

After switching to Klaviyo, Shoe Sensation improves its customer experience

CATEGORY: FOOTWEAR PLATFORM: MAGENTO

Family-focused businesses all have one thing in common: a deep relationship with their customers. But how does that connection translate as a brand grows?

Founded in Indiana in 1984, Shoe Sensation has more than 200 stores across 18 states. As they scaled their online presence, Shoe Sensation changed their business from only serving people in small towns to selling shoes to customers across the United States.

45.5%

SMS list growth since switching from Attentive to Klaviyo

116%

increase in revenue year-over-year (YOY)

\$150K

in SMS revenue during the first year

Learn how Shoe Sensation increased SMS revenue by 116% YOY by switching to Klaviyo



Challenge

The team at Shoe Sensation split their email and SMS programs between Klaviyo and Attentive, which caused roadblocks to creating a seamless customer experience. One ongoing problem was that customers were getting promotional texts for sales that they had already shopped. Without clear attribution for their email and SMS channels, it was difficult for the team to personalize their communications.

Solution

After switching SMS from Attentive to Klaviyo, Shoe Sensation's communications are now streamlined, and attribution is more precise. With Klaviyo's tools, their team can now create cohesive email and text strategies that personalize the customer experience—and drive more sales.

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Rather than spending hours getting our data integrated so that our marketing team could make more informed decisions, we found that Klaviyo simplified things for us—it's an easier solution.

Chris Dillard, digital marketing manager, Shoe Sensation

Strategy

Now that Shoe Sensation has integrated Klaviyo, welcome flows begin a personalized customer journey. And now that their team can track metrics in one place, they can send email and SMS messages at the most effective times for each channel.

Results

- Shoe Sensation now sends fewer emails and more texts based on the data Klaviyo provides
- Improved personalization means more customer loyalty
- \$150K in SMS revenue during the first year
- 116% increase in revenue YOY
- 45.5% SMS list growth since switching from Attentive to Klaviyo

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On slow days when we're not seeing sales, Klaviyo uses SMS to push our message to a wider audience, faster. With SMS, we can let our customers know about our promotions faster than with the emails that might get lost on days with low engagement. Klaviyo's a big win for us.

