5 steps this smart home brand took (that you can also take) to increase revenue

ABOUT THE BRAND:

Smart Home Beveiliging is an ecommerce business built on WooCommerce that sells products to make people’s homes smarter and safer, such as smart video cameras and alarm systems.

Since partnering with marketing agency Ecommerce Accelerator, Smart Home Beveiliging has seen:

• A 242 percent increase in revenue driven by email (YoY)
• 50 percent of their email subscribers convert into customers
• 45 percent of their sales come from returning customers

Want to find out how the brand achieved these phenomenal results using Klaviyo’s WooCommerce integration? Read on to see their five-step success plan and how you could walk a similar path.
5 smart steps to drive more revenue and better customer relationships

1. Test and optimize your signup form

A signup form is a small but mighty detail in your efforts to find and convert new customers, so consider spending a little extra time understanding what works best for your customers.

“By focusing on the signup form, you can make a big impact because it’s how people enter your email list. When you can improve that, all your future campaigns and flows go to more people.”

DENNIS KROON, CO-FOUNDER, ECOMMERCE ACCELERATOR

To create the most effective signup experience, the team at Ecommerce Accelerator tested several versions for Smart Home Beveiliging. Initially, the form asked people whether they were interested in smart home solutions, security systems, or both.

After analyzing the form’s responses, they found that most people said they wanted security or both, so they removed the question from the form entirely to make signing up easier for customers.
This small tweak to the signup form meant Ecommerce Accelerator could gain more email subscribers for Smart Home Beveiliging and later convert them into loyal, long-term customers.

“Email allows us to follow up with people for free via automated flows, so we can develop a relationship with them and guide them to their first purchase. That’s what’s so valuable about email—you can do that for free automatically, and send personalized content so easily.”

DENNIS KROON, CO-FOUNDER, ECOMMERCE ACCELERATOR

Remember: A well-optimized signup form is all about balance.

You want to gain enough information about your subscribers to personalize future emails to them, but you don’t want to put off potential subscribers by asking too many questions either.

Using A/B testing, you can identify the ideal number of fields to ask people for when they subscribe to your brand.

2. Protect your profit margins with strategic discounts

While a common approach is to offer people a large discount when they subscribe to your brand, you don’t need to sacrifice your profit margin so quickly.

Did you notice that Ecommerce Accelerator chose to offer a small discount of five percent in their signup form? It’s enough to tempt curious people into signing up without cutting into profit—the team reserves deeper discounts for later in the customer journey depending on browsing behavior.
“With the Klaviyo and WooCommerce integration, we’re able to offer discounts more strategically throughout the entire customer lifecycle, so we can protect our clients’ profit margins. We don’t just give everybody a discount. We first see if that person buys something at the full price, then we offer different levels of discount if they’re looking and looking but not buying.”

JESSE KROON, CO-FOUNDER, ECOMMERCE ACCELERATOR

You can try this yourself by using different levels of discounts across your email automations or campaigns to entice buyers at different stages of the customer journey. People who subscribed but didn't make a purchase with your initial offer may need an extra push compared with those who've already bought from you, for example.

3. Improve your email open rates and conversions with personalized welcome emails

When Ecommerce Accelerator removed the extra field in their signup form, their simplified form performed better—plus, even though people don’t select their interest in the form, the team can still segment and personalize Smart Home Beveiliging's welcome emails.

In fact, the automated welcome series sees average open rates in the high eighties and low nineties with click rates above 30 percent, as well—easily double industry benchmarks.

But—how?

The welcome series is so powerful because Ecommerce Accelerator ensures it’s targeted to what subscribers are most interested in hearing more about—powered by data.
"We split the welcome flow based on what products people are viewing. Say you’re looking at security cameras, we’ll send you a guide on how to make the right decision when buying a security camera. Or if you’re looking at a smart doorbell with a camera inside it, we’ll send you a guide about the doorbell instead."

DENNIS KROON, CO-FOUNDER, ECOMMERCE ACCELERATOR

You’ll need an email marketing tool that has a deep integration with your ecommerce platform for this strategy to work well.

Ideally, your email service provider (ESP) will pull information from your website about your subscribers, such as which products they’ve been viewing or adding to their cart, while you’ll also be able to see which emails and content your subscribers have been engaging with.

By marrying these two marketing channels together, you’ll gain a more complete picture of your email subscribers and you can then use this data to drive more engagement, more sales, more revenue, and more loyal customers.
4. Drive more sales with category-specific browse abandonment emails

Besides a personalized welcome flow, Smart Home Beveiliging also uses a targeted approach for their website visitors who browse but don’t buy. With Klaviyo’s WooCommerce integration, the brand can see how customers interact on the website to create timely, relevant messages and personalized browse abandonment emails.

“We’ve set up a category-specific browse abandonment flow. Whenever someone views a security system but doesn’t buy one, for example, we send them an email a day later and offer to help them with choosing the right security solution for their home.”

JESSE KROON, CO-FOUNDER, ECOMMERCE ACCELERATOR
This approach drives engagement and revenue. Smart Home Beveiliging’s browse abandonment emails see an average open rate of over 60 percent and around 2.4 percent of people who receive them place an order.

For context, 2.4 percent would be a healthy click rate—so it’s amazing that so many people not only click a link in the email but actually make a purchase.

“The browse abandonment flow works well because it’s so targeted, which is only possible because of Klaviyo’s WooCommerce integration. We can see so much data like when somebody viewed a product, how many times they viewed it, which category the product’s in, did they buy it or not, did they add it to their cart or not, and lots of other valuable data.”

JESSE KROON, CO-FOUNDER, ECOMMERCE ACCELERATOR

5. Improve your repeat purchase rate with cross-sells and upsells

By cross-selling and upselling to people who’ve already purchased, you could increase your customer lifetime value (CLV)—a.k.a., how much money you expect a customer will spend with your company over the entire time that they do business with you.

By using emails to highlight how other products can help your customers make the most of their purchases, you can upsell and cross-sell to customers in a way that feels genuinely valuable to them.
“After someone makes a purchase and we see they haven’t bought WiFi Cubes in the past, for example, we offer them a special discount if they add the WiFi Cubes to their order, which we’ve set a time limit of four hours on. We’re seeing great results—like an 83 percent average open rate and a 1.2 percent placed order rate—because it’s such a relevant offer.”

JESSE KROON, CO-FOUNDER, ECOMMERCE ACCELERATOR

Top tip:

Your upsell and cross-sell strategies could convert better if you personalize your email content according to whether a subscriber has already bought a particular product you want to promote—just like Smart Home Beveiliging does.
“If someone bought a camera, but not a doorbell with a camera, then we highlight the doorbell in an email and explain how they can expand their home security by adding new devices in and around the house. We highlight use cases, benefits, customer stories, reviews, and stuff like that. It’s working really well. We’re seeing high open and click-through rates and it’s also one of our best performing flows for revenue.”

JESSE KROON, CO-FOUNDER, ECOMMERCE ACCELERATOR

More sales, revenue, and customers await

Now you know the steps Smart Home Beveiliging took to gain more email subscribers, more customers, and more sales and revenue, it’s your turn.

Whether you follow these exact steps or tweak them to match your business, you’ll need a powerful email marketing tool that seamlessly integrates with your ecommerce website.

Thankfully, finding one is easier than you think.

With over 100 integrations, including ones for all the major ecommerce platforms like WooCommerce, Shopify, BigCommerce, and Magento, Klaviyo could be a powerful addition to your marketing toolkit.

Ready to grow your business using the same email marketing tool as this smart home brand (plus 70,000 others)?

Try Klaviyo Today.