

Category:
Beauty
Platform:
Shopify Plus



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Klaviyo integrations ace the test for INSERT NAME HERE

High-quality hair extensions may be common among the celebrities strutting the red carpet. But historically, they've been out of reach for the general public.

Until INSERT NAME HERE (INH). Los Angeles friends Sharon Pak and Jordynn Wynn founded the beauty brand in 2018 to make premium extensions more widely accessible.

164,300+

profiles have taken a quiz since November 2020

23%

of email list has taken at least one quiz

1.5x

order rate for email flows informed by Klaviyo and Octane AI data

Learn why Klaviyo integrations are INH's answer to email personalization

Challenge

Hair is highly personal for every INH customer. Everyone has different textures, lengths, colors, and styles—not to mention varying levels of experience with how to choose and care for hair extensions. INH needed a way to learn about customers' individual needs early in order to deliver more value at the start of the buying journey.

Solution

The team at INH uses interactive quizzes, powered by the Octane AI integration in Klaviyo, to get to know customers better. The quiz tool integrates seamlessly with Klaviyo's unified customer platform, combining valuable Customer-First Data™ from the quizzes with information about what makes customers open emails or click on links.

Strategy

Based on data from the Octane AI integration, the INH team is able to deliver highly personalized communications to tailored audience lists and segments. When INH Hair runs promotions on ponytail extensions, for example, everyone who has taken the ponytail recommendation quiz receives a personalized email about the deal—and it's all automated as a flow in Klaviyo.

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That promotion flow has a higher click-through rate and a higher order-placed rate than any of our non-personalized flows.

LISA PASSANISI, RETENTION MARKETING MANAGER, INH

Results

- Quiz-based automated flows account for 10% of email-driven revenue and 15% of flow revenue
- 23% of email list has taken at least one quiz
- 1.5x higher order rate for email flows informed by Klaviyo and Octane data
- Higher customer engagement
- Substantial email list growth

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It's nice to see that high engagement. It's a huge win across the board. We really care about our customers and our community, so we really want to be engaging in ways that will be helpful for them.

