gather enough data —

Klaviyo's model is different. Instead of determining your business' send time through hidden formulas, Klaviyo uses a robust testing framework to gather data about your customers to figure out when they are most likely to open your emails. For transparency, your results will always be available to you.

Open Rate per Hour
Aggregated open rate by hour, across all your Smart Send Time campaigns. All times are in recipient local timezone.

24.54%
22.54%
20.54%
18.54%
16.54%

12 am 1 am 2 am 3 am 4 am 5 am 6 am 7 am 8 am 9 am 10 am 11 am 12 pm 1 pm 2 pm 3 pm 4 pm 5 pm 6 pm 7 pm 8 pm 9 pm 11 pm

Smart Send Time uses your business' data to find the optimal time for you to email your customers, maximizing open and click rates as well as helping you to better understand your customers
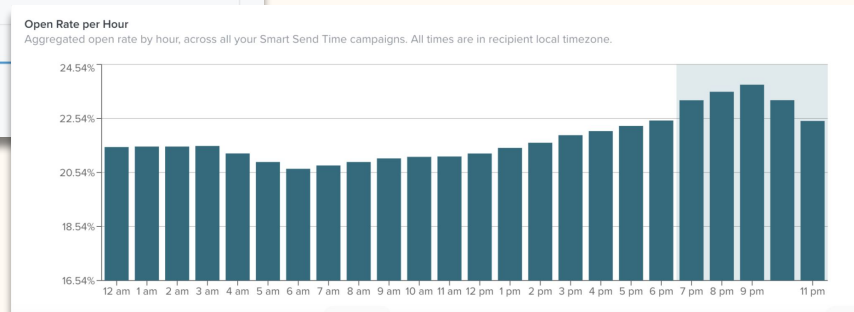
Smart sending for campaigns

Smart Sending Period

Skip recipients that have received an email in the last [16] hour(s)

Smart sending prevents your recipients from receiving too many messages if you have many active flows ⧉ and campaigns ⧉.

☐ Ignore transactional messages

If selected, a recipient would not be skipped due to smart sending if they just received a transactional email ⧉.

Smart Sending allows you to limit the number of emails or text messages someone can receive from you in a given period of time.

This is a good way to prevent your subscribers from receiving too many messages at once if you have many active flows and campaigns.

You can adjust the Smart Sending timeframe for your account.

Campaigns › Edit **Email Campaign 1**

① RECIPIENTS ② CONTENT ③ REVIEW

Campaign Information

ⓘ Automatic account verification check

All new accounts go through an initial account verification check. For some accounts, this requires a manual review.

Learn more about how account verification works ⧉

Name

Email Campaign 1

Tags

Select tags...

Recipients

Send to

Choose a list or segment

Don't send to (Optional)

Choose a list or segment

Skip recently emailed profiles

This campaign will skip profiles who received an email in the past **16 hours**. Also called Smart Sending, you can update this timeframe in Account Settings.

Tracking

Include tracking parameters

Links in this campaign will include additional tracking information, called UTM parameters. This
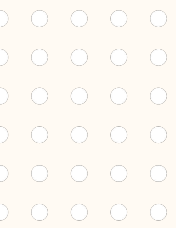
Reporting & analytics

Email analytics

Easily **track the performance of every email** sent from Klaviyo.

Whether it is a campaign or automated message, you can easily understand when your audience is engaged, how they interact with your message, what purchases are made, and more.

Learn more about Klaviyo's cooperative attribution model, in coordination with SMS marketing.
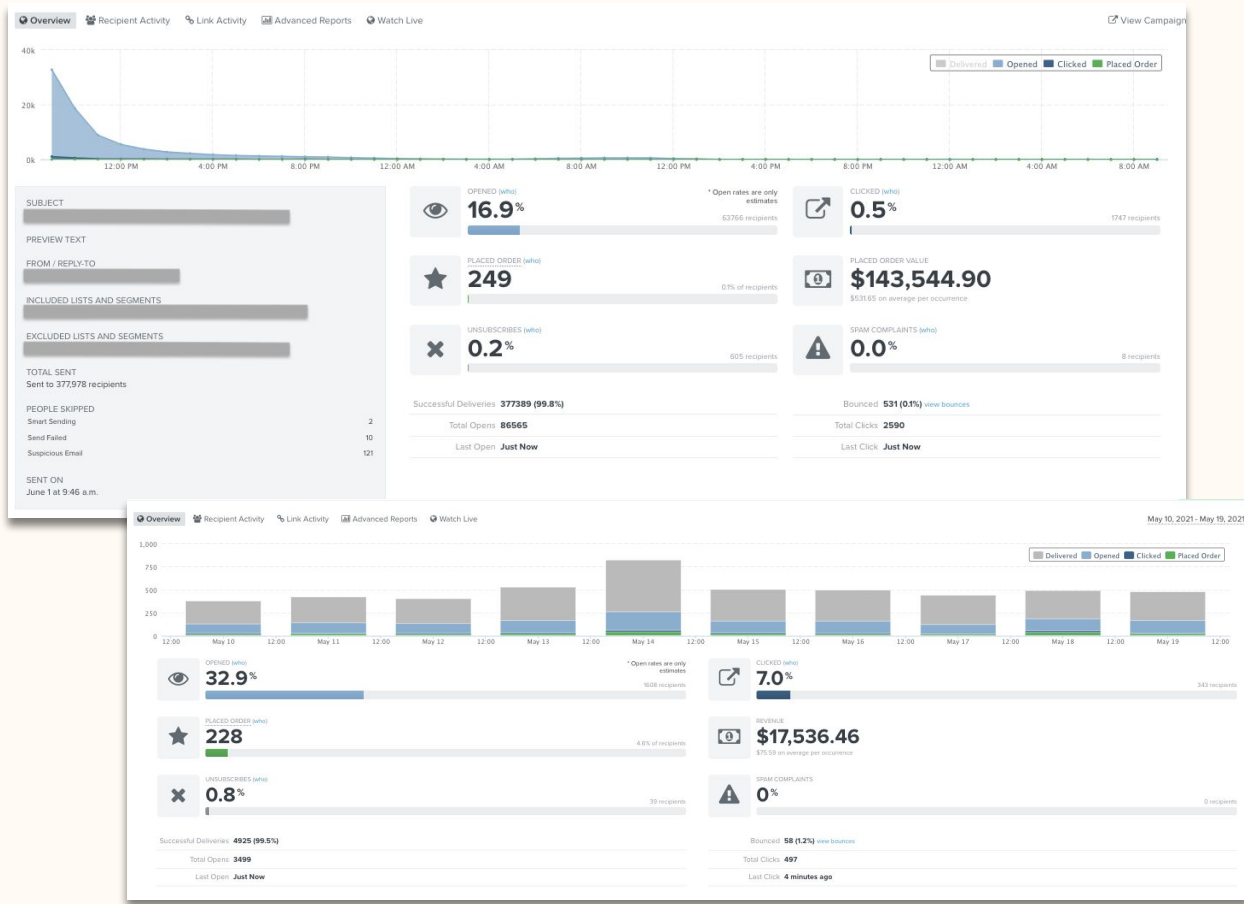
Dashboard

The Performance Dashboard provides a **detailed overview of how your different communication channels perform** over time, as well as suggestions to improve going forward.

Here, you can **analyze business trends** and strategize to grow your business.

Learn more about the Dashboard
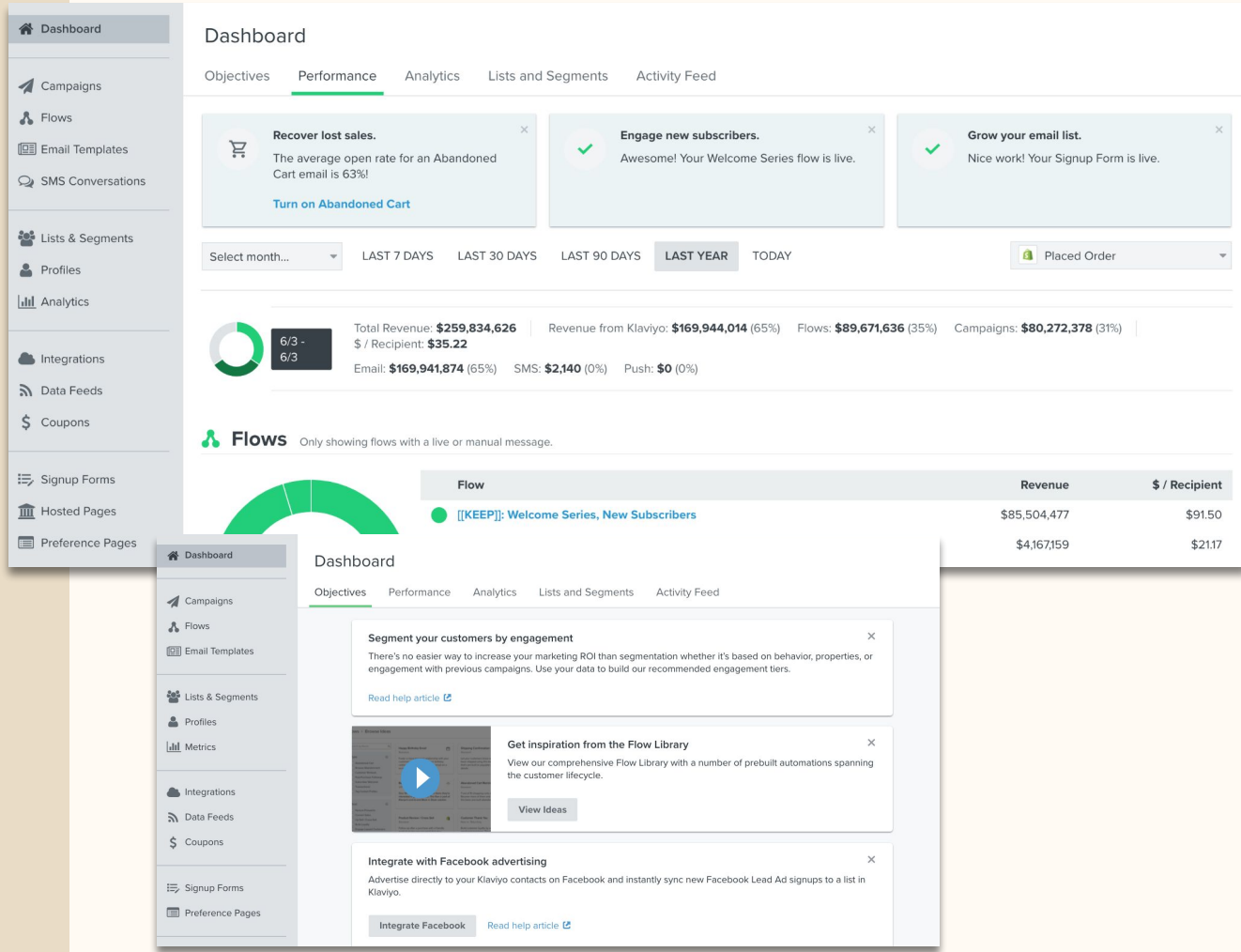
Benchmarks

Klaviyo benchmarks allow you to **analyze your account data** in relation to industry trends and companies similar to your own.

By seeing how different aspects of your account perform, you can **prioritize efforts in areas that need improvement** in order to use Klaviyo to its maximum potential.

Learn more about Benchmarks.

Analytics ⟩ Benchmarks

Overview   Business Performance   Campaign Performance   Flow Performance

Show: Last Quarter (Q4 2020) ▾   Benchmarks Last Updated: March 2021 ⓘ

Best Performing Indicators ⓘ
Last Quarter (Q4 2020)

Performance Indicator	Benchmark Type	Status ⓘ	Your Value	Percentile ⓘ
Conversion Rate - Campaigns	Campaign Performance	✅ Excellent	9.80%	99th
Open Rate - Campaigns	Campaign Performance	✅ Excellent	45.8%	99th
% of Orders Returned	Business Performance	✅ Excellent	0%	99th
Conversion Rate - Browse Abandonment Series Flow	Flow Performance	✅ Excellent	11.4%	99th
Email Revenue Per Recipient - Browse Abandonment Series Flow	Flow Performance	✅ Excellent	$40.26	99th

Worst Performing Indicators ⓘ
Last Quarter (Q4 2020)

Performance Indicator	Benchmark Type	Status ⓘ	Your Value	Percentile ⓘ
Bounce Rate - Campaigns	Campaign Performance	⚠️ Poor	4.05%	1st
Open Rate - Flows	Flow Performance	✅ Good	45.7%	63rd
Open Rate - Welcome Series Flow	Flow Performance	✅ Good	45.7%	66th
Click Through Rate - Welcome Series Flow	Flow Performance	✅ Good	25.3%	68th
Spam Report Rate - Browse Abandonment Series Flow	Flow Performance	✅ Good	0%	68th

⟩ How we chose your peer group

Benchmarks by Industry from Q122

Email marketing benchmarks by industry

SMS marketing benchmarks by industry

Learn more about Klaviyo

The customer stack is **broken**

Reviews

Segmentation

Ecommerce

Demographics

Retail POS

Customer Communication History

Value Added Content

Shopping History

Surveys

Customer Service

Order Confirmation

Loyalty

Shipping

Events

Logistics

Browsing History
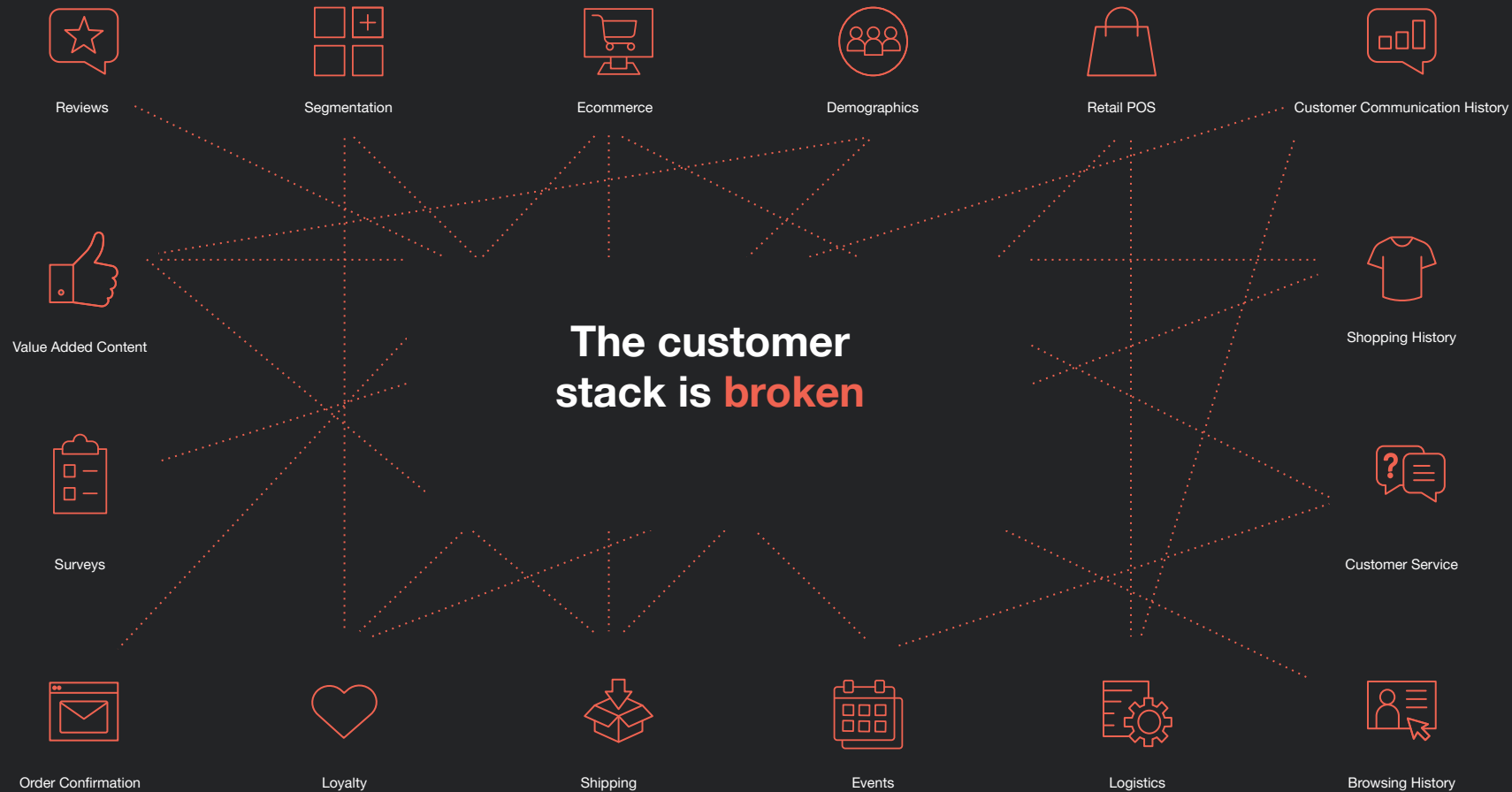
And current technologies **fall short**
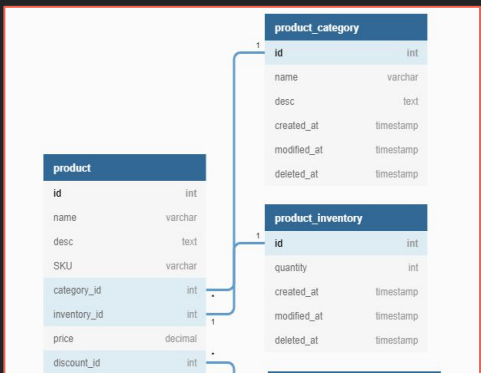
(I've been a member for a month)

Complex solutions/legacy technology are too expensive and require extra work

- Difficult and complex to use
- Require months of implementation
- Limited data storage & compute capacity
- Costly to maintain and customise

Point solutions don't connect into key components of your ecosystem

- Limited integrations
- Basic data gathering only
- High latency / no real-time data

It's time to reimagine
the **customer platform**.

That's why we built **Klaviyo.**

Klaviyo is a unified customer platform that helps leading brands personalise communications to their customers at scale, easily acquire new ones, and use their own data to drive revenue.

Why leading brands choose Klaviyo

Unified platform built to unleash growth

Fast and accessible to speed execution

Enterprise-grade personalisation that scales

Powerful ecosystem ready to help you

A customer platform built as one unified experience from the ground up

Email **SMS** **Push** **Web** **Social**

Experiences

Workflow Builder / Campaign Automation / Condition Logic / Behavioral Logic / Logic Builder

Learning

Recommended Actions / Churn & LTV Prediction / Attribution Modeling / Reporting & Analysis

Database

Unified Profiles / Identity Resolution / Data Integrations / Dynamic Segmentation
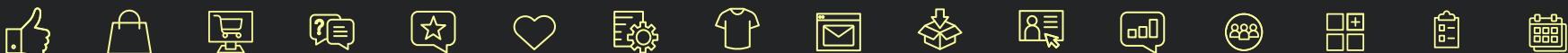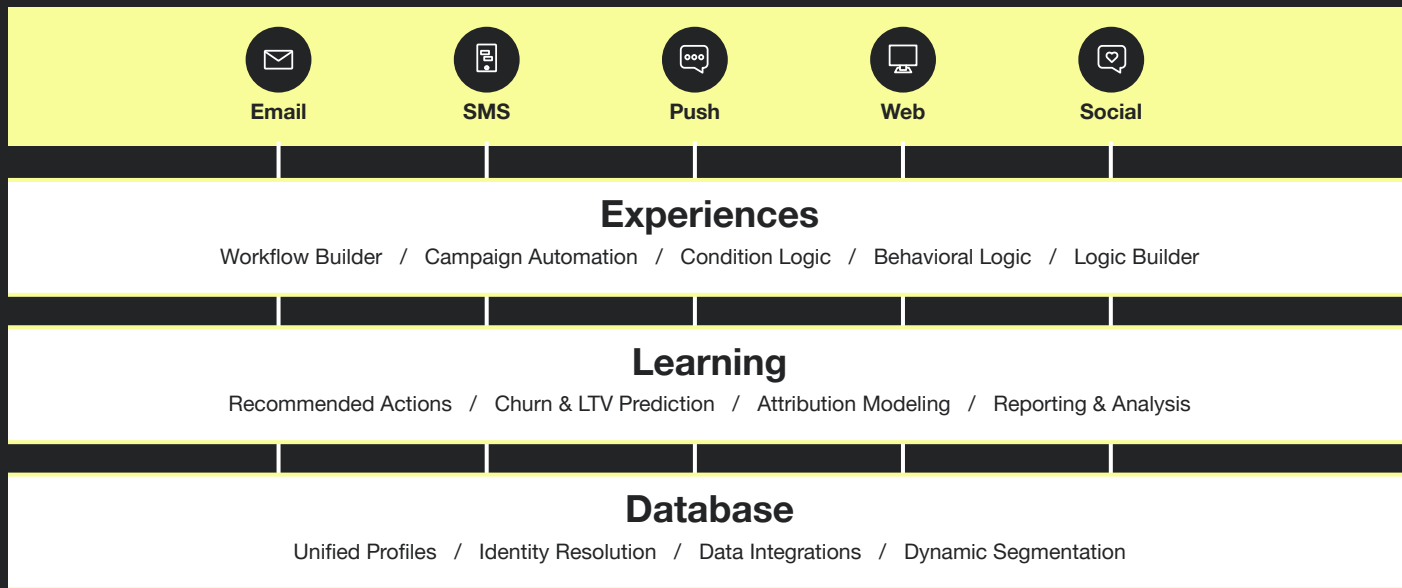
WITH 230+ DATA SOURCES

That completes the direct-to-consumer tech stack

Ecommerce Infrastructure

Payments
Order and Inventory Management
Fulfillment

shopifyplus   **Magento**   **PayPal**

BIGCOMMERCE   salesforce commerce cloud   **adyen**
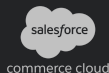
+   dozens of other platforms

Customer Infrastructure

Customer Data Management
Marketing and Messaging
Customer Experience Automation
Attribution and Optimisation
Data Science and Predictive Analytics
Reporting and Insights

klaviyo

Deeply fast & powerful...

Segments > Create a segment

Select a condition ⌃

What someone has done (or not done)

If someone is or is not within the EU (GDPR)

Someone's proximity to a location

Predictive analytics about someone

Segments > SMS only engagers

What someone has done (or not done) ⌄

| Clicked SMS ⌄ | at least once ⌄ | in the last ⌄ | 30 | days ⌄ |

AND

What someone has done (or not done) ⌄

| Opened email ⌄ | zero times ⌄ | in the last ⌄ | 60 | days ⌄ |

Valuable from day one
Fast to set-up, implement, and make money—you don't need to wait months / years to implement

Scaleable flows that feel 1:1 for customers
Trigger personalised flows based on dates, events, list membership or segments from any user action and automate in real-time
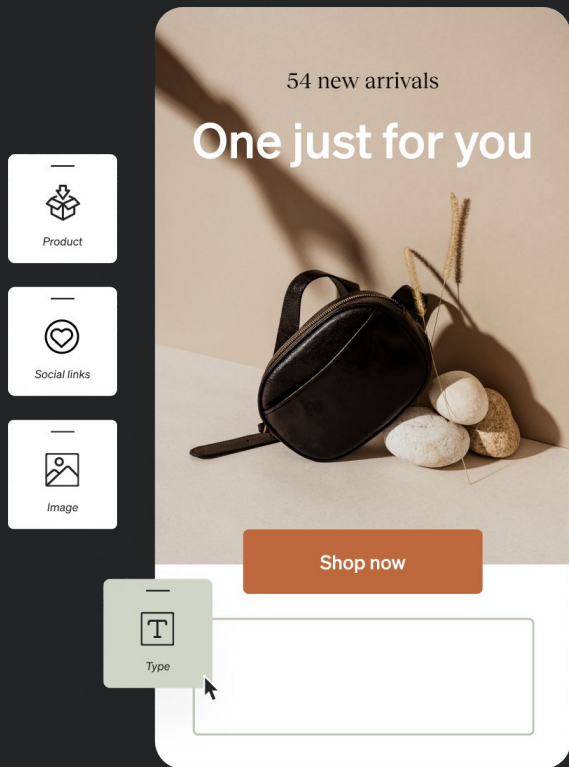
Learn & get smarter quickly
Automated A/B testing, reporting, revenue attribution and more let you move fast and double down on what's most successful

High-performance & versatile APIs
Open API's that are 'integration friendly' ensure you can easily sync your customer data with Klaviyo without any of the hassle

...but easily accessible

Power + ease of use in one
The only platform built from the ground up to ingest millions of transactional data in minutes with a marketer-friendly UI

Segmentation made easy
Klaviyo's segment-builder makes it easy for marketers to create highly targeted segments

Accelerate execution with dynamic templates
Choose from dozens of pre-built and fully customisable ecommerce templates and flows—want to customise further? Add your own custom code

Streamline your setup
Working across brands or geos? Save time by easily copying flows and templates across sub-accounts

54 new arrivals

One just for you

Shop now

Product

Social links

Image

Type

klaviyo

Get started with Klaviyo's unified customer platform today:

Start a free trial

Schedule a personalized demo