

Email marketing table stakes

Everything you need to know to excel at email marketing

1



Why email?

Why email?

3.9B

Daily email users

3x

Higher conversion rates than social media

122%

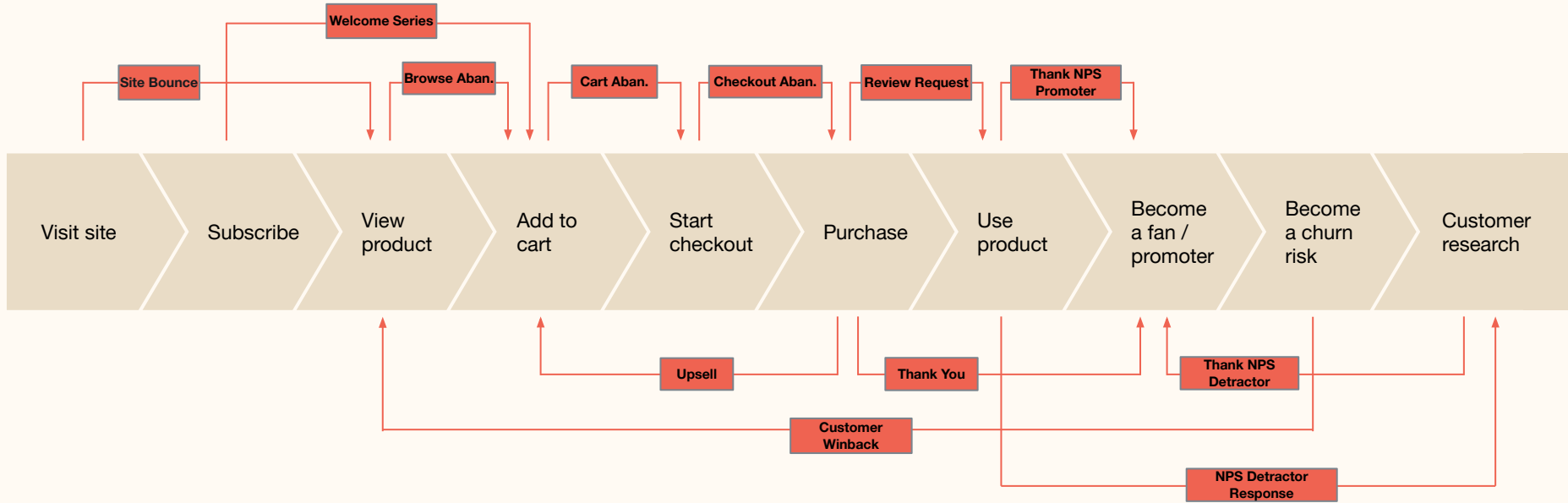
Average ROI

[Source](#)

The 5 key use cases

- 1. Grow subscriber lists & convert first time shoppers**
- 2. Recover abandoned sessions**
- 3. Nurture customers post-purchase**
- 4. Engage your best customers**
- 5. Drive incremental revenue through campaigns**

The customer journey visualized



Why Klaviyo?

Data consolidation and easy attribution

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



Your getting started in Klaviyo checklist:

- **Integrate your ecommerce platform with Klaviyo**
 - [Shopify](#), BigCommerce ([Blueprint](#) or [Stencil](#) Theme), [Adobe Commerce](#) (formerly Magento), [WooCommerce](#), [Salesforce Commerce Cloud](#), [Prestashop](#), [Other](#)
- **Integrate, or import data from, your previous email service provider or stand-alone tool:**
 - Email: [MailChimp](#), [Constant Contact](#), [Bronto](#), [HubSpot](#), [Listrak](#), [Sailthru](#), [Salesforce Marketing Cloud](#), [Campaign Monitor](#)
 - SMS: [Attentive](#), [Postscript](#), [Emotive](#), [Retention Rocket](#), [SMSBump](#), [Other](#)
 - [Upload your data via CSV](#)

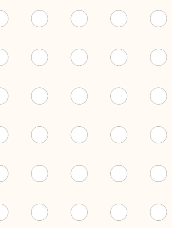
2

**Basic use cases:
Crawl**

Email beginner checklist

The essentials to any email program:

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

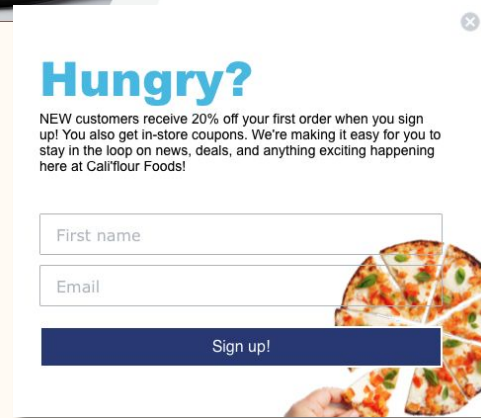
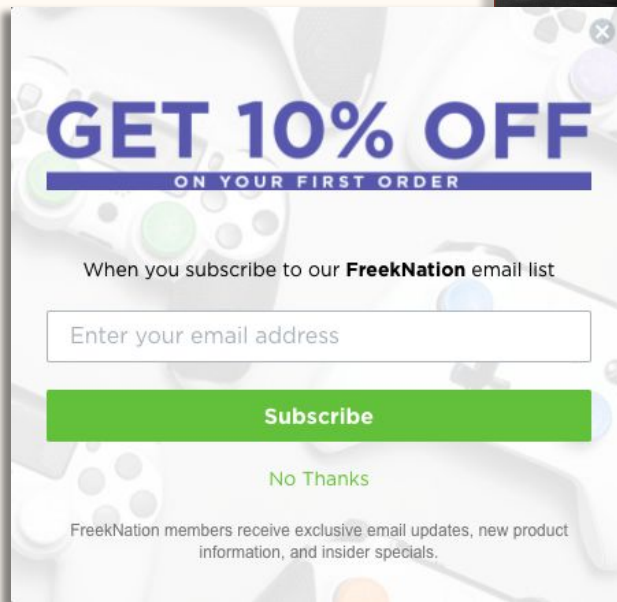
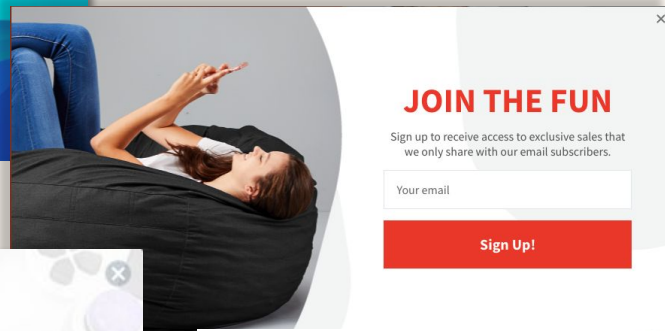
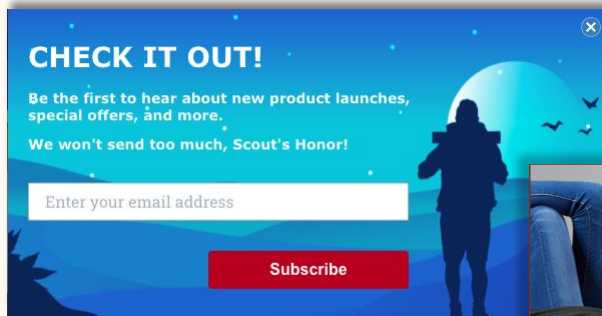


Subscriber acquisition

Pop-up or flyout forms

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

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



Embedded forms

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

sign up for special offers, tasty tidbits, & more.

SUBMIT

TAKE 15% OFF YOUR FIRST ORDER

And get exclusive offers and more.

SUBMIT

Bee in the know!

Sign up to find out about new products & special offers from the Honey Bee team.



SIGN ME UP!

The Klaviyo form library

Forms > Create Form >

Search by Name

Type

- Popup
- Flyout
- Embed

Device

- Desktop and Mobile
- Desktop Only
- Mobile Only

Goal

- Capture Email Subscribers
- Capture SMS Subscribers
- Make an Announcement

Create from Scratch

Prefer a blank slate? Create your own form from scratch.

Keep in touch - Popup

KEEP IN TOUCH!

Enter your email address

ENTER TO WIN

Let's celebrate - Popup

Let's celebrate!

Share your birthday to receive a special birthday gift.

Enter your email address

ENTER TO WIN

Don't miss out - Popup

DON'T MISS OUT

Take 10% off your first order when you sign up

Enter your email address

GET 10% OFF

Win a free item - Popup

WIN A FREE STARTER-PACK!

Enter your email below

ENTER TO WIN

Stay in touch - Popup

Stay in touch!

Sign up for exclusive news and offers.

Enter your email address

ENTER TO WIN

New here - Popup

New Here?

Take 10% off your first order when you sign up for our newsletter.

Enter your email address

ENTER TO WIN

Leaving soon - Popup

LEAVING SO SOON?

Before you go, sign up to take \$10 off your first order!

Enter your email address

ENTER TO WIN

Don't miss out - Green - Embed

Don't miss out

Take 10% off your first order when you sign up.

Enter your email address

GET 10% OFF

Don't leave - Popup

Don't leave without taking 10% off your first order.

Get my discount

Be the first to know - Desktop - Popup

WANT TO BE THE FIRST TO KNOW?

Sign up to win EARLY ACCESS LIST.

Enter your email address

LET ME IN!

Exclusive rewards - Desktop - Popup

Sign up for exclusive rewards.

Enter your email address

Sign up

What are you waiting for - Desktop - Popup

Awesome emails. Can't miss deals. New product launches.

Enter your email address

JOIN THE CLUB

Let's be friends - Desktop - Popup

HEY YOU, LET'S BE FRIENDS!

Sign up to stay in touch

Enter your email address

LET'S STAY IN TOUCH!

Let's be friends - Mobile - Popup

HEY YOU, LET'S BE FRIENDS!

Sign up to stay in touch

Enter your email address

LET'S STAY IN TOUCH!

Congratulations - Mobile - Popup

Congratulations!

You've unlocked 35% off!

When should we send it?

GET DISCOUNT NOW

Keep in touch - Flyout

KEEP IN TOUCH!

Stay up to date on all of our news and offers.

Enter your email address

ENTER TO WIN

Win a free item - Mobile - Popup

WIN A FREE STARTER-PACK!

Enter your email below

ENTER TO WIN

Let's celebrate - Flyout

Let's celebrate!

Share your birthday to receive a special birthday gift.

Enter your email address

ENTER TO WIN

Avoid FOMO - Mobile - Popup

Avoid FOMO!

Get more bonuses delivered to your inbox as soon as they come out.

Enter your email address

Subscribe

Don't leave - Mobile - Popup

Don't leave without taking 10% off your first order.

Get my discount

Sign up for rewards - Blue - Embed

Sign up for exclusive rewards

Enter your email address

Sign me up

Join the club - Mobile - Popup

Join the Club.

Get insider access to new products and promotions.

Enter your email address

Sign me up

Birthday sign up - Popup

Birthday sign up

Enter your email address

ENTER TO WIN

Stay in touch - Orange - Embed

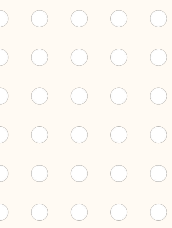
Stay in touch!

Collect email consent at checkout

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

The image shows two screenshots related to Klaviyo integration. The top screenshot is the 'BigCommerce' integration settings page. It has sections for 'Integration Settings' (Store URL, Automaticity and Klaviyo tracks), 'Collect Subscribers' (Channels: Collect email subscribers, Add subscribers to list: Newsletter, Collect SMS subscribers), and a 'Connect to BigCommerce' button. The bottom screenshot is the Klaviyo dashboard, showing a sidebar with 'Consent at Checkout' selected. The main content area is titled 'Email' and includes settings for 'Subscribe contacts to email marketing at checkout' (Yes), 'Email list to sync' (Newsletter), 'Email opt-in checkbox text' (Subscribe to email updates!), and 'Sort Order' (0).

The image shows a checkout page for 'Tula Exclusive Olive Leopard - Signature Woven Ring Sling'. The page is divided into 'Contact information', 'Shipping address', and a summary section. The 'Contact information' section has an 'Email' field highlighted with a red arrow, a checkbox for 'Keep me up to date on news and exclusive offers', and a 'Log in' link. The 'Shipping address' section has fields for 'First name', 'Last name', 'Company (optional)', 'Address', 'Apartment, suite, etc. (optional)', 'City', 'Country/Region' (United States), 'State' (Massachusetts), 'ZIP code', and 'Phone'. The summary section shows 'Subtotal \$79.00', 'Shipping Calculated at next step', and 'Total USD \$79.00'. There is also a 'Verify with ID.me' button and a 'Military, Nurses, Responders, Students, and Teachers receive 15% off' notice.



Email segmentation

Your engaged segment

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

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

Here is [how to create an engaged segment](#).

Lists & Segments > Engaged Subscribers Segment > Create Segment

Segments allow you to track and analyze people who meet certain conditions:

Name: Engaged Subscribers Tags: Select tags...

Definition

If someone is in or not in a list OR

Person is in Main List By Date Added

+ AND

What someone has done (or not done) OR

Has Opened Email at least once in the last 30 days Add Filter

OR

What someone has done (or not done) OR

Has Clicked Email at least once in the last 30 days Add Filter

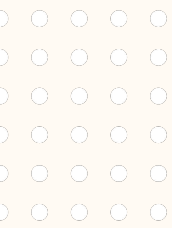
OR

If someone is in or not in a list OR

Person is in Main List and was added in the last 15 days OR

+ AND

Cancel Create Segment



Email flows and automations

Klaviyo's flow library

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

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

[Getting started with flows](#)

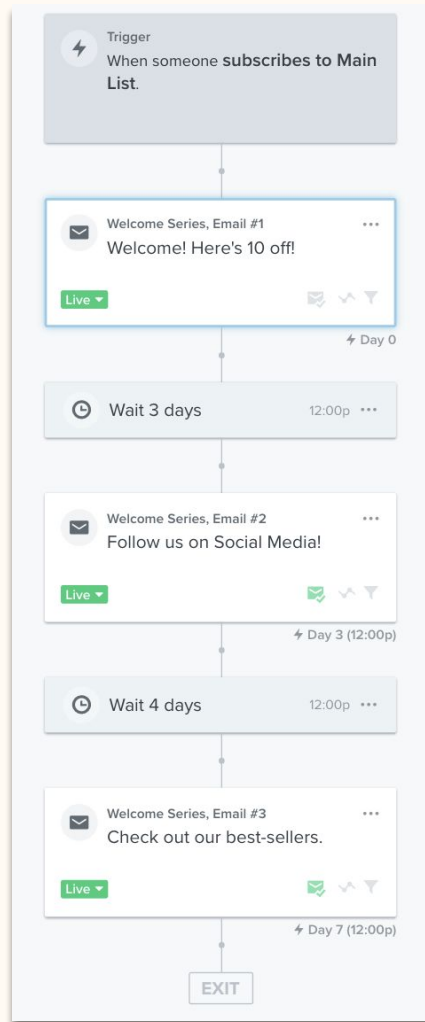
The screenshot displays the 'Browse Ideas' interface in Klaviyo. At the top, there is a search bar labeled 'Search by Name'. Below it are three filter panels: 'Goal', 'Type', and 'Channel'. The 'Goal' panel includes options like 'Nurture Prospects', 'Convert Sales', and 'Engage Lapsed Customers'. The 'Type' panel includes 'Abandoned Cart', 'Browse Abandonment', and 'Post-Purchase Followup'. The 'Channel' panel includes 'SMS' and 'Email'. Below these filters is an 'Integration' panel with options for 'Magento', 'Shopify', 'AfterShip', 'Smile.io', and 'ReCharge'. The main area is a grid of flow ideas, each with a title, a brief description, and a 'Standard' or 'Advanced' status. The flows include: 'Create from Scratch', 'Happy Birthday Email', 'Shipping Confirmation', 'Countdown to Birthday Series', 'First Purchase Anniversary', 'Back In Stock Flow', 'Abandoned Cart Reminder', 'Browse Abandonment', 'Welcome Series', 'Customer Winback', 'Abandoned Cart Reminder', 'Post-Purchase Followup', 'Browse Abandonment', 'Order In Transit', 'Order Out for Delivery', 'Received Delivery', 'Abandoned Cart Reminder', 'Abandoned Cart Reminder', 'Countdown to Birthday Series', 'Customer Winback', 'Welcome Series', 'Welcome Series', 'Point Redemption Campaign', 'Tag First Purchase Date', 'Tag First Purchase Date', 'Tag Product Category Interest', 'Tag VIP Customers', 'Subscription Abandoned Cart', 'Welcome Series', 'Browse Abandonment', 'Sunset Unengaged Subscribers', and 'Sunset Unengaged Subscribers'.

The welcome series flow

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

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

[Learn more about welcome series emails.](#)



The trigger for your Welcome Series will always be when someone subscribes to your primary list (whichever list you have selected when building your signup forms)

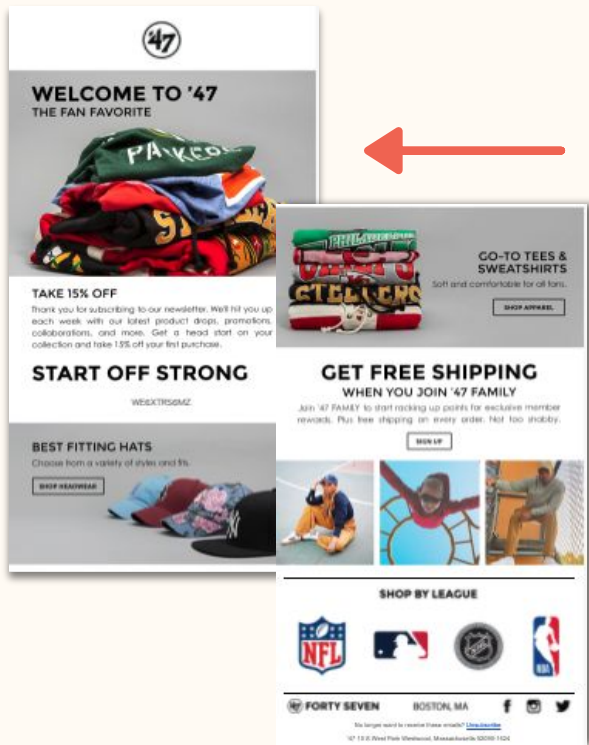
The first email should always be sent immediately (no time delay)

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



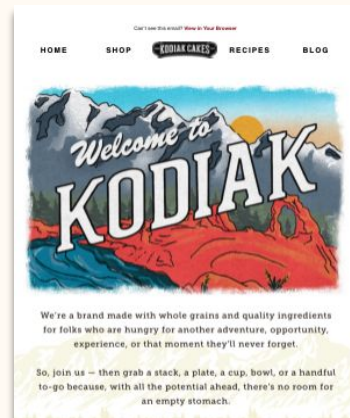
Our pre-built Welcome Series Flow includes three email touches

Welcome series examples (Email #1)



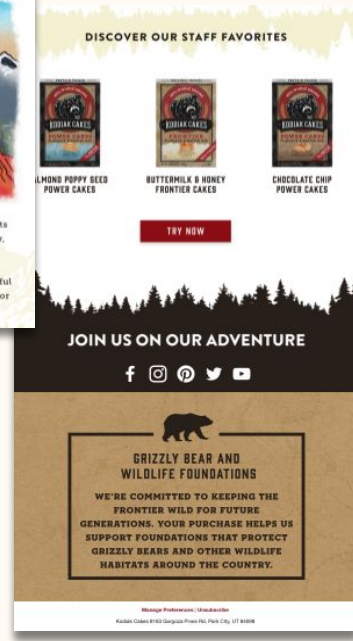
If you have offered a discount or incentive on your website signup form, send the coupon code in your initial Welcome Series email.

You can also use Klaviyo's [dynamic coupon codes](#) to generate a unique code for each recipient.



If you are not offering a discount or incentive, use your initial email to introduce your brand and highlight popular, or recent, products.

You can use Klaviyo's [product recommendations](#) to automatically insert relevant products into your email template.

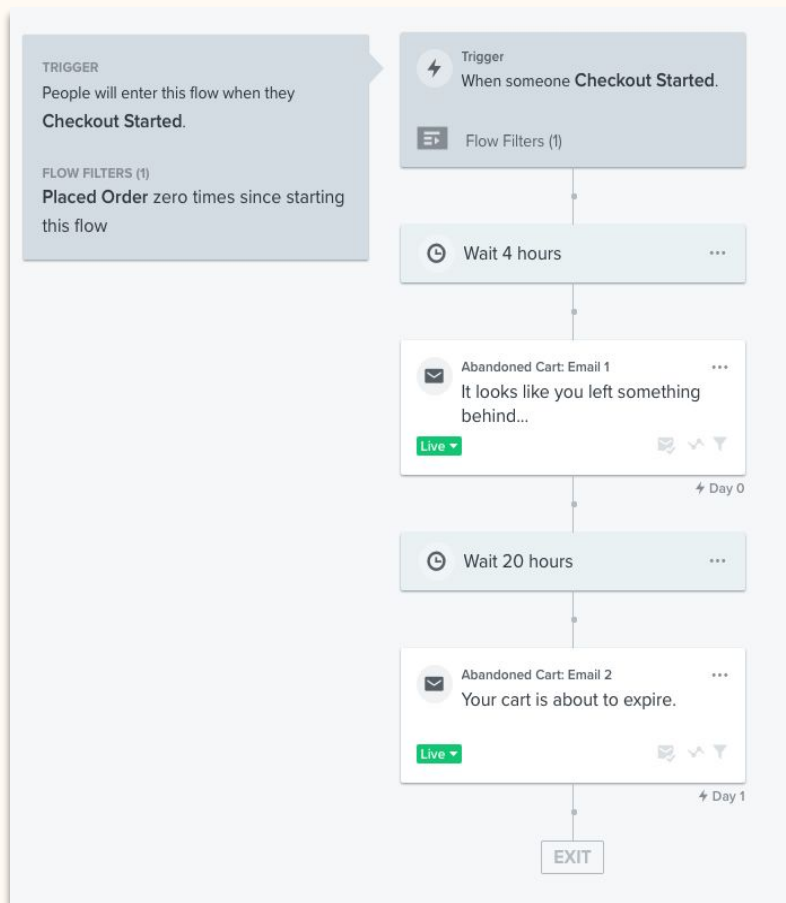


The abandoned cart flow

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

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

[Learn more about abandoned cart emails](#)



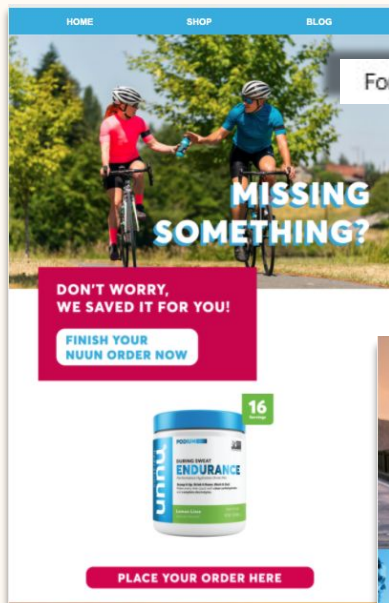
← The trigger for your Abandoned Cart Flow will be when someone starts checkout. Klaviyo's Flow Filters ensure that anyone who purchases will be removed from this flow.

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

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

← Our pre-built Abandoned Cart Flow includes two email touches

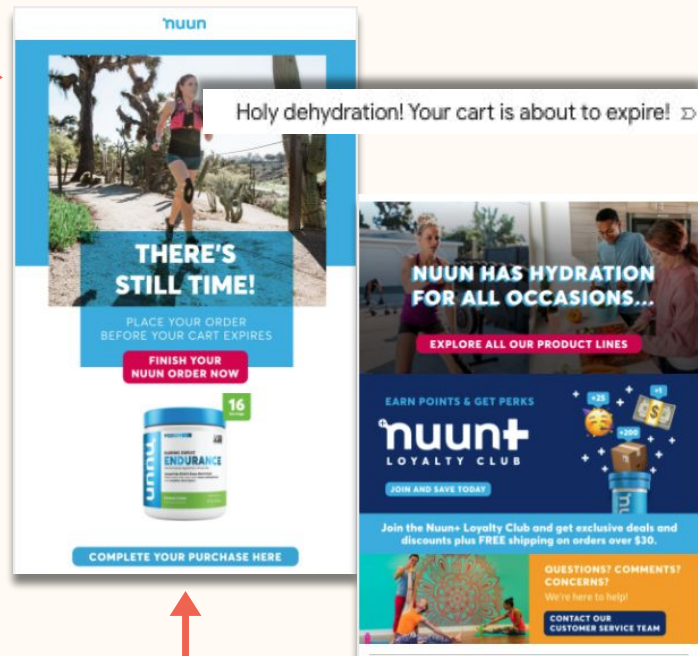
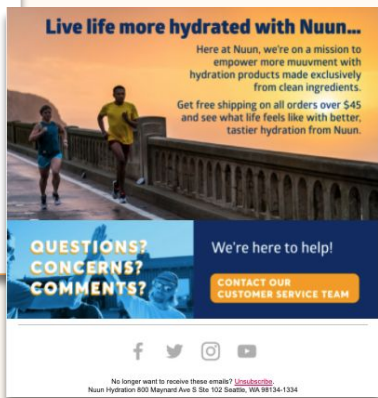
Abandoned cart email examples



Forget something? >

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

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



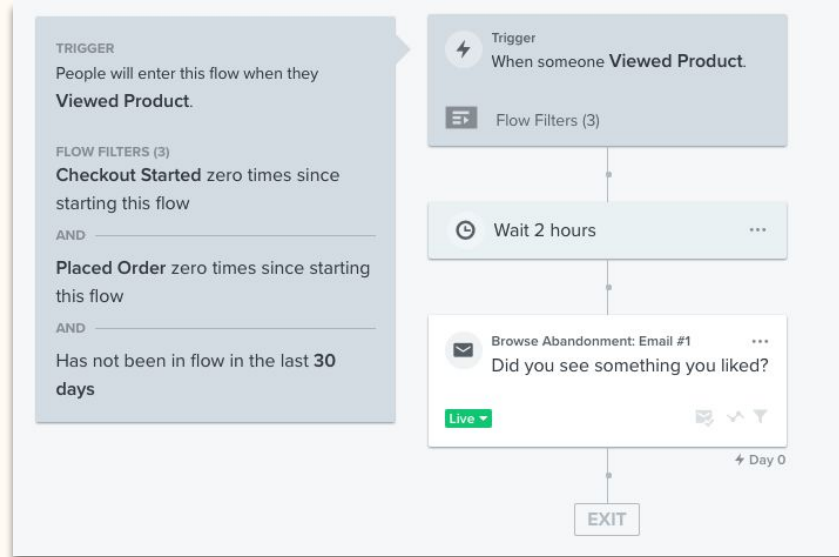
Always add a (CTA) link to your store. This link should lead directly to a product, collection, or cart.

The browse abandonment flow

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

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

[Learn more about browse abandonment emails.](#)

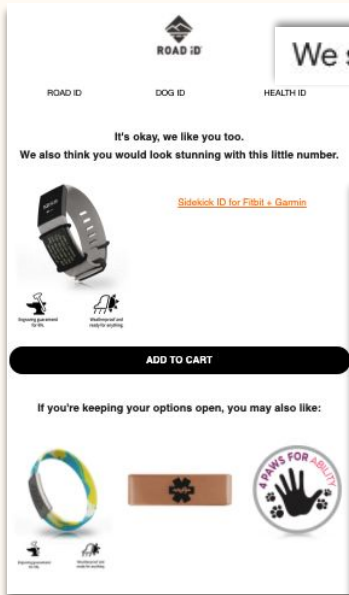


Our pre-built Browse Abandonment Flow includes one email touch

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

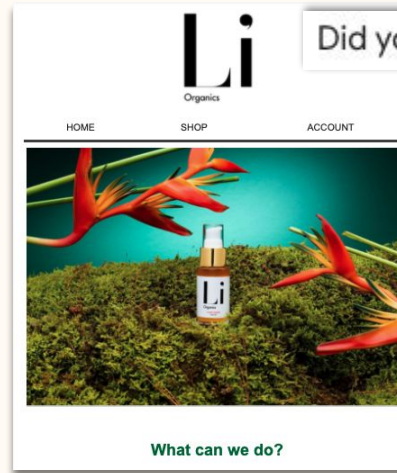
Browse abandonment email examples



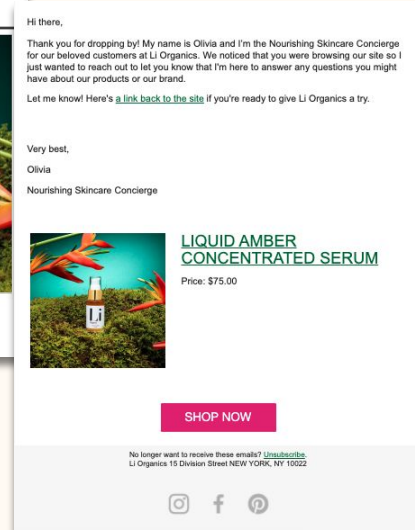
We saw you checking us out.



Including product reviews and customer testimonials offers “social proof” for your prospective customers, encouraging them to purchase



Did you see something you liked?



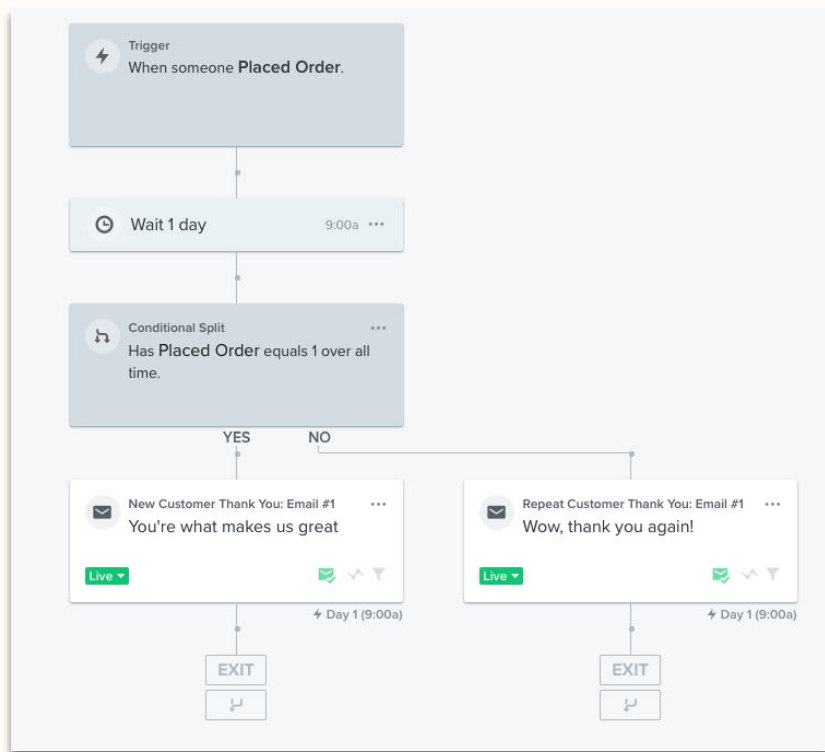
Dynamic blocks, built into Klaviyo's email templates, show the recipient the most recent product they browsed

The post purchase flow

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

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

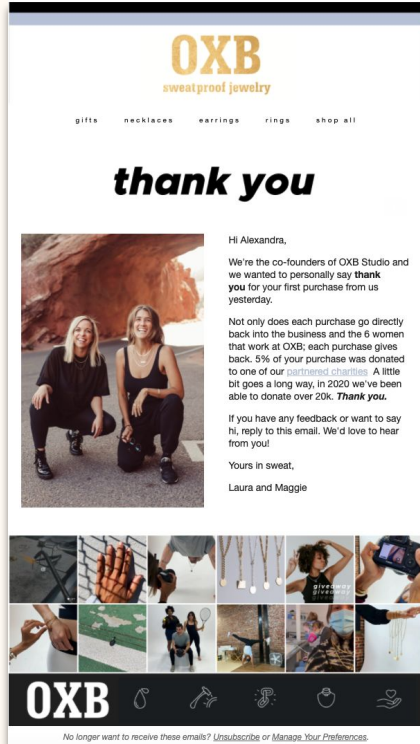
[Learn more about post-purchase emails.](#)



← The first email should always be sent with a time delay to ensure that the customer does not receive their order confirmation and thank you email at the same time

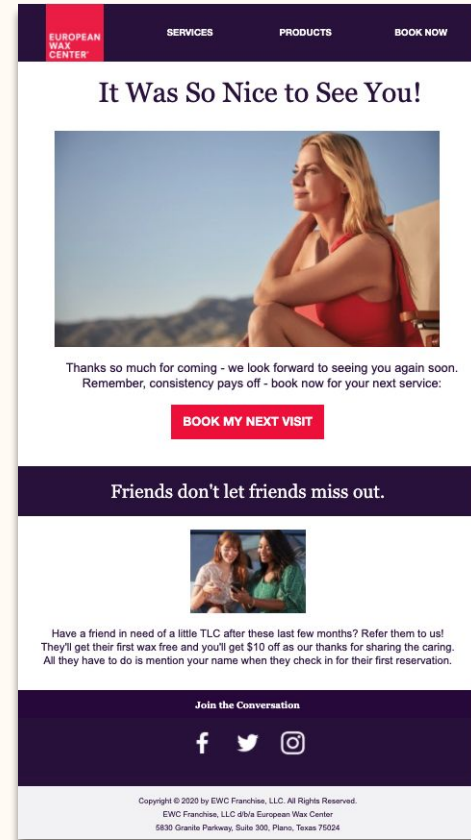
← Klaviyo's pre-built Customer Thank You Flow includes a split where first time customers receive a different message than a repeat purchaser

Post-purchase email examples



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

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

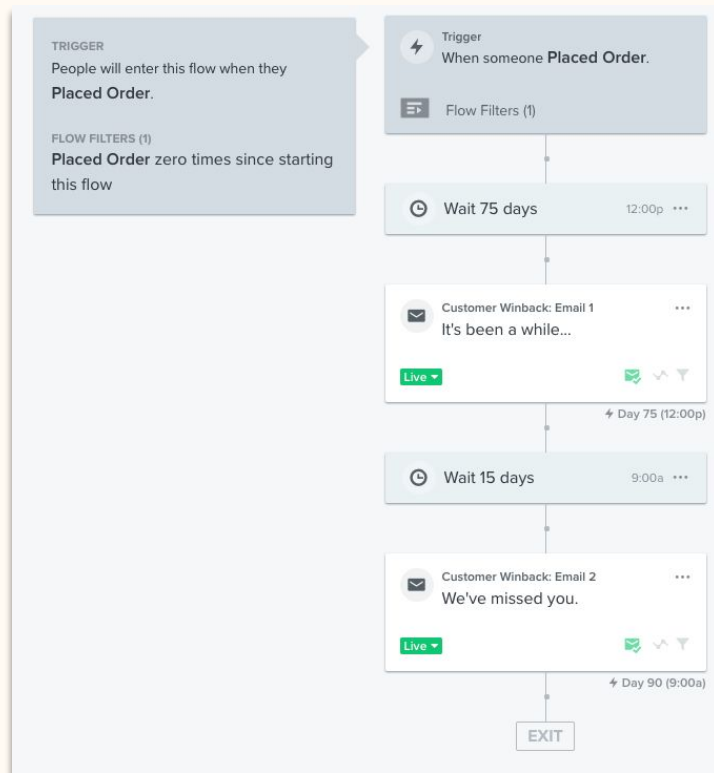


The winback flow

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

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

[Learn more about winback emails.](#)



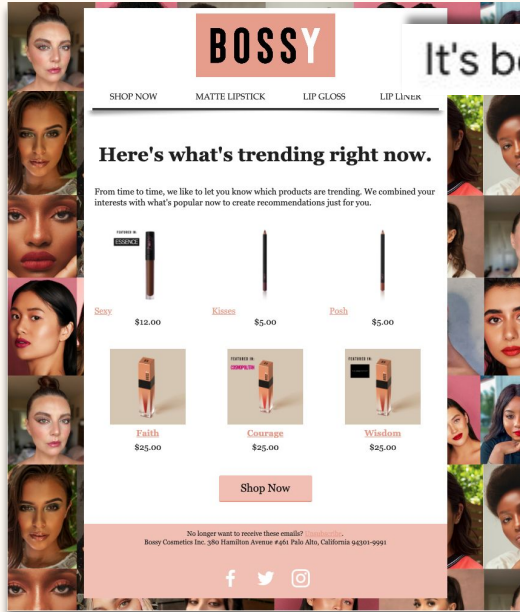
This flow targets those who have purchased from your site, but have not returned for a subsequent purchase in 75 days

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

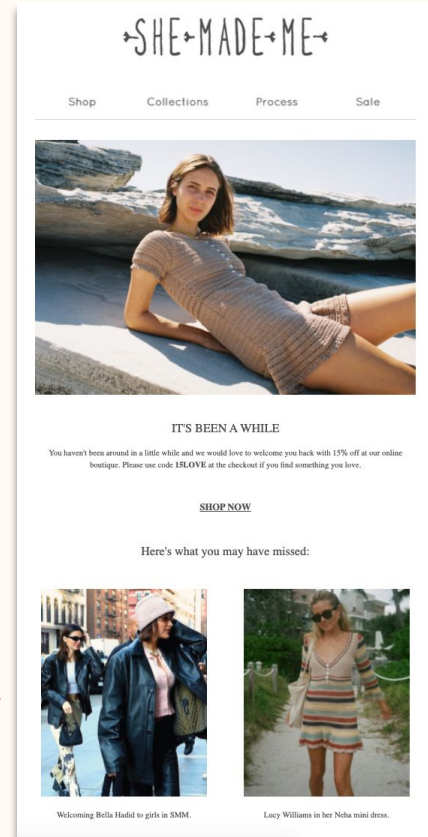
Winback email examples



It's been a while...

← Show your trending products, using a product block, to bring past customers back to your site

Highlight customers, celebrities, or influencers showcasing your products →

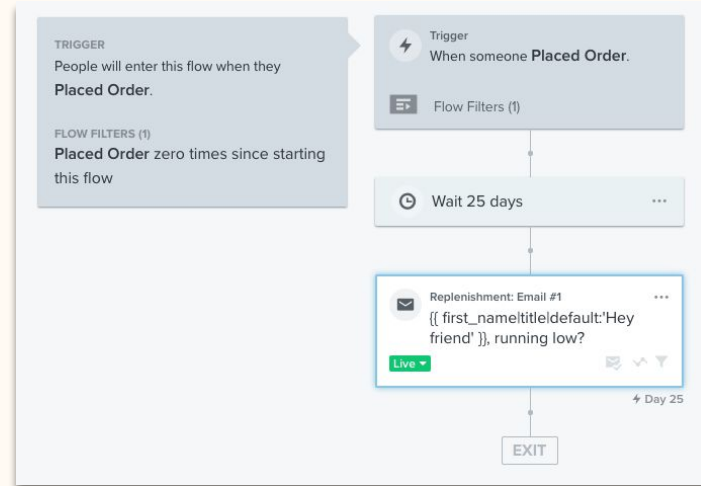


The replenishment flow

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

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

[Learn more about replenishment emails.](#)

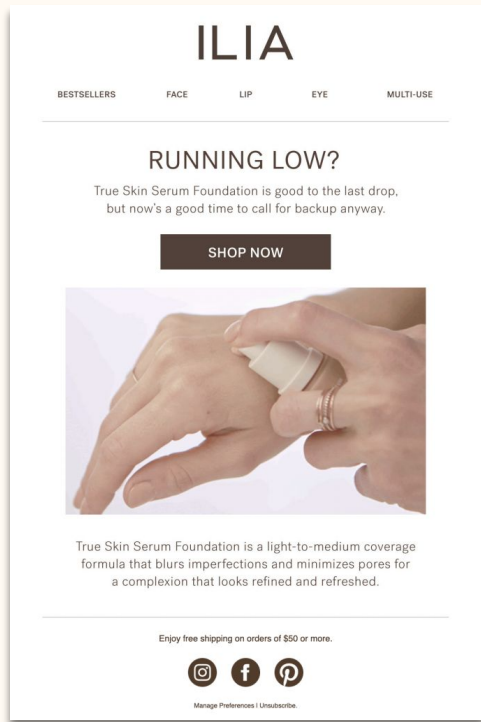


← This flow targets those who have purchased from your site, similar to the Winback Flow, but are expected to be running out of your product and ready for another purchase

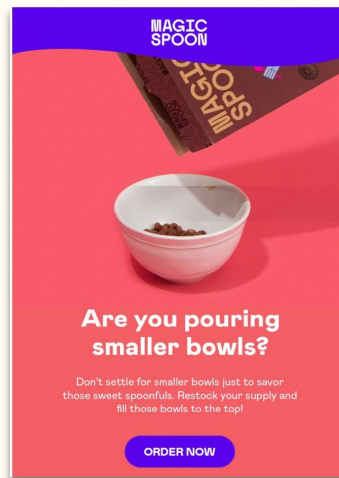
← The time delay can be adjusted to best reflect your customers' typical buying cycle

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

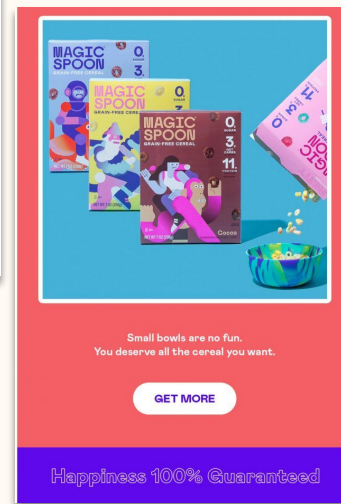
Replenishment email examples



Make it easy for the customer to spot the CTA and make their way back to your website for their next purchase



Dynamic blocks, built into Klaviyo's email templates, can show the recipient the specific product they purchased



Smart sending

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

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

[Guide to smart sending.](#)

REPLENISHMENT: EMAIL #1

SMART SENDING

Enable Smart Sending to skip over recipients that have already received an email from you too recently.

[Learn more about Smart Sending.](#)

UTM TRACKING

Including UTM Parameters is useful for tracking clicks in Google Analytics.

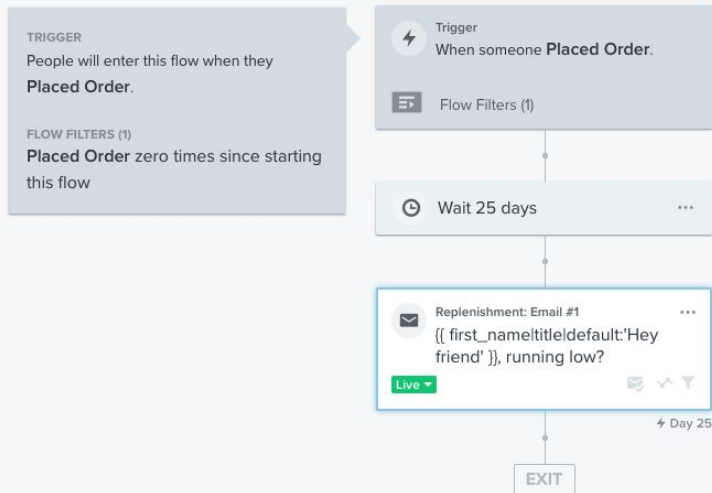
Configure

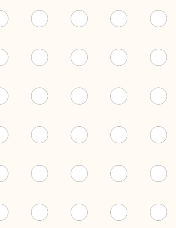
ADDITIONAL FILTERS (0)

Add Additional Filters to this email to further restrict who will receive it.

There are no additional filters for this email.

Configure





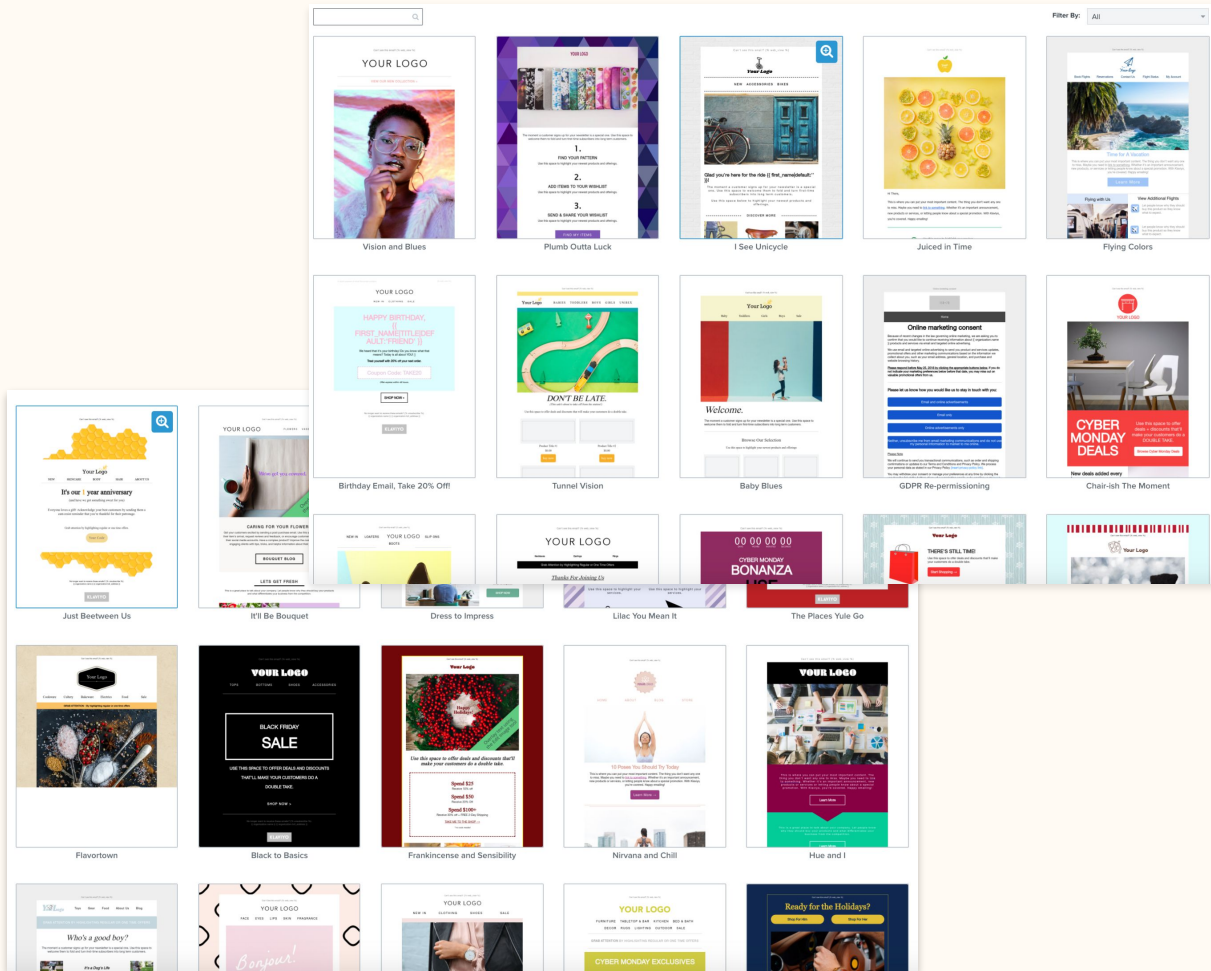
Email campaigns

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.](#)

The image shows the Klaviyo email editor interface. On the left, a sidebar contains icons for Blocks, Styles, Preview, Block, and Block Styles. The main editor area is titled 'Text Block' and features a rich text editor with various formatting options. A dropdown menu is open under 'Insert Property', showing a search bar and a list of dynamic content options: Email, First Name, Last Name, Organization, and Unique ID. The preview window on the right displays a yellow header with the text 'We miss you ...' and a pencil graphic. Below the header, the email content is personalized with 'Hi,' followed by the text 'Engaging inactive customers could be just what your business needs to drive sales. Use this space to update customers on what's happened since they left and give them an incentive to come back.' and a yellow button labeled 'Let's go back'.

We miss you ...

Hi,

Engaging inactive customers could be just what your business needs to drive sales. Use this space to update customers on what's happened since they left and give them an incentive to come back.

Let's go back

We miss you ...

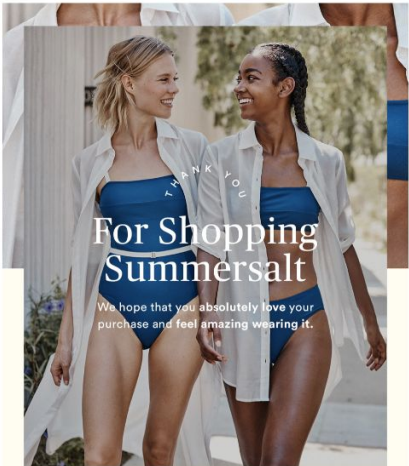
Hi, Alexandra

Engaging inactive customers could be just what your business needs to drive sales. Use this space to update customers on what's happened since they left and give them an incentive to come back.

Let's go back

Dynamic coupons

SUMMERSALT.



For Shopping Summersalt

We hope that you absolutely love your purchase and feel amazing wearing it.

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 **XXC455**

Shop Cover-Ups

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

Codes can be inserted into any campaign or flow email.

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


FREE SHIPPING OVER \$50

KOS™

SHOP ALL PROTEIN BLENDS PANTRY

REBOOT YOUR INTERIOR
WITH KOS

Take **20% off** with code:
BALANCE20MGRS77F3



Shop Now

Welcome !

At KOS, we make a family of amazing tasting plant-based nutritional products.

From our **#1 rated Organic Plant Based Protein**, to our vibrant and refreshing greens...

We make it easy to get the good stuff back into your body with products that are:

Send time optimization

Campaigns > Smart Send Time Reporting Create New Test

Test Name: Old Smart Send Time Test (Inactive)

Female Audience (9:00 pm)
Male Audience (9:00 pm)

Click Out Our New Product on October 17, 2019

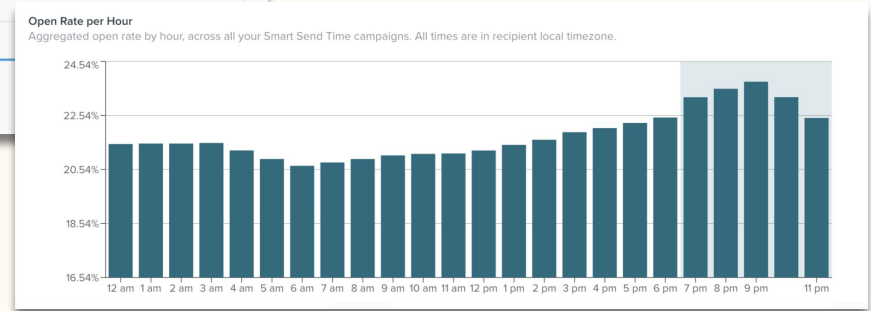
Current Smart Send Time: 9:00 pm (Recipient local time)

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

Explore best send times Gather enough data

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

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



Smart sending for campaigns

Smart Sending Period

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

Smart sending prevents your recipients from receiving too many messages if you have many active [flows](#) and [campaigns](#).

Ignore transactional messages

If selected, a recipient would not be skipped due to smart sending if they just received a [transactional email](#).

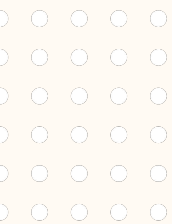
Smart Sending allows you to limit the number of emails or text messages someone can receive from you in a given period of time.

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

You can adjust the Smart Sending timeframe for your account.

The screenshot shows the 'Edit Email Campaign 1' interface. At the top, there are three tabs: '1 RECIPIENTS', '2 CONTENT', and '3 REVIEW'. The 'Recipients' section is active. It contains the following elements:

- Campaign Information:**
 - Automatic account verification check:** A message stating that all new accounts go through an initial account verification check, with a link to learn more.
 - Name:** A text input field containing 'Email Campaign 1'.
 - Tags:** A dropdown menu labeled 'Select tags...'.
- Recipients:**
 - Send to:** A dropdown menu with the text 'Choose a list or segment'.
 - Don't send to (Optional):** A dropdown menu with the text 'Choose a list or segment'.
 - Skip recently emailed profiles:** A toggle switch that is currently turned 'On'. The text below it reads: 'This campaign will skip profiles who received an email in the past 16 hours. Also called Smart Sending, you can update this timeframe in Account Settings.'
- Tracking:**
 - Include tracking parameters:** A toggle switch that is currently turned 'Off'. The text below it reads: 'Links in this campaign will include additional tracking information, called UTM parameters. This allows source tracking within third party reporting tools such as Google Analytics. Learn more.'



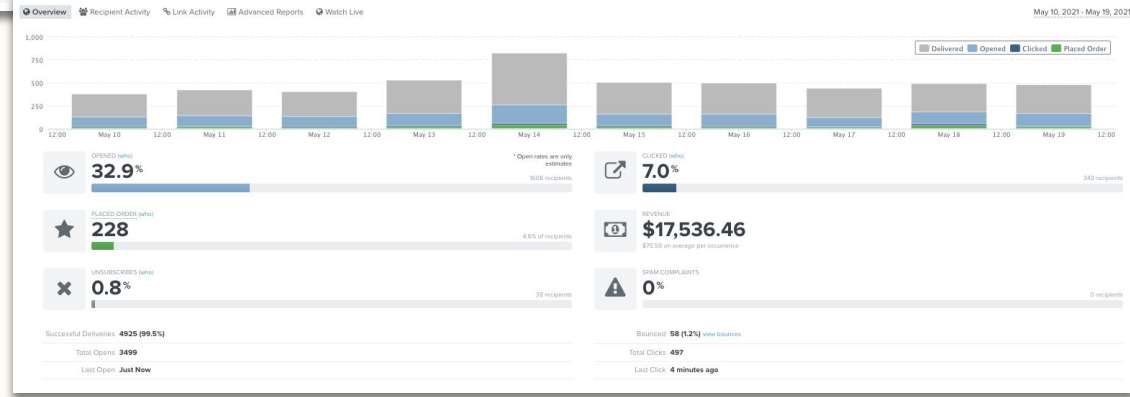
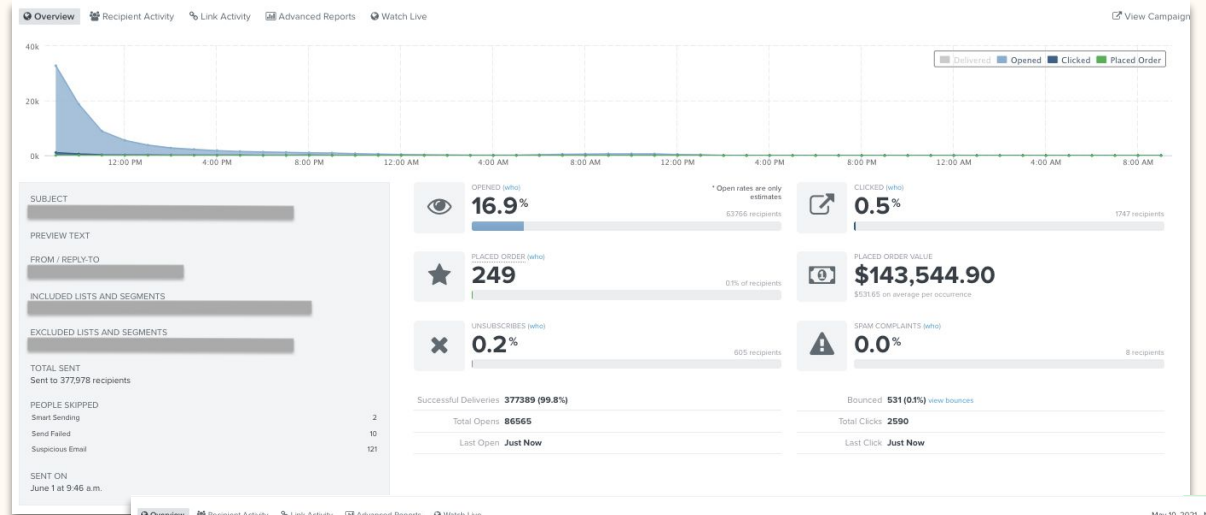
Reporting & analytics

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](#)

The dashboard is titled "Dashboard" and has a sidebar menu on the left with the following items: Dashboard, Campaigns, Flows, Email Templates, SMS Conversations, Lists & Segments, Profiles, Analytics, Integrations, Data Feeds, Coupons, Signup Forms, Hosted Pages, and Preference Pages.

The main content area is divided into several sections:

- Objectives:** Three cards showing performance goals:
 - Recover lost sales:** The average open rate for an Abandoned Cart email is 63%. [Turn on Abandoned Cart](#)
 - Engage new subscribers:** Awesome! Your Welcome Series flow is live.
 - Grow your email list:** Nice work! Your Signup Form is live.
- Time Periods:** Select month..., LAST 7 DAYS, LAST 30 DAYS, LAST 90 DAYS, **LAST YEAR**, TODAY. Filter: Placed Order
- Summary Metrics:** Total Revenue: **\$259,834,626** | Revenue from Klaviyo: **\$169,944,014** (65%) | Flows: **\$89,671,636** (35%) | Campaigns: **\$80,272,378** (31%) | \$ / Recipient: **\$35.22**
Email: **\$169,941,874** (65%) | SMS: **\$2,140** (0%) | Push: **\$0** (0%)
- Flows:** Only showing flows with a live or manual message.

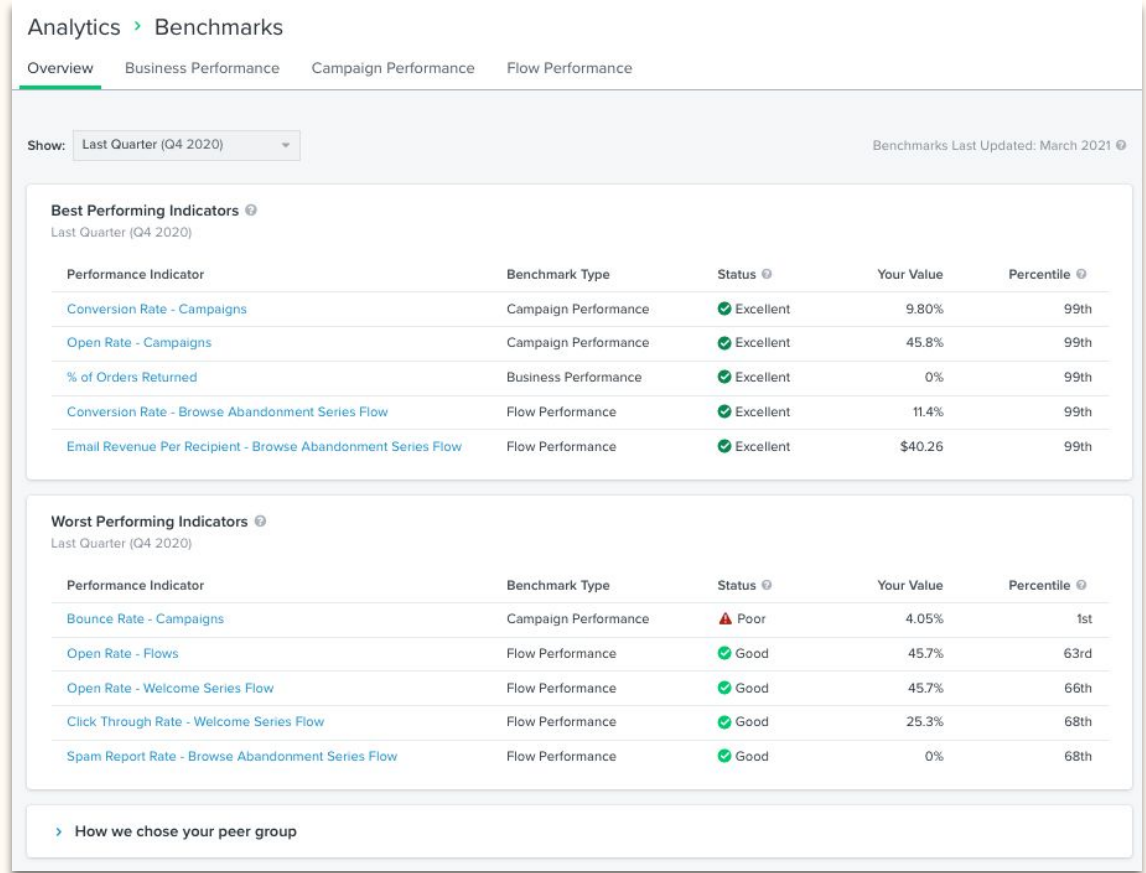
Flow	Revenue	\$ / Recipient
● [[KEEP]]: Welcome Series, New Subscribers	\$85,504,477	\$91.50
	\$4,167,159	\$21.17
- Recommendations:**
 - Segment your customers by engagement:** There's no easier way to increase your marketing ROI than segmentation whether it's based on behavior, properties, or engagement with previous campaigns. Use your data to build our recommended engagement tiers. [Read help article](#)
 - Get inspiration from the Flow Library:** View our comprehensive Flow Library with a number of prebuilt automations spanning the customer lifecycle. [View Ideas](#)
 - Integrate with Facebook advertising:** Advertise directly to your Klaviyo contacts on Facebook and instantly sync new Facebook Lead Ad signups to a list in Klaviyo. [Integrate Facebook](#) [Read help article](#)

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.](#)



The screenshot displays the Klaviyo Benchmarks dashboard. At the top, there are navigation tabs: Overview (selected), Business Performance, Campaign Performance, and Flow Performance. Below the tabs, a 'Show:' dropdown is set to 'Last Quarter (Q4 2020)'. On the right, it says 'Benchmarks Last Updated: March 2021'. The dashboard is divided into two main sections: 'Best Performing Indicators' and 'Worst Performing Indicators', both for the 'Last Quarter (Q4 2020)'. Each section contains a table with columns for Performance Indicator, Benchmark Type, Status, Your Value, and Percentile.

Best Performing Indicators

Last Quarter (Q4 2020)

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

Worst Performing Indicators

Last Quarter (Q4 2020)

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

> How we chose your peer group

Benchmarks by Industry from Q122

[Email marketing
benchmarks by industry](#)

[SMS marketing
benchmarks by industry](#)

**Learn more
about Klaviyo**





Reviews



Segmentation



Ecommerce



Demographics



Retail POS



Customer Communication History



Value Added Content



Surveys



Order Confirmation



Loyalty



Shipping



Events



Logistics



Shopping History



Customer Service

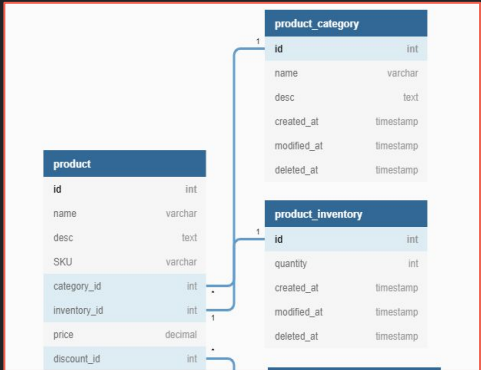


Browsing History

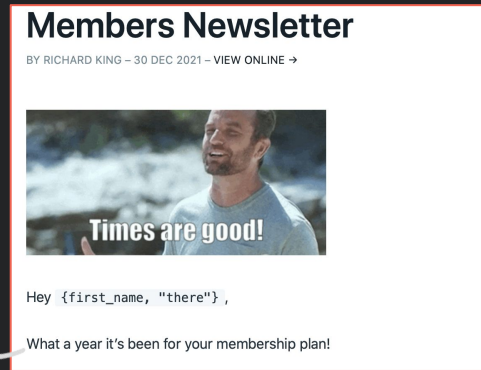
The customer stack is broken



And current technologies **fall short**



(I've been a member
for a month)



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

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

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

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

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

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

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

Why leading brands choose Klaviyo



Unified platform built to unleash growth



Fast and accessible to speed execution

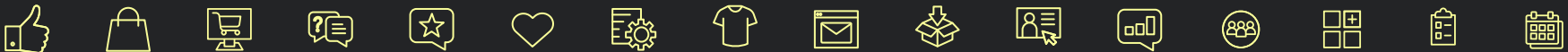
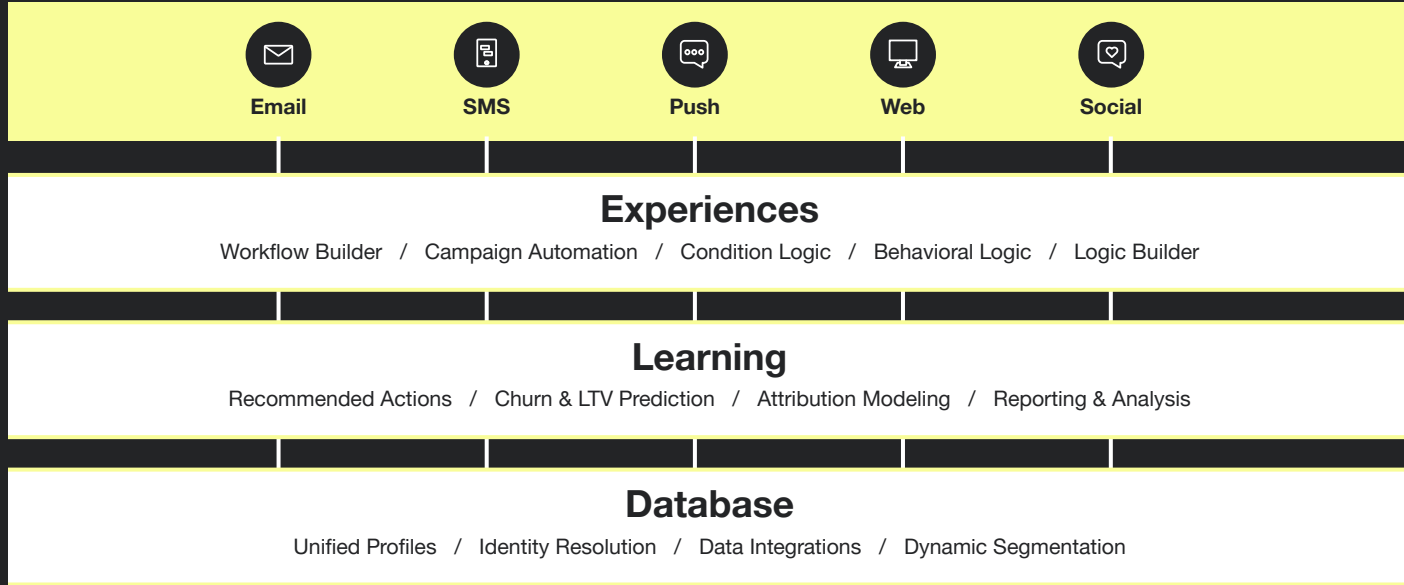


Enterprise-grade personalisation that scales



Powerful ecosystem ready to help you

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



WITH 230+ DATA SOURCES



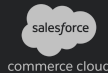
That completes the direct-to-consumer tech stack

Ecommerce Infrastructure

Payments

Order and Inventory Management

Fulfillment



+ 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...

The image shows two screenshots of the Klaviyo 'Segments' interface. The top screenshot is titled 'Segments > Create a segment' and shows a dropdown menu with 'Select a condition' and a list of options: 'What someone has done (or not done)', 'If someone is or is not within the EU (GDPR)', 'Someone's proximity to a location', and 'Predictive analytics about someone'. The bottom screenshot is titled 'Segments > SMS only engagers' and shows a more detailed configuration. It features two conditions connected by an 'AND' operator. The first condition is 'Clicked SMS' at least once in the last 30 days. The second condition is 'Opened email' zero times in the last 60 days.



Valuable from day one

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



Scaleable flows that feel 1:1 for customers

Trigger personalised flows based on dates, events, list membership or segments from any user action and automate in real-time



Learn & get smarter quickly

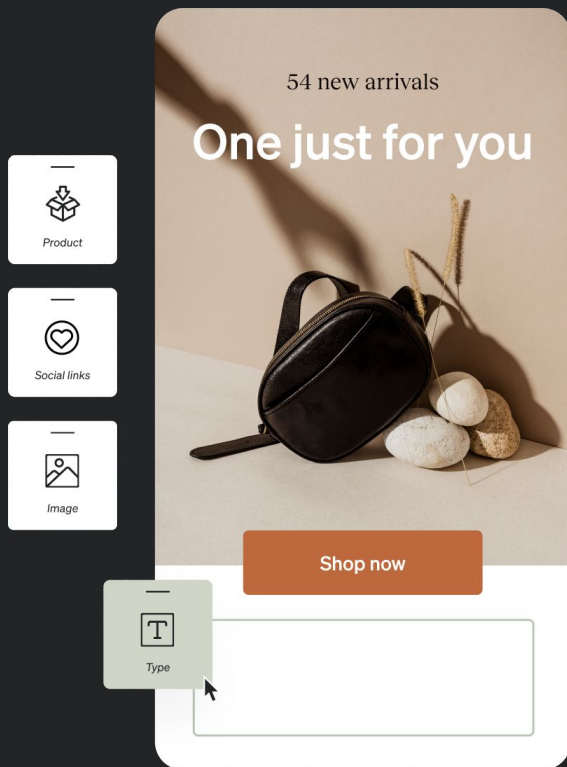
Automated A/B testing, reporting, revenue attribution and more let you move fast and double down on what's most successful



High-performance & versatile APIs

Open API's that are 'integration friendly' ensure you can easily sync your customer data with Klaviyo without any of the hassle

...but easily accessible



Power + ease of use in one

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



Segmentation made easy

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



Accelerate execution with dynamic templates

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



Streamline your setup

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

klaviyo[™]



Get started with Klaviyo's unified customer platform today:

[Start a free trial](#)

[Schedule a personalized demo](#)