

# Is your customer journey broken?

## Five reasons why B2C customer journeys end, and ways to fix them

Disconnected customer journeys have a high cost – businesses risk losing US\$3.8 trillion in global sales. Small fixes can translate to big revenue gain. Improving the customer experience by just 1% can generate more than US\$1 billion in revenue.

Here's how to audit your B2C customer journey to discover where you may be losing customers.

klaviyo<sup>™</sup>

The only CRM built for B2C

# Awareness and acquisition

## Common break

**Ineffective lead capture** due to lacking a presence or paths to conversion on channels where your target audience is active.

## Metrics to track

- Visitors by channel
- Form conversions

## Solutions

### Form optimisations

- ❑ Use multi-step **forms to gather first-party data** that you can use for segmentation later.
- ❑ Optimise form design, targeting and display time to maximise conversions.

### List growth tools

- ❑ **Collect subscriber info** via web, mobile, SMS and ads.
- ❑ Integrate your ecommerce platform with a **B2C CRM** to centralise customer data.

### Targeted ads

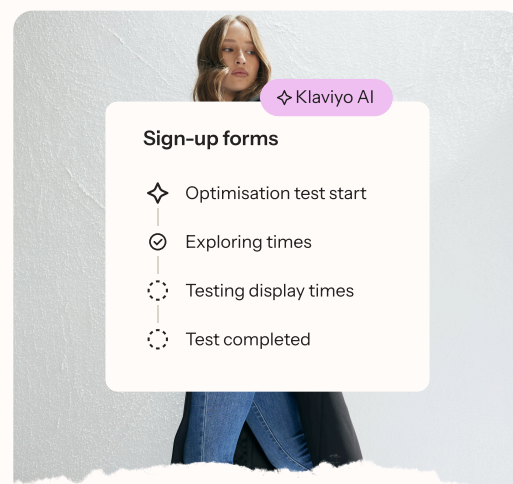
- ❑ Build **lookalike audiences** of your best customers.
- ❑ **Sync audiences across platforms** like Facebook and Google so targeting is always spot on.

## Real results

### DECJUBA grows subscriber list and revenue with Klaviyo

**DECJUBA** used Klaviyo to consolidate their data, segment their audience, and target lookalikes on Facebook and Instagram. This resulted in **20% growth in SMS subscribers**, 19% YoY growth in SMS campaign placed order rate, and 34% YoY growth in revenue from Klaviyo flows in 2024.

## DECJUBA



# Consideration

## Common break

**Inconsistent messaging** across channels due to disjointed tools, siloed data and disconnected customer profiles.

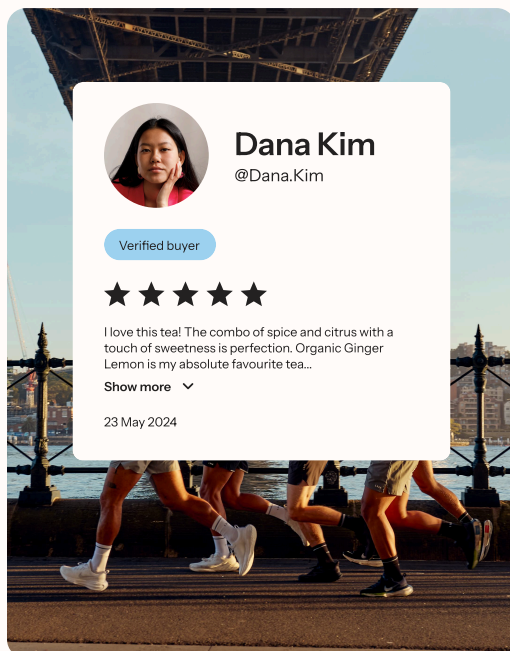
## Metrics to track

- Engagement rates
- Customer channel preferences

## Solutions

### Cohesive omnichannel strategy

- **Integrate data and communications across channels** like email, SMS, push, web and ad platforms.
- Drive one consistent conversation across all brand channels.



## Real results

### LSKD unifies email and SMS marketing to connect customer channels

**LSKD** consolidated cross-channel data and communications in Klaviyo, enabling the brand to trigger flows based on behaviour across channels. Since adopting Klaviyo, LSKD has seen **45% YoY growth in ecommerce revenue** and 26x ROI on Klaviyo SMS in 2024.

“

Choosing the right platform, Klaviyo, was huge for LSKD because we can move fast and deliver a seamless omnichannel experience. We can engage our community within minutes, which became even more vital as we expanded from ecommerce into retail.”

JASON DANIEL, FOUNDER, LSKD

**LSKD**

# Decision and conversion

## Common break

**Abandoned carts** due to generic messaging that does not address segment-specific needs.

## Metrics to track

- Conversion rate
- Cart abandonment rate

## Solutions

### Unified customer data platform

- Aggregate (and activate) all customer data in one place with **Klaviyo Data Platform (KDP)**.
- Align customer-facing teams around a unified customer data source.

### AI-driven segmentation

- Create segments with a simple description of who you want to reach.
- Group subscribers based on behaviour and preferences.

### Personalisation

- Tailor on-site messaging to subscriber history.
- Send abandonment flows with limited-time promotions or education.

### Automated flows

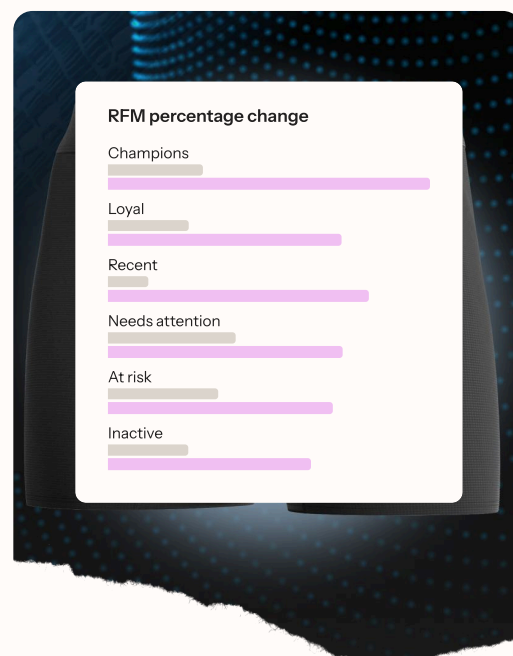
- Remind subscribers about the items they've left behind.
- Customise 70+ high-converting, multi-channel flows from **Klaviyo's template library**.
- Send a nudge within 24–48 hours to stay top of mind without being intrusive.

## Real results

### Step One achieved 65x Klaviyo ROI with data-driven decision making

**Step One** had 1.6M global customers, and wanted to continue growing. With Klaviyo, Step One identified their customers' propensity to convert and sent targeted offers to avoid unnecessary discounting. This led to **53% YoY growth in Klaviyo-attributed revenue** in 2024.

## STEP ONE™





# Post-purchase experience

## Common break

**Poor customer service** due to disconnected service and marketing platforms that leave support teams without a full view of customer data.

## Metrics to track

- First response time
- Average handle time
- First contact resolution
- Resolution time
- Customer Satisfaction Score (CSAT)
- Net Promoter Score (NPS)
- Customer reviews and sentiment

## Solutions

### Unified customer hub

- ❑ Consolidate personalisation, merchandising and self-service support in a **Customer Hub**.
- ❑ Empower customers to track orders, manage returns and get help on their own.

### Reviews

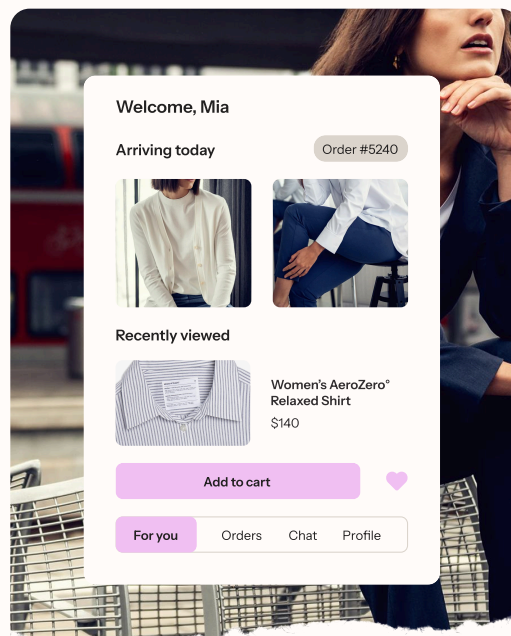
- ❑ Request feedback after customers see value.
- ❑ Highlight positive reviews to build trust with future customers.

## Real results

### Ministry of Supply empowers customers to self-serve

**Ministry of Supply's** signed-in customer experience was “not bespoke in any way,” says CEO Aman Advani. After adopting Klaviyo Customer Hub to consolidate customer account information and enable self-serve support, the brand has deflected **650+ support interactions** and requests for basic information.

### Ministry of Supply°



# Retention and optimisation

## Common break

### Mismanaged lifecycle marketing

due to subpar analytics, generic communications and a lack of incentives that keep customers coming back.

## Metrics to track

- Repeat purchase rate
- Customer lifetime value (CLV)
- Customer retention rate
- Churn rate
- Loyalty program engagement

## Solutions

### Predictive analytics for customer retention

- ❑ Segment customers based on spending potential.
- ❑ Personalise messaging based on characteristics like demographics or location.

### Integrated loyalty program

- ❑ Forrester predicts that **customers will increasingly want to use loyalty programs** and be rewarded for returning in 2025.
- ❑ Build your tier system that rewards your most loyal customers.

## Real results

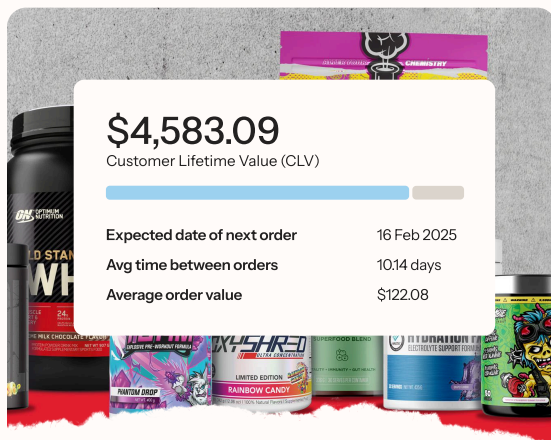
### Nutrition Warehouse increases customer lifetime value using predictive analytics and personalisation

**Nutrition Warehouse** uses Klaviyo's predictive analytics to identify high-value customers and target them with personalised offers. This helped drive **47% YoY growth in placed order rate on flows** and **50x Klaviyo ROI in 2024**.

“

With Klaviyo's segmentation engine, flows, reporting, and so many other advanced features, we've been able to see a concrete positive impact from our campaigns and an increase in revenue since making the switch.”

HEATHER EARL, HEAD OF ECOMMERCE  
AT NUTRITION WAREHOUSE





The only CRM built for B2C

# Optimise the entire customer journey with Klaviyo B2C CRM

Klaviyo B2C CRM brings together your marketing, data, service and analytics in a single platform. Powered by the Klaviyo Data Platform and built-in AI, it's faster and easier than ever to create personalised, lasting customer relationships.

“

Klaviyo is built for growth and we've seen that first hand. Step One has relied on Klaviyo all the way. For us, it's not just a marketing tool but a partnership that helps us make rapid decisions, optimise our marketing efforts, and scale quickly.”

HANI RIFAI, HEAD OF MARTECH, CRO, AND ENGINEERING AT STEP ONE

STEP ONE™

[Explore the platform](#)

Want to see more real-life examples of brands that have nailed their customer journey with Klaviyo?

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Ministry of Supply°