Email marketing table stakes

Everything you need to know to excel at email marketing





Why email?





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.



Your getting started in Klaviyo checklist:

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

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

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.

sign up for special offers, tasty tidbits, & more. email address SUBMIT



The Klaviyo form library

Forms > Create Form >

Type

Popup

Flyout

Embed

Device

Goal

Desktop and Mobile

Capture Email Subscribers

Capture SMS Subscribers

Make an Announcement

Desktop Only Mobile Only

Q



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 <u>BigCommerce</u>, <u>Magento 2</u>, <u>Shopify Plus</u>, <u>Prestashop</u>, and <u>WooCommerce</u> allow you to quickly and easily take advantage of this option.

Collect Subscribers	BigCommerce		Tula Exclusive Olive Leopard - Signature Woven Ring Sling \$79.00
Channels	Integration Settings	Cart > Information > Shipping > Payment	
Collect email subscribers Subscribe contacts who opt-in via Shopify, such as during checkout or with a Shopify footer form.	Sen ulk	Contact information Already have an account? Log	g in Gift card or discount code Apply
Add subscribers to list	2 Automatically add Klinkyto onalin jewacotpt (wcomrerended) When enabled, Sknkyto enable jewacotpt (densysci) will automatically be added to pages on your store, allowing web tracking, create form, and future Klinkyto features.	Email	
Newsletter	Collect Subscribers	Keep me up to date on news and exclusive offers	Military, Nurses, Responders, Students, and Teachers receive 15% off
Collect SMS subscribers Subscribe contacts who opt in via Shopify checkout.	Constanting of the set of th	Shipping address	Verify with ID.me Verification by ID.me • What is ID.me?
Add subscribers to list	Collect 2045 suborbane Solarmile contacts who upt in via BigConnerse checklast.	First name Last name	Subtotal \$79.00 Shipping Calculated at next stee
SMS Subscribers	You must set up SMS before you can collect suboribles. See up SMS	Company (optional)	
	Connect to BigCommerce +	Sompany (sprinni)	Total USD \$79.00
KLAVIYO ^ Email	When you cits to correct, you may be indirected to BigCommerce when you will be aded to give Baylo permission to integrate with your store. You will then be breaght back into Gaylo and see a green soccess message to itry ou have your integration is enabled	Address	
General Subscribe contacts to email marketin chec	cout res	Apartment, suite, etc. (optional)	
Newsletter	Adds a checkbox to the checkout page for email opt in	Country Country Country Country	
Email list to [store	view]	United States	
Email opt-in checkbox [store	text view] Subscribe to email updates!	Phone	
Setup Klaviyo User	This is the text that will appear next to the checkbox for email marketing	< Return to cart Continue to shipping	
Webhooks Sort O	rder 0	< Return to cart Continue to shipping	

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 <u>how to create an engaged</u> <u>segment.</u>

Lists & Segments > Engaged Subscribers Segment > Create Segment	
Segments allow you to track and analyze people who meet certain conditions:	
Name	Tags
Engaged Subscribers	Select tags *
Definition	
If someone is in or not in a list 🔹	8
Person is v in Main List v	
T By Date Added	OR
+ AND	
What someone has done (or not done) ~	
Has Opened Email * at least once * in the last * 30 days *	
T Add Filter OR	
What someone has done (or not done) *	
Has Clicked Email * at least once * in the last * 30 days *	
T Add Filter	
OR	
If someone is in or not in a list v	8
Person is v in Main List v	
and was added in the last v 15 days v X	OR
+ AND	
	Cancel Create Segment >

Email flows and automations

Klaviyo's flow library

Flows >

Goal

Nurture Conver Up-Sell Build Lo

Engage
 Sunset
 Subscri

Type
 Abando
 Browse

Custom Post-Pu

Subscri Transac

Channel

Email

Shopify AfterSh

> Smile.ic ReChar

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

Q pects s ss-Sell	Create from Scratch Prefer a blank slate? Create your o flow from scratch.	Standard Standard		actional	Final Email Conversion Split This flow counts down to a subscriber's birthday and splits out the final Happy			
ed Customers gaged	First Purchase Anniversary Standard Celebrate the day someone first becar customer with a special message and discount to keep these customers hap	py is part of Klavlyo's end-to-end Back	This flow	Abandoned Cart Reminder Standard 7 out of 10 shopping carts are aba Recover more of them and drive u with this basic pre-built abandoner	p sales	Browse Abandonment Standard Did you see something you liked curiosity into cash with this basic Abandonment series.		
Cart ndonment inback ie Followup /elcome I	and, more importantly, coming back for Customer Winback Standard Encourage lapsed customers to cx and see what's new with this stant Winback Series.	Velcome Series Customer Non-Customer Ven Customer Ven Customer Web Cost of the Velcome all new subscribes, hut identify those that are truly just beginning their journey with you & may need an incentive to make that first purchase.	A/B Test	ner Windsck Time Delay back series uses a Conditional Split st two time-points for the first email.	Domestic · Want to inv shipping o internation	ed Cart Reminder (a: International Split) resthäte cart recovery with a free fter? Split out domestic and al recipients so you can restrict assed on geographic location.	Post-Purchase Fol Order Count Split Tailor post-purchase lifecycle stage! This fl purchase paths for fu second-time buyers, i	content based on low splits out post- st-time buyers,
Profiles	Browse Abandonment Standard Did you see something you liked? curiosity into cash with this basic £	Browse Abandonment Viewed New V. Viewed Many Viewed Many Viewed Many Viewed Many Viewed New Viewed	AfterShi	n Transit Q	AfterShip Notify cust	t for Delivery Q	Received Delivery AfterShip Notify customers whe been delivered with t	en their orders have
	Abandonment series. Happy First Purchase Annive Standard Celebrate the day someone first b	Abandoned Cart Reminder High Value Cart vs. Low Value Cart Weary of discounting? Only provide a recovery incentive for high value carts with this flow that contains split paths based on the total cart value.	Domesti Want to i shipping internatio	incendivize cart Reminder	Final Email This flow of birthday an Birthday en	In Conversion Split I Conversion Split ounts down to a subscriber's di splits out the final Happy mail based on whether or not as already converted and	Customer Winback A/B Test Time Delay This Winback series u to A/B test two time-p winback email.	uses a Conditional Split
	customer with a special message- discount to keep these customers and, more importantly, coming bac	Welcome Series Customer V. Non-Customer V. Non-Customer V. Welcome all new subscribers, hui identify those that are truly jat teopning their journey with you & may need an incentive to make that first purchase.	Custome Welcome those that journey	ne Series	Smile Rew Build a seg	ment of those ready to redeem wints and encourage them to use	Tag First Purchase Enrich Contact Profile This flow automatical date they place their then use this to trigge Anniversary flow to b	es ly tags profiles with the first order. You can er a First Purchase
		Tag First Purchase Date Enrich Contact Profiles This flow advanticulary tags profiles with the date they place their first order. You can then use this to togger a First Purchase Anniversary flow to build customer loyalty!	Enrich C Use this	oduct Category Interest 3 ontact Profiles flow framework to begin tagging r profiles with the categories they from.	Enrich Cus Retain you like VIPs! 1 customers	Customers tomer Profiles * best customers by treating them his flow will automatically tag VIP so you can use this data for on & to split paths in future flows.	Subscription Aban ReCharge Send a Subscription J reminder to those the ReCharge checkout p charge your subscrip	Abandoned Cart at abandon the process and super
		Welcome Series Standard Standard Welcome new subscribers with a 3-email series that provides an introduction to your	Viewed Targetin	Abandonment	Customer Use this flo	nengaged Subscribers	Sunset Unengager Customer vs. Non-Cu Use this flow framewi	ustomer

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.

4	Trigger When someone subscri List.	ibes to Main
	Welcome Series, Email #1 Welcome! Here's 10 o	 ff!
Live	3	8 v T
	-	4 Day 0
Θ	Wait 3 days	12:00p •••
	Welcome Series, Email #2 Follow us on Social N	 ledia!
Live	3	N 🗸 🖓
		4 Day 3 (12:00p)
Θ	Wait 4 days	12:00p ••••
M	Welcome Series, Email #3 Check out our best-se	 ellers.
Live	2	N 🗸 🖓
	EXIT	← Day 7 (12:00p)

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.



HOME

DISCOVER OUR STAFF FAVORITES LHOND POPPY SEED BUTTERMILK & HONEY CHOCOLATE CHIP POWER CAKES FRONTIER CAKES POWER CAKES

We're a brand made with whole grains and quality ingredients for folks who are hungry for another adventure, opportunity, experience, or that moment they'll never forget.

Carlow the shall view in Your Brown

RECIPES

BLOG

So, join us - then grab a stack, a plate, a cup, bowl, or a handful to-go because, with all the potential ahead, there's no room for

JOIN US ON OUR ADVENTURE

f 🖸 🔊 🎔 🖻

TRY NOW



adam Cates E162 Garage Pines Rd. Park City, UT MID

The abandoned cart flow

The average cart abandonment rate is approximately <u>70%</u>. It jumps to **over** <u>85%</u> 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



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

Dynamic blocks, built into Klaviyo's email templates, show the entire content of the





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.

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

Learn more about browse abandonment emails.

TRIGGER People will enter this flow when they	When someone Viewed Product.
Viewed Product.	Flow Filters (3)
FLOW FILTERS (3)	
Checkout Started zero times since	*
starting this flow	• Wait 2 hours ····
Placed Order zero times since starting	
this flow	Î.
AND	Browse Abandonment: Email #1 ····
Has not been in flow in the last 30	Did you see something you liked?
days	
	Live 🔻 📖 🗠 🝸
	4 Day (
	·
	EXIT

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 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

Browse abandonment email examples



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.

<u>80%</u> of your future revenue will likely come from just 20% of your existing customers.

Learn more about post-purchase emails.



Post-purchase email examples





Not only does each purchase go directly back into the business and the 6 women that work at OXB; each purchase gives back. 5% of your purchase was donated

able to donate over 20k. Thank you. If you have any feedback or want to say hi, reply to this email. We'd love to hear

Laura and Maggie



Brands with brick and mortar businesscan include a post-visit thank you note

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

SERVICES PRODUCTS BOOK NOW

It Was So Nice to See You!



Thanks so much for coming - we look forward to seeing you again soon. Remember, consistency pays off - book now for your next service:

BOOK MY NEXT VISIT

Friends don't let friends miss out.



Have a friend in need of a little TLC after these last few months? Refer them to us! They'll get their first wax free and you'll get \$10 off as our thanks for sharing the caring. All they have to do is mention your name when they check in for their first reservation.

Join the Conversation O) Copyright © 2020 by EWC Franchise, LLC. All Rights Reserved. EWC Franchise, LLC d/b/a European Wax Center 5830 Granito Parkway, Suito 300, Plano, Texas 75024

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 <u>5x more</u> to attract a new customer than to retain an existing one

Learn more about winback emails.

People will enter this flow when they	When someone Placed Order.
Placed Order.	Flow Filters (1)
FLOW FILTERS (1) Placed Order zero times since starting	
this flow	Wait 75 days 12:00p ···
	Customer Winback: Email 1
	It's been a while
	Live 🕶 😒 🔗 🔻
	4 Day 75 (12:00p)
	• Wait 15 days 9:00a •••
	Customer Winback: Emeil 2 ···· We've missed you.
	Live •
	≁ Day 90 (9:00a)

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 vour site

Highlight customers, celebrities, or influencersshowcasing your products

→SHE→MADE→ME→

Shop Collections Process Sale



IT'S BEEN A WHILE

You haven't been around in a little while and we would love to welcome you back with 15% off at our online boutique. Please use code 15LOVE at the checkout if you find something you love.

SHOP NOW

Here's what you may have missed:



Lucy Williams in her Neha mini dress.





CUSTOMER SERVICE

Welcoming Bella Hadid to girls in SMM.

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 <u>3x as much</u> 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







Happiness 100% Guaranteed

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.

REPLENISHMENT: EMAIL #1 🖉	•••		Trigger
MART SENDING Enable Smart Sending to skip over ecipients that have already received an email from you too recently. Learn more about Smart Sending.		TRIGGER People will enter this flow when they Placed Order.	When someone Placed Order.
JTM TRACKING ncluding UTM Parameters is useful for racking clicks in Google Analytics.		Placed Order zero times since starting this flow	O Wait 25 days
			Replenishment: Email #1 {{ first_nameltitle default:'Hey friend' }}, running low?
ADDITIONAL FILTERS (0) Add Additional Filters to this email to further estrict who will receive it.			Live -
There are no additional filters for this email.	_		
Configure	_		EXIT

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

SUMMERSULT.



Now that your swimsuit is on the way, check out some of the coordinating cover-ups we have too! There is a cover-up for everyone and every suit. Plus we'll even give you \$10 toward your cover-up* with CODE [XX2455

Shop Cover-Ups

Klaviyo can create one-time use coupon codes for use with <u>certain eCommerce</u> <u>integrations</u> 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



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.



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

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



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.

Campaigr	s > Edit Email Campaign 1	(1) RECIPIENTS	CONTENT	(3) REVIEW
	Campaign Information			
	Automatic account verification check All new accounts go through an initial account manual review. Learn more about how account verification wo		his requires a	
	Name	Tags		
	Email Campaign 1	Select tags	Ŧ	
	Recipients Send to Choose a list or segment		•	
	Don't send to (Optional) Choose a list or segment		v	
	Skip recently emailed profiles This campaign will skip profiles who received an email Smart Sending, you can update this timeframe in Acco			
	Tracking Include tracking parameters Links in this campaign will include additional tracking in	formation, 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.

w: Last Quarter (Q4 2020) +			Benchmarks Last	Updated: March 202
Best Performing Indicators @ Last Quarter (Q4 2020)				
Performance Indicator	Benchmark Type	Status @	Your Value	Percentile @
Conversion Rate - Campaigns	Campaign Performance	Sexcellent	9.80%	99th
Open Rate - Campaigns	Campaign Performance	Sexcellent	45.8%	99th
% of Orders Returned	Business Performance	Sexcellent	0%	99th
Conversion Rate - Browse Abandonment Series Flow	Flow Performance	Sexcellent	11.4%	99th
Email Revenue Per Recipient - Browse Abandonment Series Flow	Flow Performance	Sexcellent	\$40.26	99th
Worst Performing Indicators 🐵				
Last Quarter (Q4 2020)				
Performance Indicator	Benchmark Type	Status @	Your Value	Percentile @
Bounce Rate - Campaigns	Campaign Performance	A Poor	4.05%	1st
Open Rate - Flows	Flow Performance	Sood	45.7%	63rd
Open Rate - Welcome Series Flow	Flow Performance	Sood	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

Benchmarks by Industry from Q122

Email marketing benchmarks by industry SMS marketing benchmarks by industry







And current technologies fall short



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

(I've been a member for a month) (I've been a member for a month)

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



WITH 230+ DATA SOURCES

That completes the direct-to-consumer tech stack

Ecommerce Infrastructure

Payments Order and Inventory Management Fulfillment

shopifyplus

Magento PayPal





+ 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			





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

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I — 1		-
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		—
		_
-	, ,	

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

klaviyo[•]

Get started with Klaviyo's unified customer platform today:

Start a free trial

Schedule a personalized demo