

CurrentBody increases abandoned cart revenue 50% with personalised customer journeys

CATEGORY: BEAUTY PLATFORM: SHOPIFY

CurrentBody allows people to recreate their favourite salon treatments at home using its range of high-tech health and beauty devices. The striking LED light therapy mask is loved by celebrities, and has won several beauty awards.

In addition to skin rejuvenation devices, the retailer sells products for hair removal, skincare, sex tech, and more. It's been working with Klaviyo since 2020 and recently added SMS.

58%

Average email open rate for flows

12%

SMS click rate in abandoned cart flow

8.7%

Conversion rate from abandoned cart and checkout flows

Learn how CurrentBody balances margin protection with abandoned cart conversion



Challenge

Abandoned carts for a luxury brand can be worth thousands of pounds, so closing the deal is very important. CurrentBody sells its own-brand devices alongside other high-end beauty tech, and profit margins vary by product. A well-constructed abandoned cart recovery series can help maximise sales conversion.

Solution

Klaviyo's customer data platform is built into the tech stack that CurrentBody uses across its ecommerce operation of 20 regional websites in 120 countries. Klaviyo's pre-built flows and segmentation automate the customer journey and personalise the buying experience.

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Klaviyo allows us to easily clone fundamental workflows to new accounts when we launch new sites across the world. This allows us to quickly set up flows that are important in the customer journey such as Welcome or Abandoned Cart.

Olivia Chapman, CRM manager, CurrentBody

Strategy

Since improving the conversion rate of abandoned carts can have such a big impact on revenue, Olivia has made this a priority. The flows have been optimised through A/B testing the timing, message and other elements.

Customers who have started the checkout process fall into a cadence with 10 flows that are tailored to the product selected. Emails feature content that builds credibility like press coverage and customer reviews. CurrentBody is also combining SMS with email in some of the flows. Subscribers who opt in to receive SMS marketing during sign-up receive one abandoned cart reminder via SMS and this message has the highest click rate in the flow.

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Setting up our SMS channel with Klaviyo was really quick and easy. We were able to launch SMS during our peak sales period and use this new channel to give exclusive offers or early access to SMS subscribers to drive sales.

Olivia Chapman, CRM manager, CurrentBody

