

Achievement :

10,000% In Return Using Klaviyo Email Integration For A Shopify Ecommerce Store

The AOV of all orders attributed to the Klaviyo campaigns was \$46.92.

1,195 average monthly orders generated.

About the client:

My client was a shopify store Fauve selling baby gift boxes

The owner saw email marketing as a promising opportunity, and approached me when their store was 18 months old.

Their main business is selling newborn gift boxes and hampers.

Since then they have expanded their store and now offer lots of items for bub and parents too.

Client's goal

The client's goal was to add 30% annual revenue through email marketing with Klaviyo

How I helped our client achieve their objectives

I implemented a number of essential flows to set up a solid foundation. These personalized and segmented automated emails communicate strategically.

My strategy:

They have established their e-commerce store with direct website traffic through organic search, online ads, social media and referrals before coming on board as our Klaviyo client.

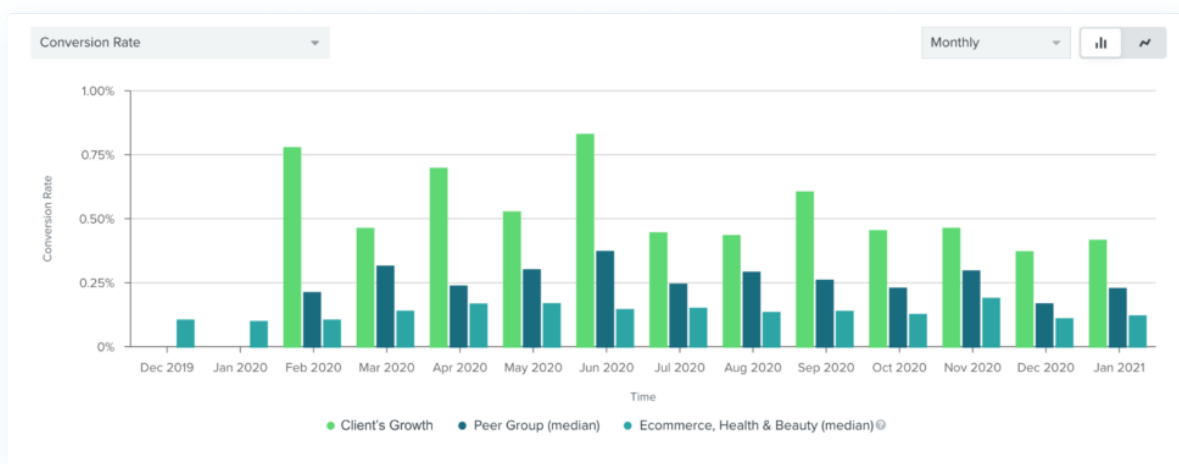
With this knowledge I put together and executed a powerful email marketing strategy that welcomes new customers and rewards the most loyal ones while being automated to run in the background running as a well-oiled sales machine.

- 3-part Segmented Welcome Drip (Pre-Purchase Nurturing)
- 3-part Multi Day Abandoned Cart Sequence
- 2-part Winback / Re-Engagement Series
- 2x Post-Purchase Nurturing Emails

Key Results

- 20.3% average monthly revenue generated
- \$100 return on every \$1 spent
- Client's Open and Click-Through rates remain consistently high (over 26%+ and 2%+ respectively with the industry benchmarks being 20%+ and 2%+)

Using the new Benchmarks feature in Klaviyo, I discovered that our client's conversion rate is much higher than that of other similar brands in the beauty space.



By Kunal Arora

Email Marketing Expert, Deliverability specialist