

A woman with curly hair, wearing a yellow turtleneck sweater, is sitting at a desk and looking at a laptop. The background is a bright, blurred indoor setting. The text 'Power smarter digital relationships' is overlaid on the left side of the image in a large, orange-red font.

Power  
smarter  
digital  
relationships

klaviyo<sup>®</sup>

How to drive  
value in a  
multi-channel  
world

CONNECT  
WITH ME

70%

of consumers crave deeper,  
personal connections with brands

“People are tired of being talked at. **They want brands to understand their day to day.**”


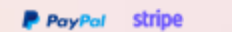

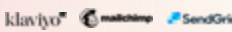










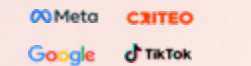


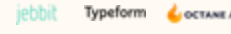






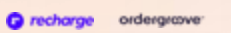
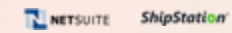


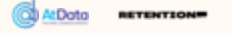






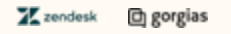


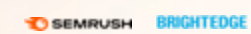



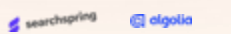






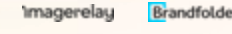

RACHEL PEDERSEN, BBC

Customers  
Expect More



Every interaction matters, and **you** are in the driver's seat

# You have **more** marketing tech choices than ever

Website	Back End	Paid Channels	Owned Channels	Data / Analytics	Retention / Loyalty
<p>Ecom Platform</p> 	<p>Payments</p> 	<p>Marketplaces</p> 	<p>Email</p> 	<p>CDP</p> 	<p>Reviews</p> 
<p>Mobile App</p> 	<p>CMS</p> 	<p>Influencer Marketing</p> 	<p>Marketing Automation</p> 	<p>Analytics / BI</p> 	<p>Loyalty Programs</p> 
<p>Content Personalization</p> 	<p>Content Management</p> 	<p>Paid Media</p> 	<p>SMS</p> 	<p>ETL</p> 	<p>Surveys</p> 
<p>Point of Sale</p> 	<p>Hosting</p> 	<p>Affiliate</p> 	<p>Onsite Forms</p> 	<p>Data Warehouse</p> 	<p>UGCs</p> 
<p>Subscriptions</p> 	<p>ERP / Order Management</p> 	<p>Sweepstakes</p> 	<p>Personalization</p> 	<p>Data Enrichment</p> 	<p>Ship ment Tracking</p> 
<p>BNPL / Try Before</p> 	<p>Catalog Management</p> 	<p>Referrals</p> 	<p>Print / Direct Mail</p> 	<p>Data Science / ML / AI</p> 	<p>Help Desk Platforms</p> 
<p>Checkout</p> 	<p>Security / Fraud Manag.</p> 	<p>SEO</p> 	<p>Mobile Push</p> 	<p>Workflow</p> 	<p>Warranties</p> 
<p>Onsite Search</p> 	<p>Returns</p> 	<p>Social Management</p> 	<p>Web Push</p> 	<p>Graphic Design</p> 	<p>Collaboration</p> 
<p>Onsite Live Chat</p> 	<p>DAM</p> 			<p>Project Management</p> 	



# Power smarter digital relationships



## Activate

your data in real time to better target, personalize, and measure all interactions

## Connect

with customers through seamless email, SMS, mobile push, and review experiences

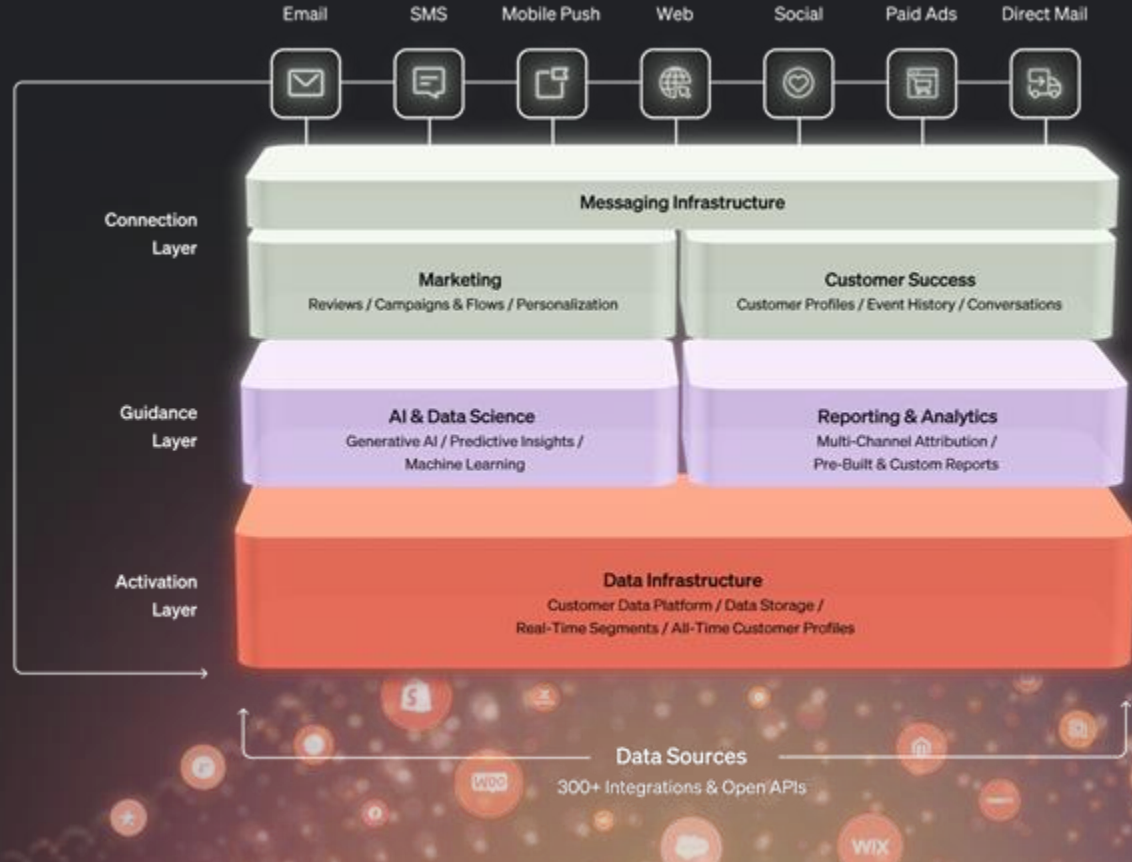
## Guide

your marketing with built-in AI, automations, predictive analytics, and benchmarks

## Grow

your audience, your customer lifetime value, and your total revenue

# The Klaviyo Platform



# Your single source of truth for customer data

The screenshot displays a customer profile for Morgan Daniels. The profile includes contact information (phone: 888-222-6444), consent status (SMS consent: Yes), and various preferences (e.g., favorite color: Navy, birthday: June 30, 1985). The activity log shows recent events such as 'Review requested', 'Order delivered', 'Order shipped', and 'Placed order for \$206.45'. A red line connects the 'Profile data' label to the 'Custom properties' section, and another red line connects the 'Event data' label to the 'Placed order' event in the activity log.

Key	Value
Phone	888-222-6444
SMS consent	Yes
Where did you hear about us?	Instagram
VIP list	True
Brick and mortar shopper	True
Favorite color	Navy
Recently viewed	[Name], "Quatre Black & White Rug ..."
Favorite_color	Blue
birthday	June 30, 1985
1st order anniversary	July 01, 2021
Review rating	5 stars
State/Region	Minnesota

Event	Date
Review requested	Jan 16, 2024 at 10:55 am
Order delivered	Jan 12, 2024 at 12:17 am
Order shipped	Jan 15, 2024 at 17:22 am
Placed order for \$206.45	Jan 12, 2024 at 08:53 pm
Email clicked	Jan 12, 2024 at 10:55 am
Opened email	Jan 12, 2024 at 08:53 pm

## Profile data

"Who you are"

## Event data

"What you've done and what you are doing"

# 7.3B+

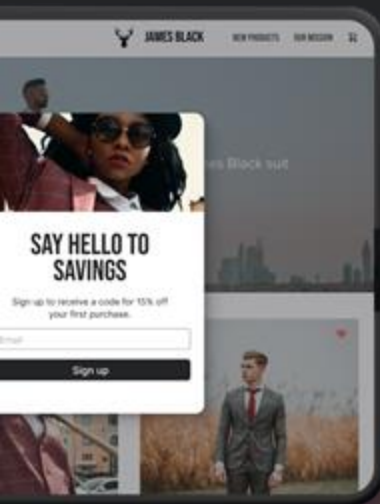
Consumer profiles

# 2B+

Average daily events processed

# Powerful customer experiences across channels

Web



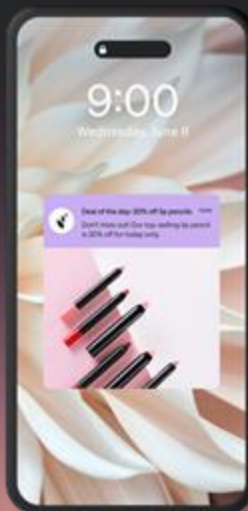
SMS



Email



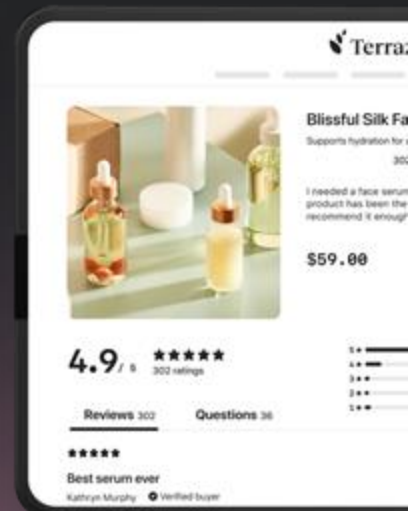
Mobile Push



Social



Reviews



# 50%+

of ecommerce revenue driven by Klaviyo for leading brands



Your marketing dream machine

# Klaviyo AI

Work faster, unleash creativity, and dream up new possibilities you never imagined

Get strategic insights

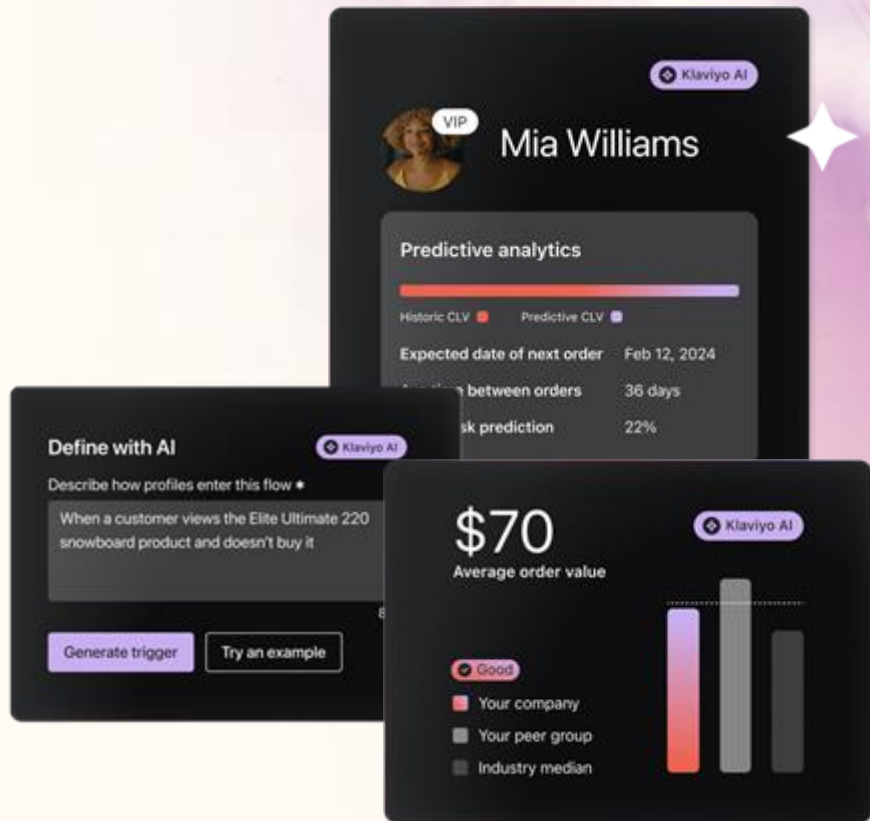
Weave together your data to deeply understand your customers and spark an idea

Create faster

Transform that spark of an idea into personalized experiences

Optimize effortlessly

Fine-tune your marketing to drive revenue impact for your business



Trusted by over 157,000 customers

Glossier.

  
marine layer

SKIMS

dermalogica

 TaylorMade

IL MAKIAGE  
NEW YORK



TECOVAS

BÉIS

228%

  
STANLEY

GRAZA®

COTY  
SINCE 1904

Average Klaviyo ROI  
Forrester, 2023

jenni kayne

GOOD  
AMERICAN

SPANX®  
BY SARA BLAKELY

MARIO  
BADESCU  
SKIN CARE  
Established 1967

DAGNE  
DOVER

HUDA BEAUTY

DUAI

 SAN FRANCISCO  
MARATHON

corepower  
YOGA  
LIVE YOUR POWER

DÔEN

CUYANA

  
cotopaxi

# Klaviyo Email

The top email marketing choice for ecommerce brands

## Smarter messages

Target, trigger, and personalize using all your customer data

## Smarter experiences

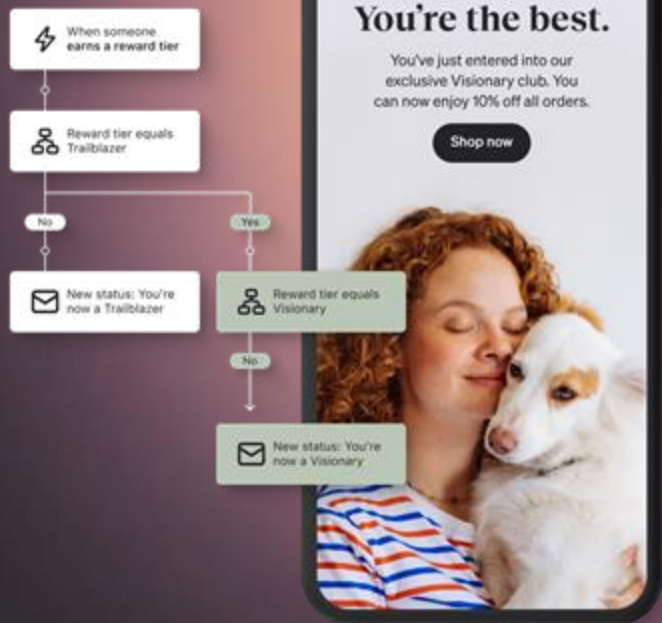
Seamlessly coordinate email, text, and mobile push in one platform

## Smarter guidance

Improve performance faster with AI optimizations and benchmarks

## Smarter growth

Drive more revenue with built-in best practices from 146,000 brands



# 63x

Average ROI on Klaviyo email

# Klaviyo CDP

The smarter, easier CDP built for faster results

## Smarter stack

Consolidate data and analytics in the same platform as your marketing

## Smarter data

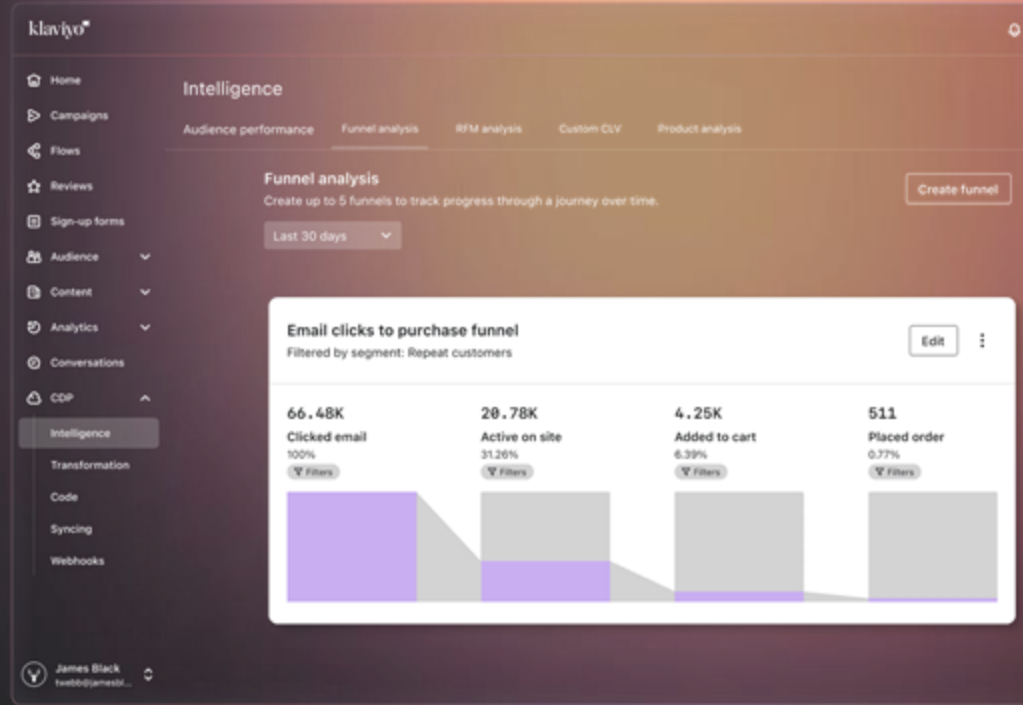
Get more accurate data you can trust, with intuitive unification and transformation

## Smarter decisions

Uncover fast insights about products, customers, and performance

## Smarter experiences

Increase conversion by powering personalization everywhere



# 11%

Increase in KAV for customers using CDP segments over BFCM 2023

# Klaviyo Advanced Analytics

Shorten the time from insight to action.

## Faster actions

Perform robust analysis in the same intuitive platform as your marketing

## Deeper insights

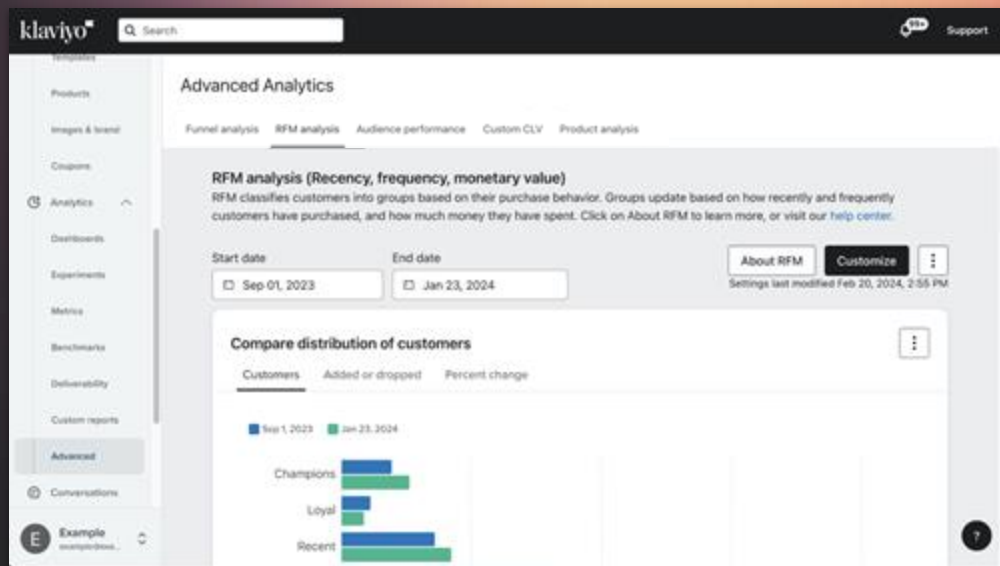
Increase repeat purchases with new insights on your customer lifecycle and product catalog

## Smarter decisions

Identify who to target, with what products, and when with marketer-friendly RFM and funnel analyses

## Higher ROI

Drive incremental revenue with RFM audiences and flows to reach customers at key inflection points



11%

Incremental Klaviyo attributed revenue driven by RFM segmentation over BFCM 2023

# CDP and AA provide new user-friendly tools to supercharge **data management** and **analysis**

## DATA:

### Transform and clean your data at scale

- No-code data transformation
- Custom metrics

### Real-time outbound syncing to power experiences everywhere

- Group membership API
- Expanded webhook support
- Pre-built data warehouse syncing
  - Snowflake, Redshift, BigQuery, Azure, and Amazon S3
- Code

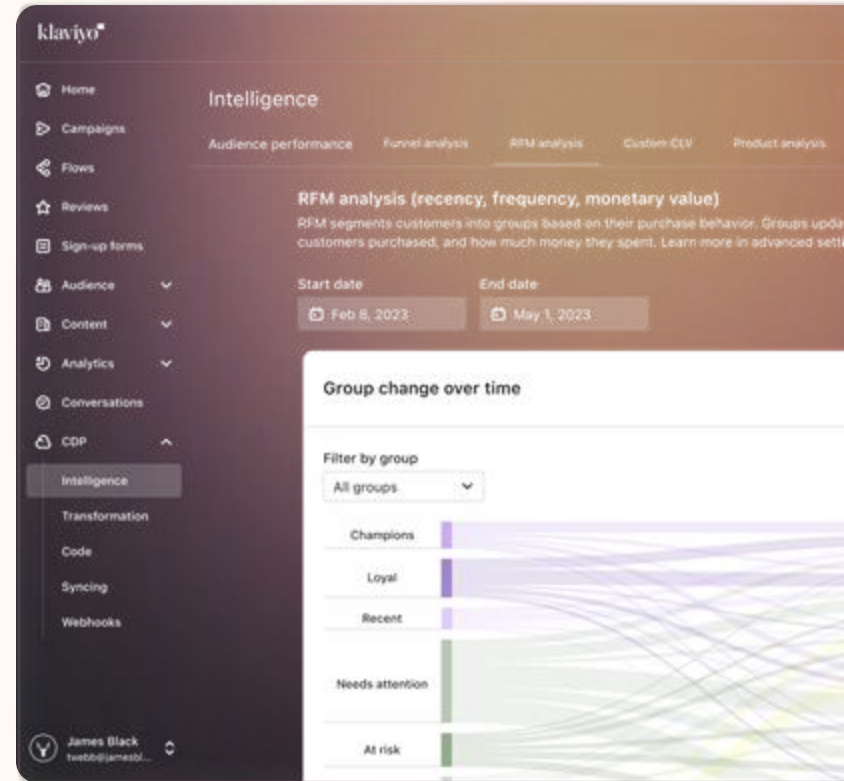
### Monitor data to stay ahead of trends and anomalies

- Custom monitors

## INTELLIGENCE:

### Smarter ways to analyze your customer behavior and deliver insights-driven personalization

- Audience performance reporting and comparisons
- Funnel analysis
- Custom CLV
- RFM analysis
- Product analysis
- Conversion overview



# Reach customers at key inflection points before they churn

Trigger flows based off RFM group change

## Insight

You find that over the last 6 months, your Needs Attention cohort is growing

## Recommendation

Create a retention flow triggered when someone moves to RFM At Risk or Needs Attention

## Result

Drive incremental revenue and repeat purchase rates

The image shows two overlapping screenshots from the Klaviyo interface. The background screenshot is the 'Edit definition' page for a segment named 'RFM Retention - Needs Attention or At Risk'. It shows two conditions: 'Current RFM group equals Needs attention' and 'Current RFM group equals At risk'. The foreground screenshot is a 'Trigger' flow configuration. It starts with a trigger 'When someone is added to RFM Retention...', followed by an email step '#1 - Retention Series' with the subject 'Hey {{ first\_name }}, We miss you and hope' and a 'Live' status. This is followed by a 'Wait 2 days' step, and then another email step 'Email #2' with the subject 'Ready to catch up? Check out what you\'v...' and a 'Live' status.

**Many customers are seeing  
2X ROI from these flows alone!**

# Use RFM to optimize your social advertising strategy

## Level-up your advertising strategies

### Insight

You can use smarter segments to influence social ad targeting to acquire customers and personalize ad content.

### Recommendation

 **Go beyond “VIPs” defined only by total spend.**

Creating Lookalike audiences based on RFM groups mean you can triangulate recency, frequency, and total spend to acquire more future-Champions

 **Optimize your ad budget with smarter retargeting.**

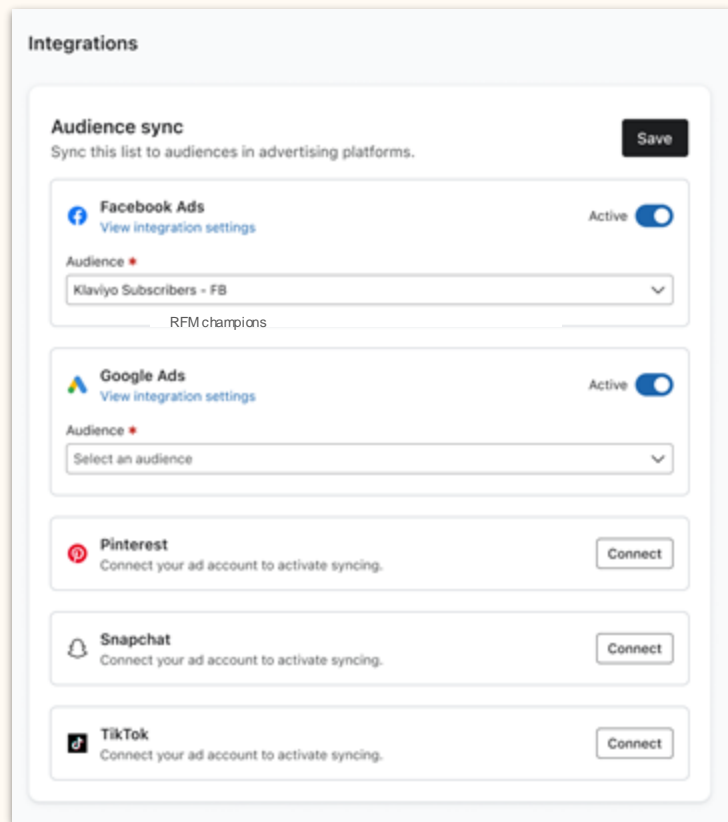
Run a retargeting cross-sell effort for those that browsed onsite within the last 60 days but didn't buy—but exclude Loyal or Champions that are more likely to come back and buy on their own

 **Create omnichannel experiences to prevent churn.**

Get ahead of churn with a social add promotion when someone moves to At Risk or Needs Attention, complementing Email or SMS campaigns

### Result

Acquire new customers, increase ROAS, and improve margins





# Go further, faster with our team of experts

## Go live faster

Onboarding to IP warming in

# Weeks

Dedicated onboarding specialist

300+ integrations & open APIs

Templates for flows & campaigns

Guided IP warming powered by Klaviyo AI

## Grow confidently

# Lifetime support

Free unlimited email & chat support

Access to extensive free training resources

Multiple support levels to meet your needs,  
including deliverability & technical advisory

Your success made simple

5k+

partners

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Klaviyo  
Power Up

Klaviyo Customer Experience Center

Onboarding | Academy  
Community of 15k members



24/7

support

---

300+

integrations

# Evolving from 1772 to the digital age

Driving cutting-edge email engagement through personalization

## Problem

A 250+ year old brand, Wilkinson Sword was looking for a way to continue building customer relationships — online

## Solution

Created a highly relevant customer experience, starting the second they sign up for emails.

”

Our promise to our customers is to give them not only the best deals and high-quality products, but also the best, most personalized content on how to use our products.

JOHN PAGNI, ECOMMERCE ASSISTANT



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67%

Of all purchases driven by email

# Cargo Crew Weaves Data Into Great Experiences

Expanding internationally through a seamless customer journey

## Problem

Their existing platform didn't integrate well with their ecommerce platform, leading to an inconsistent and glitchy experience

## Solution

Completely revamped post-purchase journey through A/B testing, segmenting CTAs, and retargeting through Klaviyo's Facebook integration

”

We have so many different customers, and we're passionate about benefiting them at every touch point. Klaviyo has really helped us build a brand we're confident is helping our customers.

LUCY PARKER, CHANNEL AND MARKETING MANAGER

**CARGO  
CREW**

---

74.9X

ROI with Klaviyo

# Glossier's glow-up with Klaviyo

Transforming every interaction into a beautiful experience – in-store and online

## Problem

Data siloed everywhere

## Solution

Consolidated 4 different platforms (email, SMS, CDP, and list growth) into Klaviyo



# 44%

growth in email and SMS lists in their first year using Klaviyo

# 2x

orders placed through Klaviyo automations

Thank you

# Appendix



# Klaviyo Mobile Push

Free notifications that keep users coming back

## Multi-channel engagement

Send push for free alongside email and text in one platform

## Precise targeting

Use all your data in Klaviyo for real-time segmentation

## Personalized design

Add dynamic images and content based on full customer history

## Smart segmentation

Use predictive analytics and 300+ integrations to personalize offers



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# 22%

Average open rate for flow push notifications



# Klaviyo Reviews

Built-in reviews that make everything smarter

## Smart interactions

Use reviews data to segment customers and personalize messages

## Timely requests

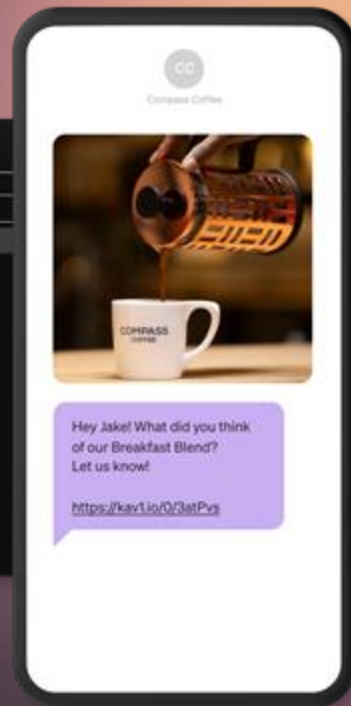
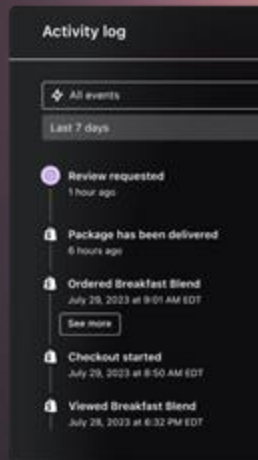
Trigger review requests based on actual delivery date

## Effortless design

Use all your brand assets already in Klaviyo

## Powerful experiences

Display reviews across customer touchpoints to increase conversion



# 10.3%

Average review submission rate for top brands on Klaviyo