

klaviyo

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**Important building blocks for any
ecommerce brand:**

1. Customer acquisition

2. Website experience

3. Logistics and Operations

But what about after that?

1. Customer Retention

2. Understanding customers

Why should you care?

- **Costs less - 5-7x LESS**
- **Customers spend more - 33% more**
- **Adopt new products - 50% more likely**

BUT - this isn't easy

- **Limited cost-effective channels to influence purchases**
- **Email fatigue and low open rates**
- **Lack of data collection for personalisation in follow ups**

What steps can you take

Track your customers' journey

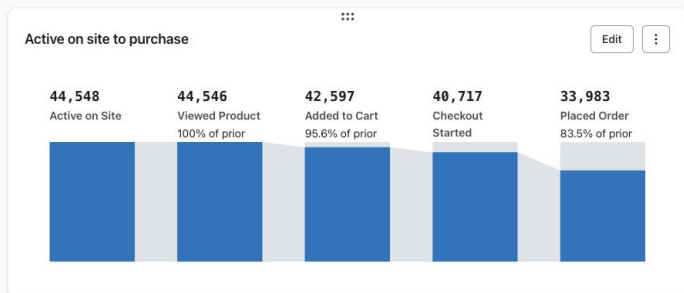
Example data points

- Viewed products
- Searches
- Product variants (size, gender)
- Collections
- Sale vs non-sale
- Email/SMS engagement

The more data the better!

Even if we can't use it now, how useful could it be for the future.

Where are they dropping off...



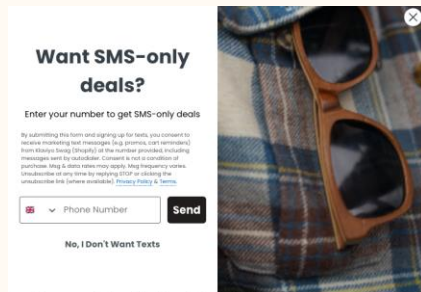
All events

Start date End date

▼	■	Opened email "Order Confirmation"	Oct 17, 2024, 4:45 PM GMT+1
▼	■	Received email "Order Confirmation"	Oct 17, 2024, 4:08 PM GMT+1
▼	■	Received SMS "SMS #1"	Oct 17, 2024, 4:02 PM GMT+1
▼	✅	Fulfilled Order	Oct 17, 2024, 12:49 PM GMT+1
▼	✅	Ordered "Charcoal Tee"	Oct 17, 2024, 12:49 PM GMT+1
▼	✅	Ordered "Cotton Drawstring"	Oct 17, 2024, 12:49 PM GMT+1
▼	✅	Placed order for "\$20.00"	Oct 17, 2024, 12:49 PM GMT+1
▼	✅	Checkout Started	Oct 17, 2024, 12:48 PM GMT+1
▼	✅	Added to Cart	Oct 17, 2024, 12:42 PM GMT+1
▼	🔄	Viewed Product	Oct 17, 2024, 12:40 PM GMT+1
▼	✅	Viewed Collection	Oct 17, 2024, 12:38 PM GMT+1
▼	✅	Submitted Search	Oct 17, 2024, 12:37 PM GMT+1
▼	✅	Added to Cart	Oct 17, 2024, 12:37 PM GMT+1
▼	🔄	Viewed Product	Oct 17, 2024, 12:35 PM GMT+1

Capture new visitors information

Once you own this data, you are in control.



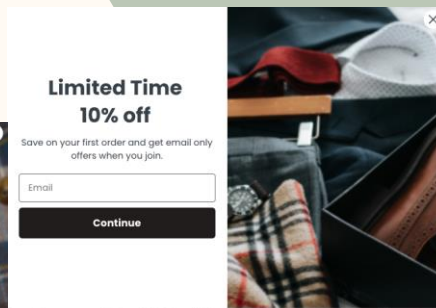
Want SMS-only deals?

Enter your number to get SMS-only deals

By submitting this form and signing up for texts, you consent to receive marketing text messages (e.g. promos, cart reminders) from Klaviyo (Klaviyo) at the number provided (including messages sent by our partners). Consent is not a condition of purchase. Msg & data rates may apply. Msg frequency varies. Unsubscribe at any time by replying STOP or visiting the unsubscribe link below. ©2023 Klaviyo, Inc. Terms

Send

No, I Don't Want Texts



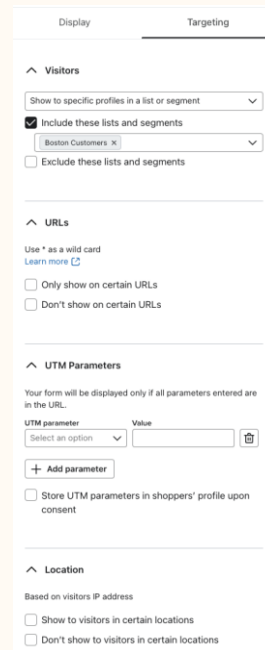
**Limited Time
10% off**

Save on your first order and get email only offers when you join.

Continue

It doesn't just need to be new visitors...

- More cost-effective to retarget on email / SMS
- Improve your data collection
- Additional communication channels - WhatsApp, SMS, postal campaigns



Display Targeting

Visitors

Show to specific profiles in a list or segment

Include these lists and segments

Exclude these lists and segments

URLs

Use * as a wild card [Learn more](#)

Only show on certain URLs

Don't show on certain URLs

UTM Parameters

Your form will be displayed only if all parameters entered are in the URL.

UTM parameter	Value
Select an option	<input type="text"/>

+ Add parameter

Store UTM parameters in shoppers' profile on consent

Location

Based on visitors IP address

Show to visitors in certain locations

Don't show to visitors in certain locations

Segment your customers

We all know the phrase “divide and conquer”...

We want to communicate with customers at the right time, with the right product so they feel we know them and what they like.

Lists & Segments Inactive

[Clear](#)

<input type="checkbox"/>	Name	Type	Members	Created ↓
<input type="checkbox"/>	Birmingham customers	Segment	0	Oct 23, 2024, 11:25 AM
<input type="checkbox"/>	Male customers	Segment	0	Oct 23, 2024, 11:24 AM
<input type="checkbox"/>	Window shoppers - high engagement	Segment	69811	Oct 23, 2024, 11:24 AM
<input type="checkbox"/>	Loyal customers / VIP	Segment	35336	Oct 23, 2024, 11:23 AM
<input type="checkbox"/>	Cross-sell opportunities	Segment	74641	Oct 23, 2024, 11:22 AM

Where do we need to pay attention?

RFM analysis

How are we performing against our goals?

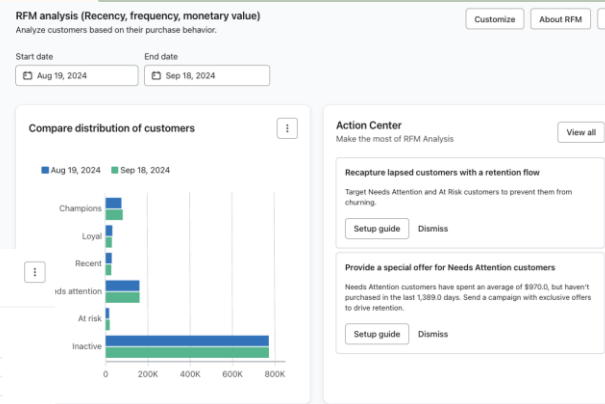
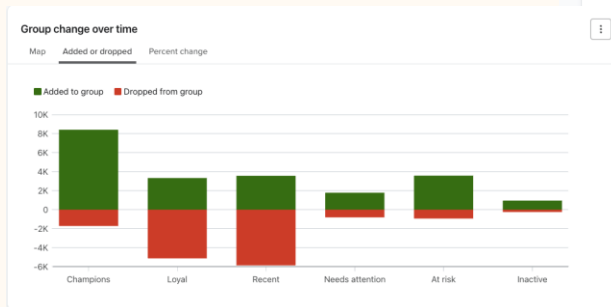
Where do we need to pay more attention?

AI

Use

- Future lifetime value
- Expected date of next order
- Churn risk

In our communication strategy.



Predictive analytics [Klaviyo AI](#)

[What are these?](#)

\$60934.8

Total customer lifetime value (CLV)



Expected date of next order: Oct 24, 2024

Avg time between orders: 2.24 days

Churn risk prediction: 63.00%

Average order value: \$181.35

Automate this work

It doesn't need to be more work for you and your team.

Use any data point to trigger an automated communication journey with them.

- Use recommended best practice based on your aim
- Or build your own using AI

The screenshot shows the 'Create with AI' interface. On the left, there is a text input field with the prompt: "when someone in my VIP segment abandons a cart valued over \$300, send 2 emails with a 3 and 20 hours delay reminding them to purchase before it's gone." Below the input is a 'Generate draft' button. On the right, a flow diagram is displayed with the following steps: 1. Trigger: 'When someone Added to Cart'. 2. Wait: 'Wait 3 hours'. 3. Action: 'Reminder Email'. 4. Wait: 'Wait 17 hours'. 5. Action: 'Reminder Email'. The flow ends with an 'End' node. A purple banner at the top of the diagram area says: 'Click "Edit in builder" above to edit and launch this draft flow. Or, try another description and regenerate.'

The screenshot shows the 'Start with the essentials' interface. It features a grid of flow templates. The top section is titled 'Start with the essentials' and includes the text: 'Start with these flows to increase revenue and engagement with little effort.' Below this are six flow cards, each with a title, a brief description, and a 'Shopify' icon. The cards are: 1. 'Browse Abandonment' (Standard): 'Did you see something you liked? Convert curiosity into cash with this...'. 2. 'Customer Winback' (Standard): 'Encourage lapsed customers to come back and see what's new with this...'. 3. 'Customer Thank You' (New vs. Returning): 'Build customer loyalty by sending a thank you email post-purchase. This...'. 4. 'Welcome Series' (Customer v. Non-Customer): 'Welcome all new subscribers, but identify those that are truly just...'. 5. 'Post-Purchase Followup' (Order Count Split): 'Tailor post-purchase content based on lifecycle stage! This flow splits o...'. 6. 'Prevent lost sales': 'Turn browses and abandoned carts into purchases with these high-converting flows. (20 flows)'. 7. 'Nurture subscribers': 'Turn subscribers into customers by sending them messages at key points. (10 flows)'. 8. 'Build customer loyalty': 'Build personalized relationships with your customers with these flows tailored for each recipient. (4 flows)'. 9. 'Remind people to purchase': 'Send personalized reminders to customers prompting them to return and purchase specific products. (12 flows)'. 10. 'Encourage repeat purchases': 'After a customer makes a purchase, utilize these flows to retain engagement or win back old customers. (10 flows)'. 11. 'Send order updates': 'Send essential non-marketing emails with Flows to keep customers updated on their order status. (10 flows)'. A 'View All Flows' button is located in the top right corner of the grid.

Use your emails to show customers you know them

Sending the same email to everybody WILL affect the effectiveness of this channel and your sender reputation.

Personalise your newsletter campaigns - it doesn't need to take ages!!

← **Product**

Styles Display

Product selection

Dynamic
Showcase products using a product feed.

Static
Choose products to show for all recipients.

Product feed

Customised recommendations
Show products from All categories. Show products a customer has recently viewed. If we run out of recently viewed products, show best-selling products over the last 90 days.

View all Create product feed

Create a product feed ×

What would you like to name this product feed?
The name can only consist of letters, numbers, and underscores.
Customised recommendations

What catalog should be included in the product feed?
Shopify: Default

What products should the customers view first?
Products a customer has recently viewed

If the customer has limited history, what should they view instead?
Best-selling products over last 90 days

What additional filters would you like to apply?
Show products where Category includes all categories X

Add Filter

Close Create product feed

Deliverability

What is impacting your deliverability?

- Unengaged and old contacts?
- Lack of call to action in the email?
- Spam/bot emails?
- High volume sending?

And are certain inbox providers causing you more hassle than others?

Deliverability score

Based on last 30 days of data

Factors Over time

90

Your score is **Excellent** ↗ 9 over the previous 30 days

Metrics	Rate	Recommended
⚠️ Open rate	27.9%	greater than 33.0%
✅ Click rate	1.99%	greater than 1.20%
✅ Bounce rate	0.15%	less than 1.00%
✅ Unsubscribe rate	0.005%	less than 0.30%
✅ Spam complaint rate	0%	less than 0.01%

Action Center

Learn how to improve your score

⚙️ **Set up your dedicated sending domain**

Setting up a dedicated sending domain is essential for successful email delivery, as it verifies your credibility with inbox providers and ensures prompt delivery to subscribers.

Set up Mark done

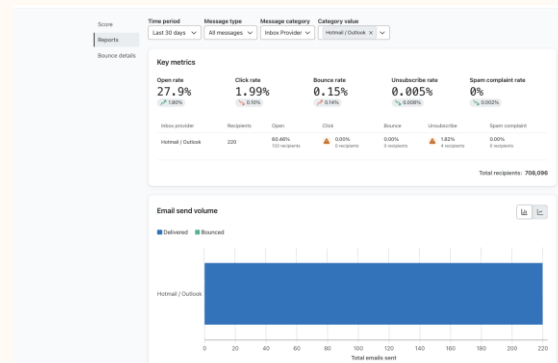
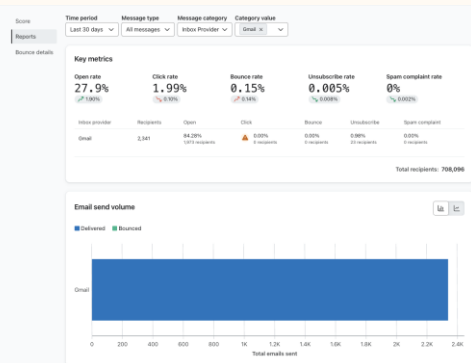
[How to set up a dedicated sending domain](#)

⚙️ **Create a sunset flow**

Implementing a sunset flow gradually removes unengaged subscribers as a last effort to re-engage them before suppression, helping maintain a clean and active list.

Create flow Mark done

[How to create a sunset flow](#)



End goal



Data Ingestion

Ingest all types of data from any source
demographic, behavioral, preferences



Integrations



300+ native integrations

Set up in one click,
no technical resources
needed

Open, flexible API for
custom integrations



Data Storage

Store unlimited data and
segmentation parameters, with
zero configuration required,
built to scale

5.5B updates per hour

9B+ unified profiles

Query Engine



Query real-time data in
less than 10 milliseconds
to use in segmentation
and automation

**150B segments computed
daily**



Experiences & Learning

Omnichannel, optimized, automated
and personalized experiences at scale

Campaigns

-

Flows

-

Segmentations

-

Forms

-

Machine learning

Models

-

Social

-

Data sources



Activations



WHERE SAINTS GO

ANYTHING BUT ORDINARY



Working with



**LUXE
COLLECTIVE**

avenue
—85—

Partnered with

