Category:
Beauty

Platform:
Shopify Plus

doe LASHES   x   **KLAVIYO**

Klaviyo integrations help turn 20% of new Doe Lashes subscribers into customers

In a competitive landscape, the best way for brands to earn—and maintain—customers' attention is to build personalized experiences on owned channels using Customer-First Data™.

For Jason Wong, that's been a focus since 2019 when he founded Doe Lashes, a direct-to-consumer brand that sells hand-crafted false lashes designed for all-day comfort.

3x

more email sign-ups with product quiz

20%

conversion rate on welcome series

35%

repeat purchase rate within 90 days

Learn how Doe Lashes uses Klaviyo to earn and keep more customers

Challenge

It's getting harder to launch an online brand. Competition has never been higher—and neither have customer expectations. And with ongoing data privacy changes, brands are left with inefficient advertising that isn't worth the price tag.

Solution

Since founding Doe Lashes in 2019, Jason Wong has used Klaviyo to make an immediate good impression with customers. Positive experiences via Doe's website and email communications not only encourage customers to stay loyal, but also motivate them to get friends and family on board—reducing Doe's spend on paid ads.

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The way I stumbled upon Klaviyo was just frustration with other services. I've used MailChimp, SendGrid, and ActiveCampaign—these are Klaviyo competitors that, frankly speaking, don't compare. They're just not fit for ecommerce the way Klaviyo was built around ecommerce.

JASON WONG, FOUNDER OF DOE LASHES

Strategy

Doe Lashes uses a product recommendation quiz, powered by the Octane AI integration in Klaviyo, to turn email subscribers into customers. The granular data Klaviyo collects from Doe's quiz, dedicated loyalty program emails, and other communications informs automated, personalized messaging that makes customers feel seen.

Results

- 3x more email sign-ups with product quiz
- 20% conversion rate on welcome series
- 35% repeat purchase rate within 90 days
- Lower advertising costs
- Smarter marketing that drives more customers to purchase

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We get more granular based on the answers you provide on your quiz. How often do you go out? Do you like to wear light or glam makeup? Have you ever worn lashes before? Based on all these answers, we give you a different flow. That's really why our email has been so crucial to our revenue—because it doesn't feel like you're getting another email. It feels like you're being communicated to.