



# The big book of Klaviyo use cases

Sophisticated ways to send less,  
make more, and power smarter  
digital relationships

BASED ON INSPIRATION FROM BRANDS LIKE:

**DAGNE  
DOVER**

**AriZona**

**ΦAISA**

**Andie**

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# Why it's worth the read

Your customers are smart—and they're accustomed to personalized encounters from the brands they shop with again and again.

But personalization doesn't simply mean using someone's first name in an email—not anymore. Now, personalization looks like serving up perfectly-timed marketing messages or on-site experiences that map back to where your shoppers are in their unique customer journey.

You need to meet people where they're at. And smart shoppers deserve smart technology. Klaviyo makes it easy to build smarter digital

relationships by activating customer data across all of your touch points—connecting with your consumers in the channels they prefer. But here's the catch...

Even if you're already using Klaviyo, you might not be using the platform to its full potential—which means there's room to get smarter, both in terms of how you think about your customer data and how you use it to create special moments for your audience.

These use cases all lean on Klaviyo to:



**Activate** your data in real time to better target, personalize, and measure all interactions—reducing the distance between customer data and making a purchase with smarter, more relevant messages.



**Guide** your marketing with built-in AI, automations, predictive analytics, and benchmarks—quickly achieving the holy grail of “right message, right person, right time” while reducing the lift required of your team.



**Connect** with customers through a seamless email, SMS, mobile push, and reviews experience—improving customer experience and maximizing ROI.



**Grow** your customer lifetime value, your audience, and your total revenue—to drive efficient revenue growth and hit those quarterly or yearly goals your organization is marching toward.

Don't just take it from us. Each use case is inspired by a real-world brand that uses Klaviyo to power their digital relationships, and includes steps on how to implement these strategies on your own. [Use our platform to the fullest, like they do.](#) [Grow smarter.](#)

Strategically use Klaviyo to improve your message engagement, conversions, revenue, and customer lifetime value—or whatever your goals may be, including the ones you haven't even thought of yet.





# Consolidate your tech stack to provide relevant experiences to in-store and online shoppers

Many businesses need to be able to combine data from their online and offline retail operations into a single customer database. Otherwise, data just gets jumbled around—and your customers ultimately pay the price.

Consolidating your tech stack is the first step toward creating personalized experiences based on all your customer data, no matter where it's from. And marketing executives agree.

In a [recent survey conducted by Klaviyo](#), one marketing VP shared, “We need our systems to talk to each other, ideally in real time or near real time.”

Doughnut Time realized that need—and did something about it.



# Create personalized experiences based on all your customer data, no matter where it's from, across email, SMS, and reviews

Using Klaviyo, Doughnut Time builds custom journeys for their subscribers based on limitless data points. Here's how they did it, following Klaviyo's platform approach.

1

## Activate the data you have

Based on the POS data captured via the [Square x Klaviyo integration](#), the team set up a welcome automation flow, branched on acquisition channel.

2

## Connect with your customers

With preferences collected at sign-up (both in-store and online), Doughnut Time further segments their welcome and abandoned cart messages by people's preferred communication channel—either email or SMS.

3

## Guide your marketing efforts using smart features

Once someone receives their order, Klaviyo triggers review request flows from a pre-built flows library to collect valuable user-generated content—which can potentially spawn subsequent, branching automations based on the feedback Doughnut Time receives.

4

## Grow toward your goals

Doughnut Time achieves, on average, a 10.7% click rate for flows, and an 11.4% for SMS messages ([both above average for the industry](#)). Their welcome series, meanwhile, converts at an 18.5% clip.



47%

of Doughnut Time's online revenue can be attributed to email and SMS.

[Learn more](#)

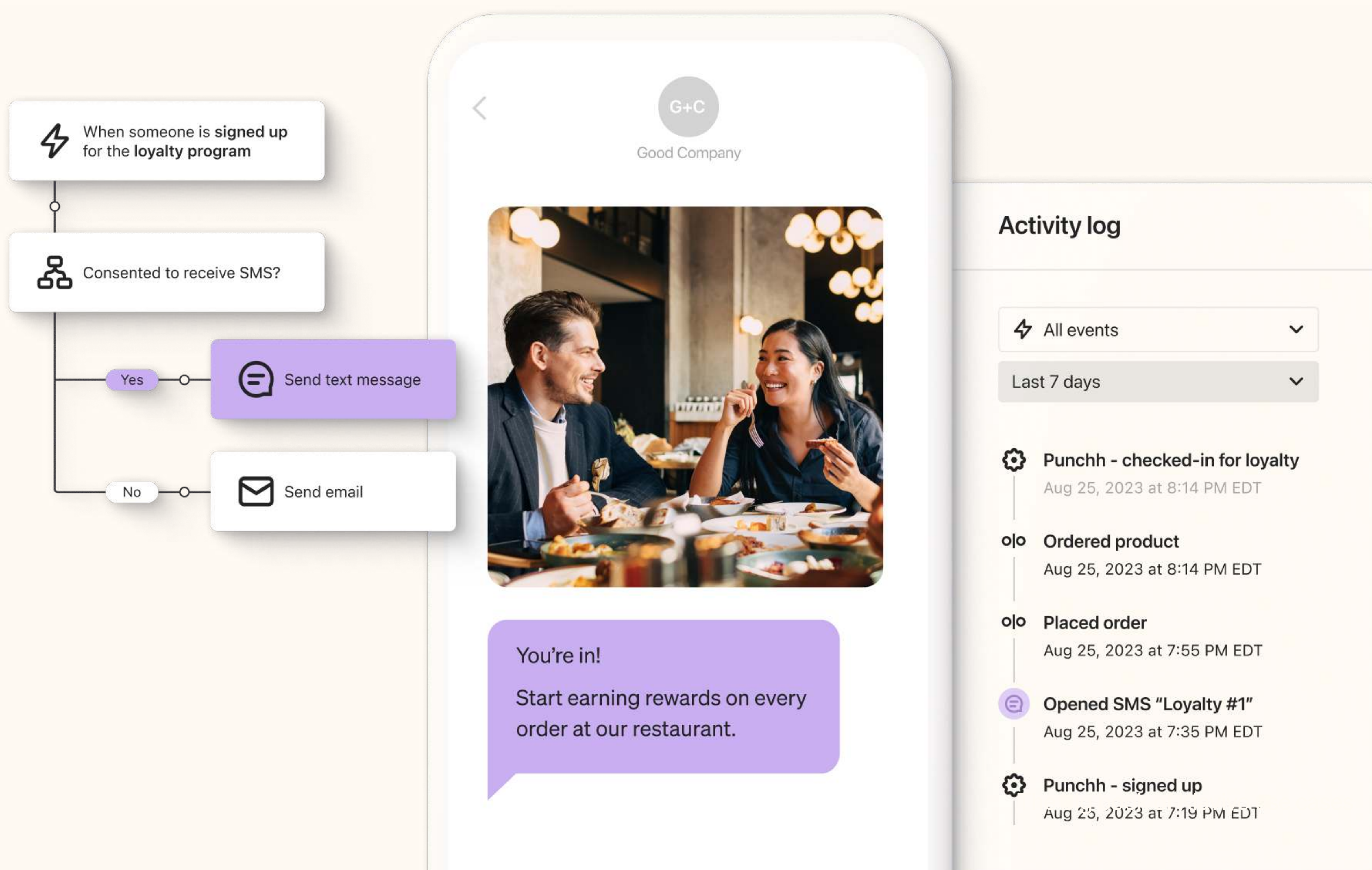
# Communicate with your audience on the channels they prefer

## Turning on SMS in your Klaviyo account can be done in a matter of minutes.

1. Click on the name of your organization in the upper right-hand corner.
2. Navigate to Settings > SMS and click “Set up SMS for free” (if you don't see this button, click “Activate” next to any country where you want to send SMS and then choose your number type).
3. Select the countries where you want to use SMS.
4. Fill out your company information and review your sending numbers.
5. Once you've finished, you'll have the option to either create an SMS sign-up form or upload a list of previous SMS subscribers.

Once SMS is bundled with email in your Klaviyo account, you can start experimenting with multi-channel automations and segmenting your audience by their preferred means of communication—all without having to navigate to two separate systems.

Learn how Doughnut Time reaps the benefits of their consolidated tech stack.





## Pull customers down-funnel with tailor-made experiences

In ecommerce, data-informed marketing is crucial for creating positive customer journeys that drive online sales. If you value customization and extensibility—like many [WooCommerce](#) merchants do—it can be tricky to close the gap between user behavior and outbound marketing. That's because your marketing platform has to be intelligent enough to work in step with your custom-built store.

WooCommerce brands have found their like-minded partner in Klaviyo. It's easy to integrate the two platforms and hit the ground running toward building brand affinity and customer loyalty, because Klaviyo's [open-source API framework](#) aligns so well with the DIY culture of WordPress and WooCommerce. That all sounds good and well, but how do you actually make it happen?

Take a look at KaisaFit's approach.





# Tailor web and marketing experiences to your audiences' actions with an extensible, flexible platform

To grow their marketing list, KaisaFit offers free workout content in exchange for email addresses. But a bigger priority is turning those free users into paying customers. Here's how KaisaFit uses Klaviyo's platform to do that.

1

## Activate the data you have

KaisaFit used WooCommerce site activity data to separate leads into two cohorts—people who completed a workout, and those who hadn't yet.

3

## Guide your marketing efforts using smart features

KaisaFit set up an API trigger between Klaviyo and WooCommerce that alerts Klaviyo when someone starts a workout and again when they complete it. Based on those actions, they can branch an email automation to send different messages to the people who start their workout but don't complete it, vs. those who make it all the way through.

2

## Connect with your customers

In addition to social media—personal trainer Kaisa Keranen, the face of KaisaFit, has over 1M followers on Instagram—the brand communicates with their audience via email.

4

## Grow toward your goals

With this custom automation, KaisaFit nurtures free users, encouraging them to complete a class, while nudging those who've already crossed that milestone closer and closer toward a full-fledged membership.



32X

Achieve 32x ROI on average with Klaviyo's plug-in for WooCommerce

[Learn more](#)



# Make marketing scalability and flexibility a reality for your custom store

## The Klaviyo x WooCommerce integration process is 4 simple steps:

1. Install the Klaviyo plug-in for your WooCommerce store
2. Enable the WooCommerce integration in Klaviyo using the Klaviyo installation wizard.
3. Test the integration with a dummy check-out.
4. Troubleshoot any issues you're having.

That's really it—the historical data from your WooCommerce store integrates with Klaviyo in just a few clicks. By using the behavior signals their subscribers provide them, KaisaFit matches someone's interest in their program to the brand experience they receive. You can too.

Learn how KaisaFit maximizes their Klaviyo x WooCommerce integration





## Drive higher-quality user-generated content with review automations

Which would you trust more: a product description stuffed full of fancy marketing lingo? Or a product review written by a person, not affiliated with the brand, who's actually used the item?

According to the Bazaarvoice Shopper Experience Index, when shoppers engage with user-generated content (UGC), brands experience a 162% increase in revenue per shopper and a 144% increase in conversion rates. In other words, your customers are your best marketers.

But how can you collect those ultra-valuable reviews without sacrificing customer experience? According to Compass Coffee, the answer lies in Klaviyo Reviews.



# Bundle reviews with your marketing platform to streamline custom experiences and rewards

After trying to manage a frustratingly inflexible reviews tool, the team at Compass Coffee jumped at the chance to bring reviews into their already lucrative Klaviyo fold. Here's what their consolidation looked like.

## 1 Activate the data you have

Compass Coffee collects purchase history data via the [Klaviyo x Shopify integration](#), as well as message engagement data—like opens and clicks—from all of their subscribers.

## 2 Connect with your customers

Compass Coffee communicates with their customers primarily via email and SMS—and collecting customer reviews is a major piece of their multi-channel marketing effort.

## 3 Guide your marketing efforts using smart features

Using Klaviyo's automation tools, Compass Coffee set up their reviews flow to automatically branch based on whether or not someone submits a picture with their review. Those who include media receive a 15% discount on their next order; those who don't receive a thank-you email and a reminder to leave a photo next time.

## 4 Grow toward your goals

In Q1 2023, their first quarter with Klaviyo Reviews, Compass saw a 3.7x QoQ jump in customer photos submitted—and a 70.5% jump in total reviews submitted.



# 70.5%

Compass Coffee saw 70.5% quarter over quarter growth with Klaviyo reviews.

[Learn more](#)



# Make your spend more efficient with an all-in-one platform

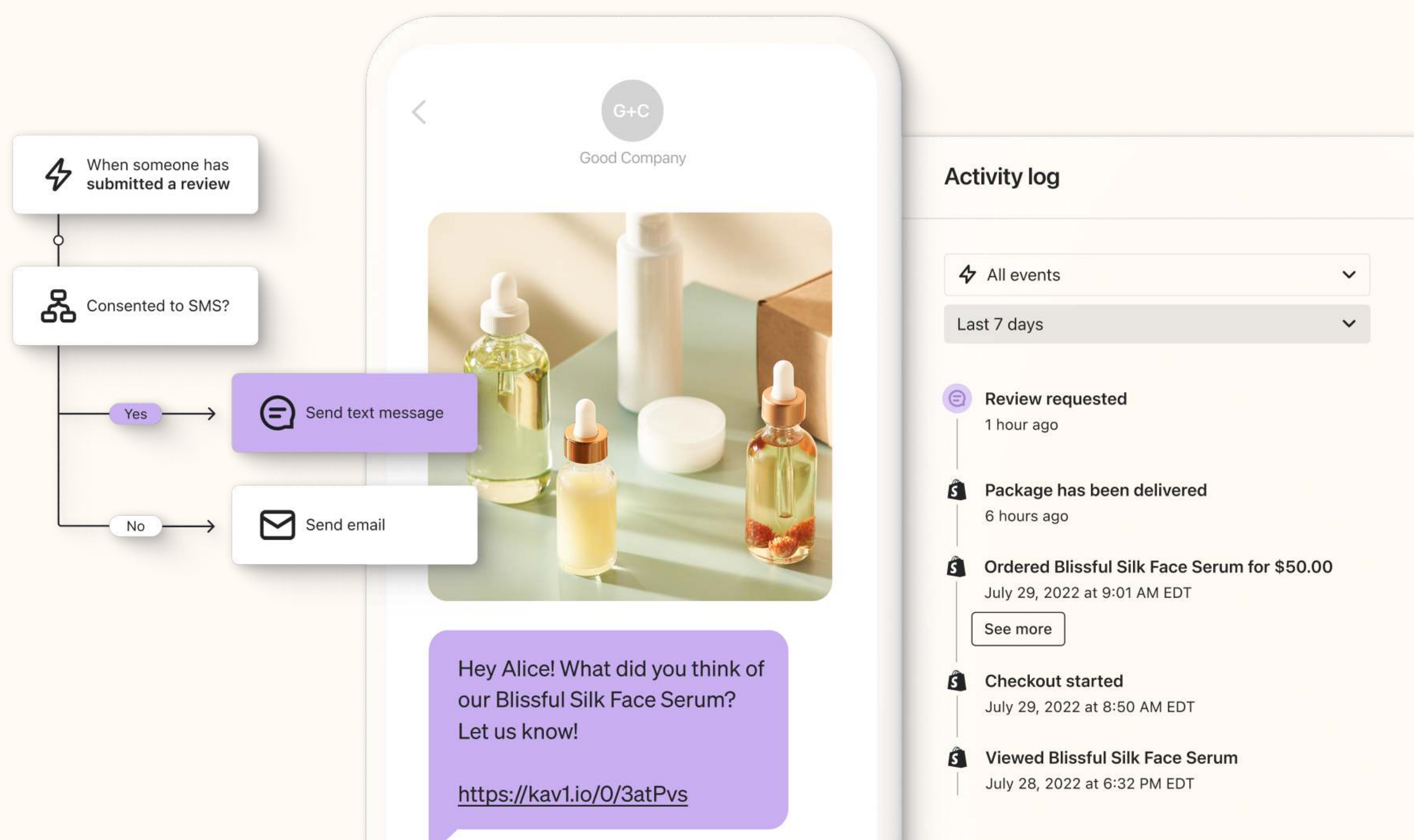
## Managing 3 channels on one platform sounds like a dream come true

Often, those too-good-to-be-true scenarios are a pipe dream—but not in Klaviyo. It only takes 5 steps to get started with Klaviyo Reviews:

1. Install Klaviyo Reviews on your Shopify store.
2. Install reviews widgets (which you can fully customize) on your site.
3. Collect reviews using Klaviyo flows.
4. Reward customers who submit a review.
5. Upload reviews from your prior point solution (if needed).

It's as simple and quick as it sounds. Activate the best marketers in the business—your customers—and watch trust in your brand take off.

[Learn how Compass Coffee brewed a highly successful reviews program.](#)



klaviyo<sup>™</sup> x **AriZona**

## Grow off-season revenue by easily tapping into lookalike audiences

If you're a downhill ski shop that sells boots and equipment, the summer months probably feel like a ghost town in your store. Or if you're a swimsuit brand, you likely experience a chill in sales when temps plummet.

Experiencing seasonal spikes and dips is a common obstacle brands face. But the typical rhythms of seasonality don't have to prevent your business from connecting with—and providing value to—new or existing customers.

With access to all your customer data (both historical and real-time) and intuitive tools that make it easy to act on your data, you can proactively expand your audience—and potentially your revenue. All it takes is a dash of creativity and the Klaviyo platform.

Here's how AriZona Beverage Co. used Klaviyo's foolproof 4-step formula to combat seasonal fatigue.



# Activate your data to grow your business year round—even when sales are historically slow

During their off season, AriZona decided to create a buzzy online contest. To enter, users built their own iced tea flavor and submitted it along with their email address for a chance to win \$10K and have their flavor go to market. Here's where Klaviyo came in.

## 1 Activate the data you have

Using Klaviyo's Facebook integration, the team promoted the contest to lookalike audiences based on their existing email list. Of the 27K entrants, 15.7K were net-new email addresses.

## 2 Connect with your customers

AriZona sent their existing subscribers flows and campaigns across email and SMS a month before the contest to boost awareness.

## 3 Guide your marketing efforts using smart features

They connected the browser-based app where the users built their flavors to Klaviyo's API so the "thank you for submission" automations were dynamically coded with personalized content.

## 4 Grow toward your goals

AriZona Beverage Co. drove 201% YoY growth in Klaviyo-attributed revenue in Q4 2022 because of the contest.



# 50.1%

AriZona Beverage Co. saw 50.1% QoQ growth in campaign click rate in Q4 2022.

[Learn more](#)

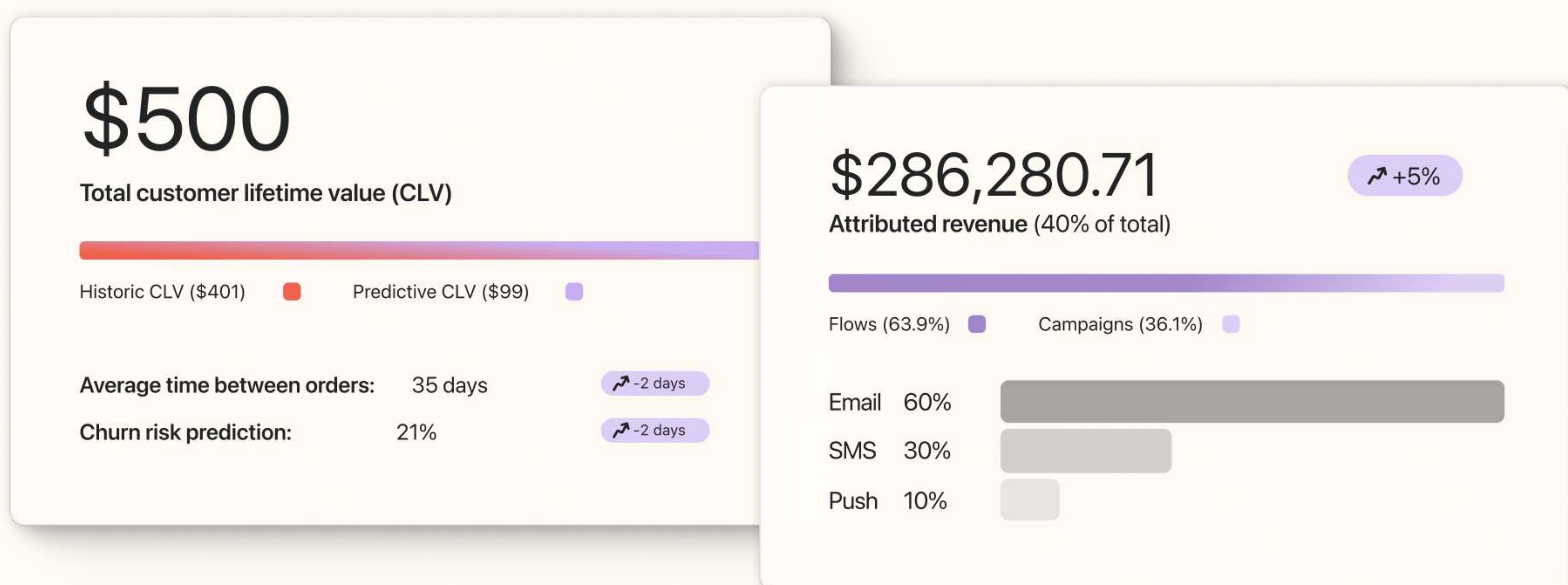
## Expand your well and find lookalikes of your best customers

### Here's how to get started:

1. After you've configured your [Facebook integration](#) and confirmed it in Klaviyo, the platform will prompt you to choose which advertising account you want to connect with in order to sync custom audiences. Select your business's Facebook page.
2. Select a Klaviyo list or segment from the first dropdown menu, then select a Facebook custom audience from the second dropdown. You can create multiple custom audience syncs.
3. Make sure the Facebook page you want to sync lead ads for is selected from the dropdown.
4. To create your first connection, select a Facebook lead ad from the corresponding dropdown, then select a Klaviyo list from the corresponding dropdown.
5. Click the "Subscriptions" dropdown and select whether to subscribe customers who fill out the lead ad form to your email or SMS lists, or neither ("Do not subscribe").

With Klaviyo, there's no guesswork when it comes to identifying who might be the best people to target with your marketing messages. Klaviyo's Facebook integration lets you use your lists and segments to create custom audiences and lookalike audiences directly in Facebook—putting your paid ad spend to strategic use and making wasted dollars a thing of the past.

[Learn how AriZona Beverage Co. engages their audience year round.](#)







# Add another channel and earn more revenue from existing flows

When something is working really well or out-performing your expectations, it's easy to assume that it can't possibly get any better. But that's a trap. Why? Because it closes you off from innovation and optimization.

Things can always improve. There's always more to achieve. For brands serving a diverse audience, thinking creatively about how to communicate and deliver new, evolving experiences can strengthen brand affinity and ultimately benefit your bottom line.

If you've only engaged with your audience via email and you're knocking it out of the park, what might happen if you tag in text messaging, too? Or mobile push notifications from your app? What if you make some of your automations multi-channel? How much better could things get?

Dagne Dover decided to take a chance and find out.

# Add SMS or push notifications to existing flows to drive message reinforcement and cross-channel conversions

As the cost of other marketing channels—like paid media—continue to rise, Dagne Dover sought to amp up power of the ones they directly control. With an email messaging strategy already firing on all cylinders, they turned to SMS next. Here's how Klaviyo's framework came into the mix.

1

## Activate the data you have

Based on browsing behavior and purchase history collected via the [Shopify Plus x Klaviyo integration](#) and email message engagement, the team identified customers who were on the cusp of making a purchase.

3

## Guide your marketing efforts using smart features

Using Klaviyo's pre-built template library, the team can quickly pick text messages based on type, goal, or integration to optimize automations. Plus with [Klaviyo's quiet hours](#), Dagne Dover can automatically send texts that are appropriate for a customer's time zone—easily remaining compliant with government regulations.

2

## Connect with your customers

Dagne Dover started branching email-only automations with complementary SMS messages, upping the chance for conversion.

4

## Grow toward your goals

These changes help Dagne Dover drive 25% of their overall revenue from email and SMS each quarter.

12k%

Dagne Dover saw a 12,000% ROI in their first year on Klaviyo's SMS.

[Learn more](#)

# Communicate more to make more

## Adding SMS to an existing email flow

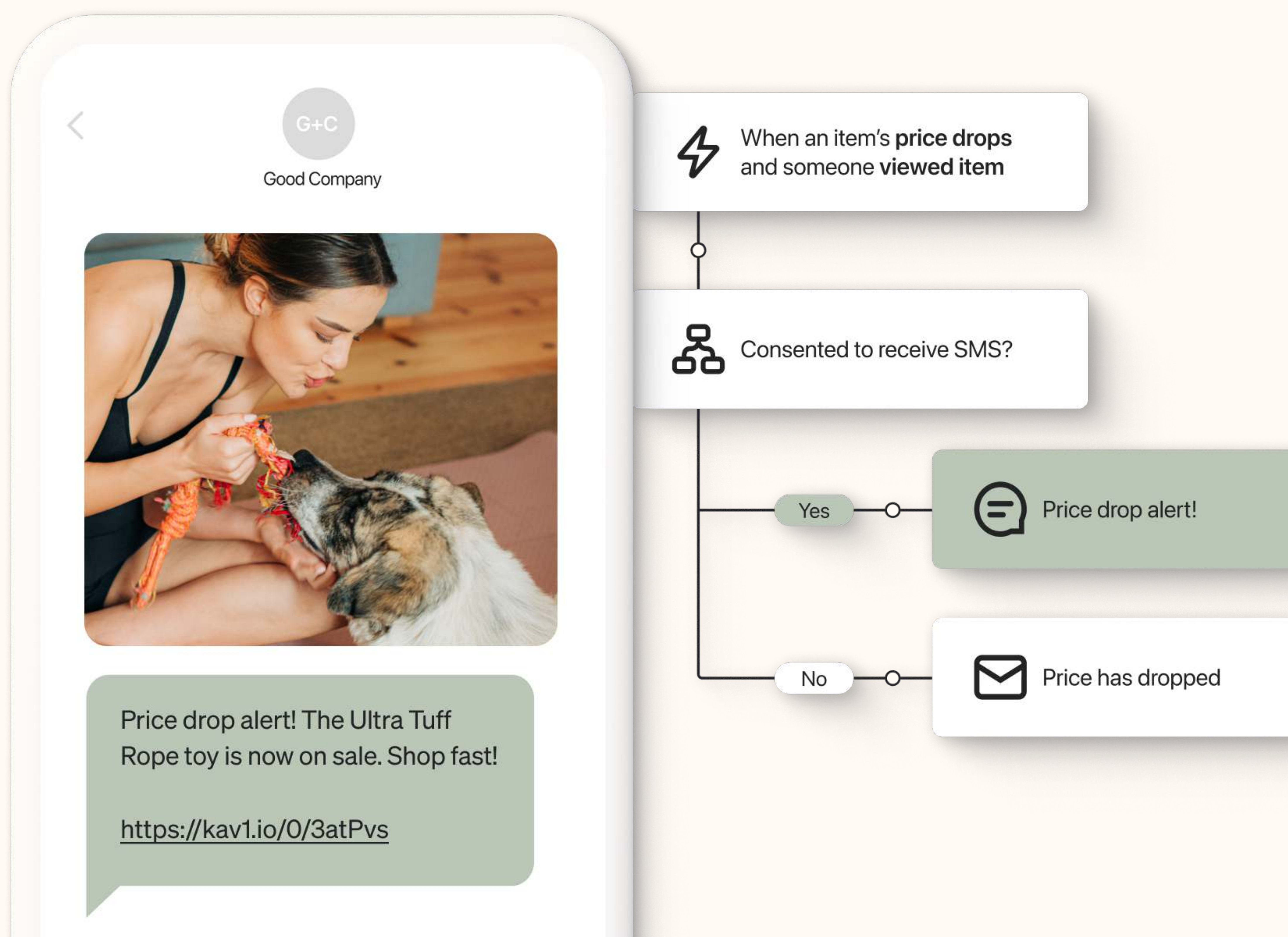
Take a look at how easy it is to add an SMS message to an existing email flow.

1. Drag the conditional split component from the sidebar and drop it in an existing automation where you would like the split to occur.
2. In the left-hand sidebar, define the logic for your conditional split. In order to receive an SMS message, someone must have consented to join your SMS list. So the split action would be, "Is consented to receive SMS".
3. Recipients who meet this condition will go down the YES path (and receive an SMS message), while those who don't meet the condition will go down the NO path (and receive email only).

Klaviyo isn't a one-trick pony. Because email, SMS, mobile push, and reviews are all part of the platform that powers smarter digital relationships, you can experiment with new methods of communication in a snap.

The key here is being strategic about combining different communication channels to maximize value. You don't want to bombard your audience with the exact same message, at the same time, via email and text. Think about creating a messaging symphony—not a monotone.

Learn how Dagne Dover's multi-channel flows drive sales.





# Use behavioral data to capture more sign-ups on your site

As a marketer, you work hard to get people to your website. So when someone lands there, it's imperative that they do something—whether that's signing up to your email or SMS list, browsing new products, adding items to a cart, or clicking that coveted “purchase” button.

Otherwise, those pricey acquisition dollars get flushed down the drain—and in this economy, no one has the budget for that.

This is where tracking behavioral data, like site activity, becomes essential. If you don't know whether or not someone took the action you wanted, how can you decide what to do next?

Here's an IRL example: Bearpaw spotted a problem in the data they collected from their [Klaviyo x BigCommerce](#) integration: People were landing on their website and not subscribing to their lists. They jumped into action.



# Unlock your data to implement targeted pop-ups that convert subscribers

When Bearpaw switched from Dotdigital to Klaviyo, the team was impressed with the sophistication and ease of use of Klaviyo's BigCommerce integration—not to mention the impressive results it generated for the business in a mere 6 months. Here's how they used Klaviyo to grow.

1

## Activate the data you have

Using site activity data captured via the BigCommerce x Klaviyo integration, the Bearpaw team identified users leaving their site without subscribing to their list—and presented them with an exit pop-up offering an even bigger incentive to subscribe than their welcome pop-up.

2

## Connect with your customers

Bearpaw added a single text for SMS subscribers to the beginning of their email welcome flow, driving strong engagement with the multi-channel flow.

3

## Guide your marketing efforts using smart features

Thanks to Klaviyo, the Bearpaw team is confident their exit pop-up performs well. Their submit rate is 2.7x the median for their closest peers, according to [Klaviyo benchmarks](#)—a feature that allows brands to analyze their account data in relation to best practices, industry trends, and companies similar to their own.

4

## Grow toward your goals

The team grew their email list by 48% YoY and their revenue by 39% YoY.



2.7x

Bearpaw saw 2.7x median submit rate for their 100 closest peers on exit pop-up.

[Learn more](#)

# Don't just guess—confidently assess

## Measuring your success with Klaviyo benchmarks

It's hard to measure the success of something new, for the very reason that it's...new. If you've never done something before, you might not have a sense of what good, great, or bad looks like. That's where Klaviyo benchmarks come in:

1. To access benchmarks, head to the Analytics tab. Select "Benchmarks"
2. Check that your industry and peer group configurations at the bottom of the feature are correct.
3. Toggle between business performance, email campaign performance, SMS campaign performance, flow performance, and sign-up form performance to get a detailed view of your metrics related to companies similar to yours, industry trends, and Klaviyo best practices.

The Klaviyo benchmarks feature removes the guesswork. And the best part is you don't have to set anything up: it's natively built in to your account, waiting to guide you toward smart optimizations.

[Learn how BearPaw uses Klaviyo to implement smart growth decisions.](#)



klaviyo<sup>™</sup> x LEGAL SEA FOODS

## Forecast order volume ahead of major holiday sales

High consumer demand for your products is every business owner's dream. On the flip side, running out of inventory during a peak selling moment is the stuff of retail nightmares.

It's a balancing act. Businesses want to make sure they're prepared for seasonal moments like Mother's Day, Father's Day, Labor Day weekend, BFCM, and Boxing Day. But they don't want to pre-order so much inventory that there's a surplus after those speciality sales wind down—resulting in a waste of materials and resources. So how do brands walk the profitability tightrope?

One way is using customer data as a forecasting tool. Legal Sea Foods, a popular restaurant chain on the east coast with a DTC operation, leveraged Klaviyo's segmentation features to test this method.

# Use segmented testing to predict market demand for your product

The team at Legal Sea Foods planned a special sale to launch for Father's Day. But, they weren't sure how many orders it would bring in, and if they blasted it out to the restaurant's full list of 1M+ subscribers they could leave themselves open to an order volume fiasco. Here's how they planned ahead with Klaviyo.

## 1 Activate the data you have

Based on purchase data collected via the [Shopify x Klaviyo integration](#) and Klaviyo's message engagement data, Legal Sea Foods created a few segments of reticent ecommerce customers—frequent email openers who had never bought, or recipients who hadn't yet opened an email—and sent them an email about the sale.

## 2 Connect with your customers

The restaurant chain communicates with its DTC shoppers primarily through email—and launches sales via this channel, too.

## 3 Guide your marketing efforts using smart features

Using Klaviyo's automation tools, Legal Sea Foods was able to easily define a smaller group of subscribers and sent them a test campaign to see how many of them converted—guiding their strategy for a larger rollout and testing the demand for the sale.

## 4 Grow toward your goals

By accurately predicting demand for their Father's Day sale, the Legal Sea Foods team pulled off the sale without a hitch and ensured nothing went to waste. They also drove \$21K+ in revenue in one holiday weekend.



# 6.4x

Legal Sea Foods saw growth in ecommerce subscribers in first 6 months on Klaviyo.

[Learn more](#)



# Test ahead of time to get it right when it matters most

### Get smarter with A/B testing

Trying out a certain message or sale in a subset of your unique market can produce valuable results. Maybe the message doesn't land the way you think, or the sale wasn't enticing enough to drive conversions.

Whatever the outcome, tests reveal learnings you can apply to a larger swathe of your audience. Klaviyo makes it easy to [A/B test both campaigns and automations](#).

#### Seriously, it's this easy:

1. Navigate to the Campaigns tab and click "Create an email campaign" (for example).
2. Name your campaign.
3. Select the lists or segments you want to send to.
4. Input the subject line (and, if you want, edit the preview text, sender name, and sender email address).
5. Create the first version of your email, adding your copy, images, and links. Don't forget to save your creation.
6. At the bottom of the page, click "Create A/B Test". This will automatically create a second, identical variation of your campaign and bring you to the "Campaign A/B Test" page.
7. From there, you can test content (think subject lines, CTA, body copy, and product images) or send time.

Word to the wise: When A/B testing, pick only one variable to test at a time, that way you'll know for sure what's responsible for the good or sub-par results.

[Learn how Legal Sea Foods used segmented testing to prepare for a holiday sale.](#)





## Easily execute on marketing decisions, faster—and without extra developer support

Most effective marketing falls into one of two categories: proactive, planned moments you know will resonate with your target audience, and reactive adjustments you make quickly in response to patterns in your data.

“Quickly” is the operative word there. If your marketing team can’t easily access customer data, understand it, and then action it to create experiences that drive value and conversions—well, you’re stuck in the mud. You can only start moving again with help from additional teams and resources, like developers, who have to pull the data from complicated systems and make sense of it before handing it off.

Titan Fitness was sick of getting slowed down. So they opted to partner with Klaviyo, a low-code marketing automation platform that syncs directly with the external apps they were already using, to amp up efficiency.



# Empower your team to work more efficiently with an easy-to-use, extensible platform

Titan Fitness has integrated their Salesforce Commerce Cloud online store, their Facebook and Google accounts, Aftership, and Reviews.io directly into Klaviyo. Here's how they make it all work:

1

## Activate the data you have

Titan Fitness collects order status information via Klaviyo's API with Aftership. This integration empowers Titan to customize their post-purchase communications, and tell customers when an order will arrive in multiple packages.

2

## Connect with your customers

As one of the fastest-growing fitness equipment and home gym brands, Titan Fitness is focused on expanding their email marketing program.

3

## Guide your marketing efforts using smart features

Using the [Klaviyo x Reviews.io integration](#), Titan set up a custom trigger event in their review request flow— a post-purchase flow that's one of the many in Klaviyo's pre-built flow library—to automatically send a review request when customers' orders have been "completely delivered." This means customers don't receive a request to leave a product review until every item they purchased has arrived on their doorstep.

4

## Grow toward your goals

The team not only drove 62% of their Klaviyo-attributed revenue from flows in their first year with Klaviyo, but also saved 75 hours of developer work per month.



75hrs

75 hours of developer work was saved when Titan Fitness used 5 active Klaviyo integrations.

[Learn more](#)

# Make complicated data plug-and-play

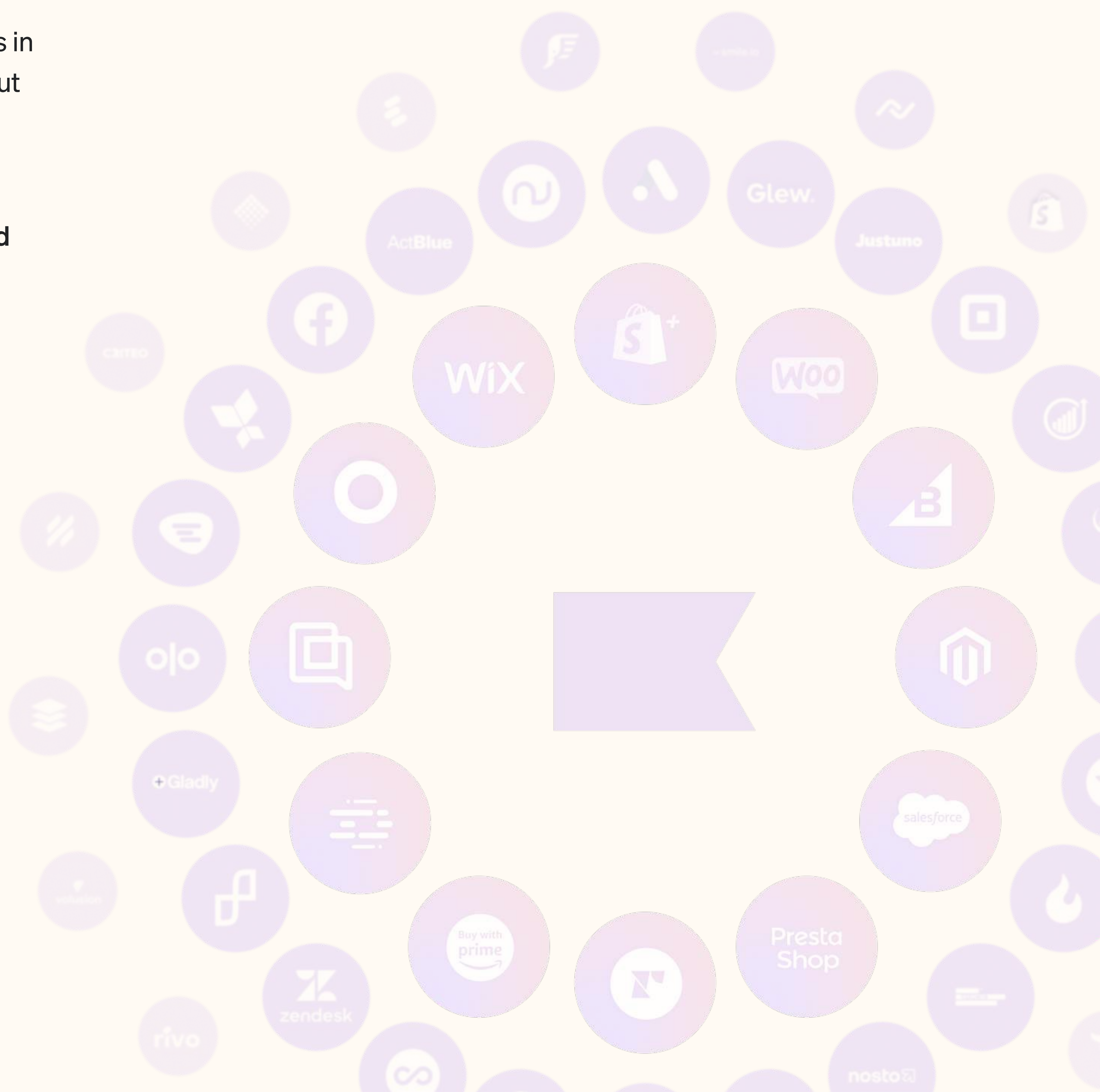
## Customize your integrations

Even though Klaviyo has over 300+ pre-built integrations, some brands like to build custom ones. [Structuring custom data for flow filtering and segmentation](#) is not a complicated affair

1. **Make sure all your segmentation properties are top-level properties, not nested.**
  - a. E.g., if you create a Placed Order metric to track when someone completes a purchase on your site, you may want to filter events based on which items someone purchased.
2. **To do this, create two top-level arrays in properties:**
  - a. ItemNames: Include all the purchased product names.
  - b. Items: Populate with nested arrays to include all the associated product details for each product in ItemNames. This nested data is helpful later on when iterating over the items in the order, so you can display properties about each item one at a time (e.g., ProductName, ItemPrice, and Quantity).
3. **The ItemNames array is then sent via the Placed Order payload.**

The [Klaviyo developer portal](#) has guides galore. Whether you opt for custom or pre-built integrations—or both—you're never left on your own to figure things out.

[Learn how Titan Fitness found the flexibility they were looking for in Klaviyo](#)



# klaviyo<sup>™</sup> × Andie

## Use customer data to grow at each stage of the buyer journey

You've heard it splashed all over headlines and social media circles in recent years: "Retention is the new acquisition." [Cody Pfolker, CMO of Jones Road Beauty, disagrees.](#)

In his estimation, "acquisition should be rooted in retention." Which is to say—the two systems feed each other. In order to have money to spend on acquiring new customers, you have to generate sustainable revenue by keeping your current ones long-term. Focusing solely on one part of the customer journey leaves you open to neglecting others that are equally important.

Providing TLC at each and every stage of the buying journey probably sounds like a labor-intensive task—one that might send many lean teams panicking. But it's easier than it sounds when you use customer data to inform your decisions—and partner with a platform that helps you instantly implement those decisions.

Andie Swim learned that firsthand.

# Andie

## Convert across your entire funnel by using customer insights to make a business impact

Andie Swim uses the data they collect in Klaviyo to fine-tune bespoke experiences at both ends of their funnel.

### 1

#### Activate the data you have

Andie Swim collects demographic and preferential data in their 12-question FitFinder quiz via the [Klaviyo x Digioh integration](#) and purchase history information via the [Klaviyo x Shopify Plus integration](#). Then, the team activates that data to add personalized touches to their marketing, like dynamic content in their welcome series based on each recipient's quiz responses.

### 2

#### Connect with your customers

An on-site quiz and email messages are the two primary ways Andie Swim communicates with their audience.

### 3

#### Guide your marketing efforts using smart features

Andie Swim uses Klaviyo's data visualization tools in the segment-level campaign reporting feature to review engagement metrics across key segments. From there, the team can regularly optimize their targeting to send fewer, more relevant campaigns.

### 4

#### Grow toward your goals

The personalized welcome series based on quiz data has driven \$70K+ in revenue since the Andie Swim implemented it in June 2022.



# 70.9%

Andie Swim saw 70.9% YoY lift in click rate on flows in 2022.

[Learn more](#)

## Implement on-time automations that make buying a no-brainer

Part of capitalizing on customer data is using it to reflect back to the customer what they've expressed they want or need.

### Anticipate your customer's needs

The replenishment flow is a perfect example of that mirror effect in action. It tells a shopper, "I saw you bought this product in the past, and you're probably just about to run out. Buy here before you do!"

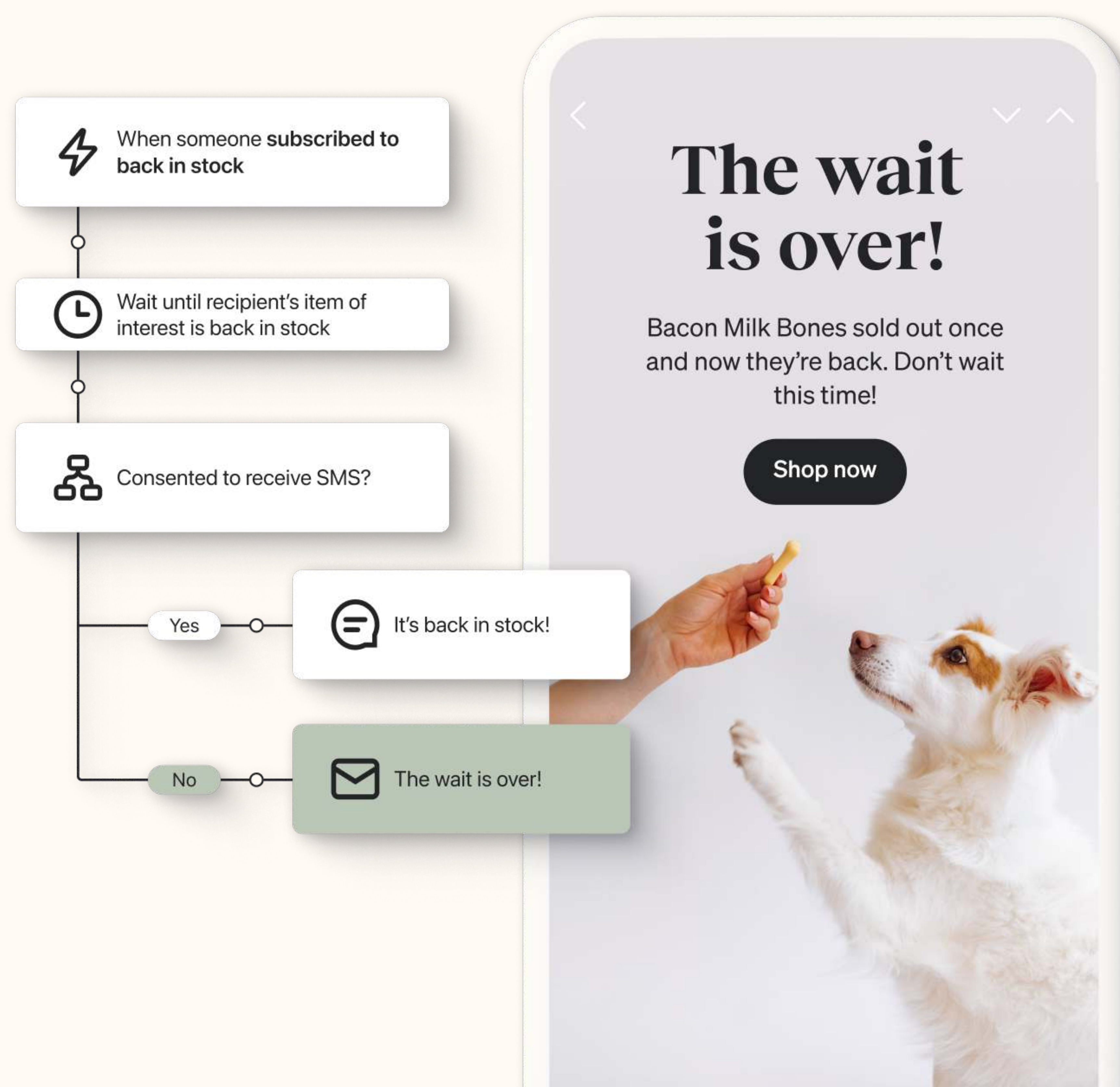
[Learn how Andie Swim maximizes conversions using customer data.](#)

### Handy, right?

For Shopify and BigCommerce integrations, you can implement a pre-built flow in your Klaviyo account following these steps:

1. **Navigate** to the Flows tab.
2. **Click** "Create Flow" to view the flows library.
3. **Click** "Encourage repeat purchases" in the "Browse by goal" section.

Alternatively, as long as you have the Placed Order event, you can build this flow from scratch by creating a metric-triggered flow. If you're creating a flow for a specific product, you can add a trigger filter that will limit this flow to customers who purchase the product.





## Capture in-person data that boosts online sales

Some businesses operate solely online. Some only have brick-and-mortar locations. But more and more, brands are adopting a two-pronged approach to cast a wider net and capture shoppers regardless of how and where they like to shop.

That's good news for consumers. If you don't live near a physical store of your favorite brand, no bother—you can shop their inventory from the comfort of your couch. But for business owners, operationally, things become a bit more complicated.

Ideally, you don't want to create data silos. You want to track what's happening in-store in the same system you use to track online activity. Otherwise, you'll have data gaps that could steal your cross-sell thunder or an opportunity to nurture customers.

Stone Brewing knows all too well what happens when an omnichannel tech stack doesn't gel—which is why, now, they use Klaviyo as the bridge between in-store and digital experiences.





# Partner with an integrated marketing platform to keep a pulse on your entire ecosystem

With much of Stone Brewing's tech stack connected to Klaviyo, the team puts their centralized customer data to work in innovative ways that drive business value. Here's one example.

1

## Activate the data you have

Using the [GoTab x Klaviyo integration](#), Stone Brewing collects email marketing subscribers from in-person customers at their breweries.

3

## Guide your marketing efforts using smart features

Using Klaviyo's APIs and automation tools, Stone set up a custom trigger event in their welcome flow—one of the many in Klaviyo's pre-built flow library—for people who join their list at taprooms and breweries. The automated email offers IRL visitors a specialized discount for online merchandise.

2

## Connect with your customers

Stone Brewing connects with customers in-person at 7 physical locations, and digitally via email marketing and their online store.

4

## Grow toward your goals

This popular cross-sell offer has helped drive 62.8% YoY growth in revenue from flows YTD.



60%

Stone Brewing saw YoY growth in placed order rate on Klaviyo flows YTD in September 2023.

[Learn more](#)



# Make marketing easier with out-of-box flow templates, designed to convert

## Powered with automations

It's so easy to get automations up and running on the platform—[see for yourself](#):

1. Navigate to the Flows tab and choose to either create a flow or browse the flow library.
2. Pick out a flow based on a particular marketing goal, ecommerce integration, and messaging channel (SMS, email, or both).
3. Or, if you know what you're looking for, use the toolbar at the top to refine your search.
4. Simply click the tile to create your flow.

Ta-da—you're off to the races.

Marketers often wear a lot of hats—writer, designer, operator, strategic overseer. Klaviyo wants to take things off your plate, not add to it.

[Learn how Stone Brewing unites their in-store and online activities.](#)





## Boost the CLV of customers who *just* purchased

It's generally considered a no-no to push a cross-sell on a customer who just bought a product. Put yourself in the consumer's shoes: you just spent money with a brand, and they immediately start nagging you to spend even more. It's a bad look—and off-putting to boot.

You need to treat that customer like you care about them as a person, not just a line in a spreadsheet you're trying to squeeze more dollar signs out of. In other words: You need to provide value.

It's a worthwhile exercise for two reasons. First, understanding someone's post-purchase pain points builds deeper customer empathy. Second, when your customers feel like you've taken the time to help them get the most out of your products, it builds brand trust.

Cargo Crew adopted a value-first approach when they planned out their post-purchase experience, and it paid off—or, more accurately, paid for itself.

# Nurture customers with cross-channel, educational value—the results may surprise you

During Cargo Crew's first year with Klaviyo, the team was on a mission to majorly revamp their post-purchase journey. Here's one step they took using a full-platform approach:

1

## Activate the data you have

Using the [Klaviyo x Facebook integration](#) and purchase and history data collected via a custom-built integration with commercetools (provided from their managing agency), Cargo Crew was able to retarget customers with paid social messages, highlighting care guides for recent purchases.

3

## Guide your marketing efforts using smart features

When it came to updating their post-purchase email automation, the team relied on Klaviyo's A/B testing feature to confidently make changes to the flow's send time and subject lines.

2

## Connect with your customers

In addition to social media, Cargo Crew connects with their audience via email.

4

## Grow toward your goals

The goal was to provide value to customers post-purchase. On Facebook, Cargo Crew did that and more. Customers not only engaged with the care messaging, they reordered from it—and it drove a recent ROAS of 29.9x. The team saw 3.5x growth in revenue per recipient on the optimized post-purchase email flow.



74.9x

Cargo Crew saw 74.9x  
ROI with Klaviyo.

[Learn more](#)

# Test as you go—and optimize in real time

## Stay agile by testing mid-flow

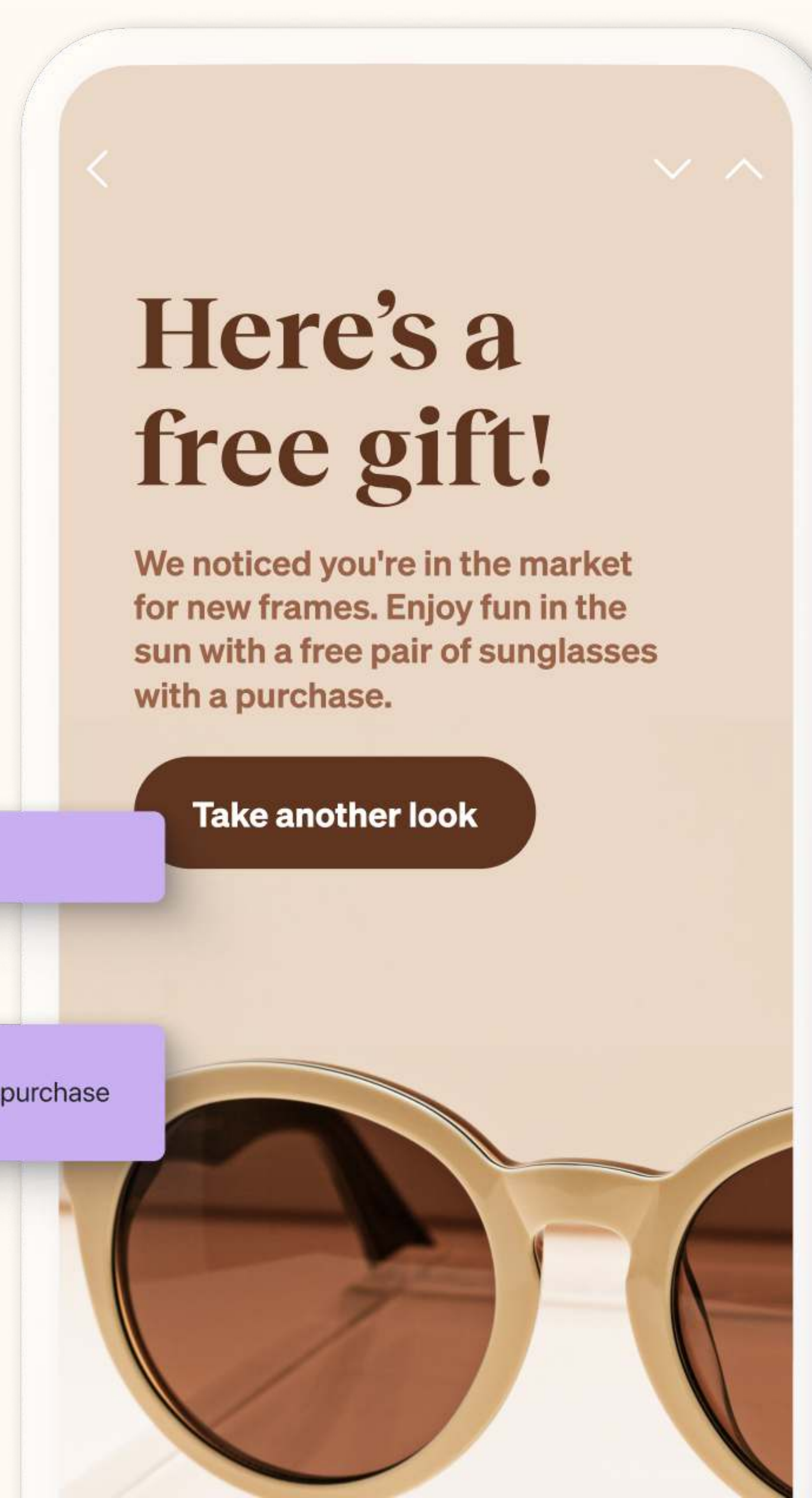
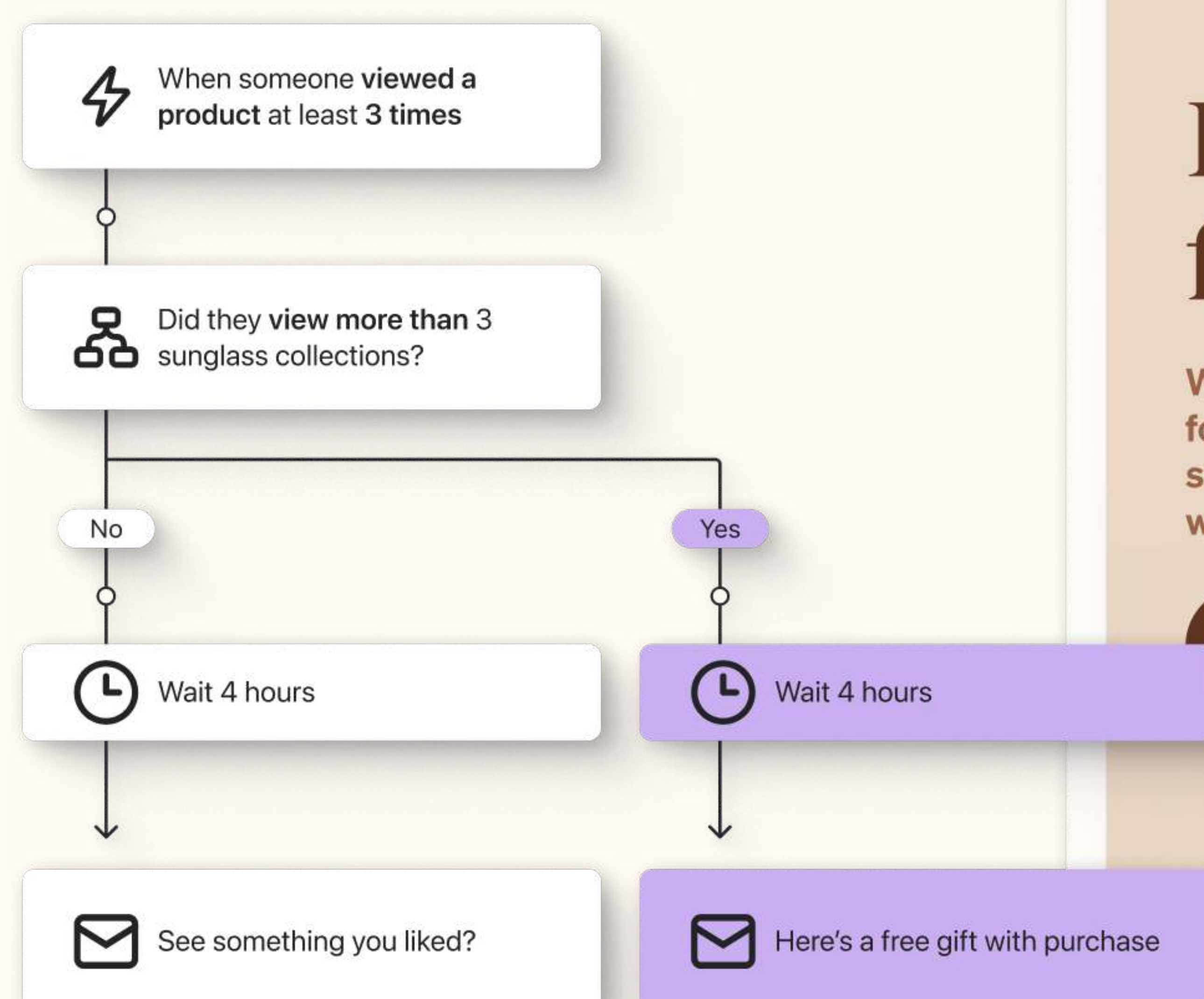
In Klaviyo, you don't have to put everything on hold to run an A/B test. You can run a test while an email or SMS automation is live. Your business doesn't stop, so your marketing shouldn't, either.

Here's how to kick off an A/B test mid-email flow:

1. Create a flow just as you normally would.
2. Configure two or more email variations for one of the messages within your flow email—adjusting the subject line or core email content for each variation.
3. Select the weight of each variation to establish the percentage of people who will receive each email.
4. Set Klaviyo to automatically choose a winning variation after statistical significance is reached, or manually choose a winner based on the highest open rate or click rate between the message variations.

Simply get rid of the variation that didn't perform as well, and move on to the next test. Klaviyo does the hard work for you. Get smarter as you go—your customers and bottom line will thank you for it.

[Learn how Cargo Crew used Klaviyo to transform their post-purchase experience.](#)





# Power smarter digital relationships

Klaviyo (CLAY-vee-oh) powers smarter digital relationships, making it easy for businesses to capture, store, analyze, and predictively use their own data to drive measurable, high-value outcomes.

Klaviyo's modern and intuitive SaaS platform enables business users of any skill level to harness their first-party data from more than 300 integrations to send the right message at the right time across email, SMS, and push notifications. Innovative businesses like Dermalogica, Living Proof, Citizen Watch, and more than 130,000 other paying users leverage Klaviyo to acquire, engage, and retain customers—and grow on their own terms.

We'll help you make your own unique use case. Contact your representative for more information.

[Learn more](#)

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x



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