

# Dagne Dover adds SMS in response to consumer data privacy changes

CATEGORY: BAGS AND ACCESSORIES PLATFORM: SHOPIFY PLUS

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Dagne Dover is a direct-to-consumer (DTC) brand that makes a wide variety of performance-driven bags for work and leisure.

Founded by 3 women in 2013, the brand creates “problem-solving bags for all the badass, problem-solving humans out there. Bags that keep up with you to stay organized, and look good doing it.”

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## 12K%

Dagne Dover saw a 12K% ROI in their first year on Klaviyo SMS

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## 50%+

more than 50% of revenue derived from email each quarter

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## 100K+

more than 100K SMS subscribers in less than 1 year

# Learn how Dagne Dover expanded on its owned marketing efforts with Klaviyo SMS



## Challenge

As third-party data became harder to attain and acquisition costs skyrocketed, Dagne Dover found that both traditional and digital advertising were an inefficient and expensive way to grow their audience. The brand needed to maximize its success on owned marketing channels to convert (and keep) their hard-won customers.

## Solution

By adding Klaviyo SMS, Dagne Dover strengthened relationships with its existing customers, while connecting them to critical touchpoints in a cost-effective way. Ultimately, this led to more retention.

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As we see other channels' costs continue to increase, we know that Klaviyo is a way that we can connect with our most loyal repeat customers. Through our expansion into SMS, we are able to reach these customers in a more cost-efficient way. With SMS, we're able to engage customers at critical points where they're just learning about us and considering purchasing. During the holidays, we leaned on SMS to send reminders echoing our emails at times when customers were more likely to be on their phones than reading their emails.

Marcia Zimmerman, growth marketing and analytics manager, Dagne Dover

## Strategy

Dagne Dover built on its owned marketing success by adding SMS to its Klaviyo account. With an already thriving email program with more than 50% revenue attributed per quarter, the brand was able to add SMS branches to existing email flows. This enabled Dagne Dover to reach customers who were on the edge of converting.

## Results

- Pre-built flows engage customers and grow meaningful relationships
- Launching new flows using Klaviyo's library of email and SMS templates eliminates the need for an engineering team
- Email and SMS communications are optimized to convert and keep more customers

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SMS is another way to reach our loyal customers in a channel that's very close and personal to them. Other than talking with someone face to face, there's no more personal way of communicating than with your phone.

