

# Discount retailer Proozy sees results after switching SMS platform to Klaviyo

CATEGORY: APPAREL AND ACCESSORIES PLATFORM: SHOPIFY PLUS

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Founded in St. Paul, Minnesota in 2006 as a wholesaler focused on golf gear, Proozy is now known for its deep discounts on brand-name sports apparel and athletic gear.

Proozy offers its customers some of the lowest prices available online by sourcing its products from factory overstock and off-season merchandise.

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**2.7x**

increase in average revenue per recipient after switching to Klaviyo

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**6.5K+**

new SMS subscribers

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**\$0.70**

up to \$0.70 revenue per recipient on targeted text messages

# Learn how Proozy increased revenue by 1K% per SMS recipient by switching to Klaviyo



## Challenge

Proozy was struggling with SMS messaging. They were unable to segment subscribers, had no flows, and had limited visibility into metrics. With a pending expansion into the home and pet categories, Proozy needed to deliver individualized marketing messages to specific audience segments.

## Solution

By making the switch to Klaviyo, Proozy can now create personalized customer experiences through powerful segmentation and automated flows—ultimately decreasing total sends and increasing revenue.

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Making sure that our customers are seeing the products that they actually want has been a game-changer. We finally realized what we could do with SMS—and Klaviyo helped to take us to the next level.

Alex Case, ecommerce manager, proozy

## Strategy

With their old platform, all of Proozy's SMS subscribers received the exact same text messages—a big problem for a business that's expanding its categories. When the team at Proozy sent out general promotions to their list of 130K SMS subscribers, it was missing out on potential revenue from new customers in the home and pet categories.

## Results

- Proozy now sends fewer texts, but they're being sent to the right people
- An average order value of \$74 from new subscribers who convert
- Messages are optimized for better performance
- More content that converts

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We were already using Klaviyo for our email flows, so it was really easy to have everything in one spot. You don't have to connect Klaviyo to another tool or to Shopify—it's seamless. It just made a ton of sense to switch.

