

italist achieves 10x growth in email segments with Klaviyo

CATEGORY: FASHION + APPAREL PLATFORM: CUSTOM

Founded in 2014, italist brings Italy's designer bargains to the rest of the world. By re-selling luxury fashion straight from Italian boutiques in an online marketplace, this ecommerce brand shares savings of up to 45% on Prada, Bottega Venetta, and more.

3x

increase in CTR since implementing Klaviyo

288%

growth in email subscribers since implementing Klaviyo

475%

growth in average email open rate since implementing Klaviyo

Learn how segmentation helped italist optimize email performance



Challenge

italist initially used Mailchimp for email marketing, but it became a constraint. When multiple people collaborated on campaigns, they ran into versioning issues. Worse, murky reporting made it tough to assess performance. Considering an italist customer can have a six-figure LTV, retention efforts are too important to run on instinct.

Solution

Klaviyo's API made integrations straightforward for italist. The software also offered an immediate education in email performance metrics, with benchmarks built into reporting dashboards. English quickly realized italist's open and click rates needed work—a valuable insight from Klaviyo benchmarks. And it came with a recommended tweak: more segmented sends.

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We were operating in the dark a lot and didn't feel like we had a lot of ability to tweak and analyze.

Alex English, head of growth, italist

Strategy

italist has used Klaviyo to build hundreds of custom contact lists based on consumer traits, behaviors, and referral sources. They've also implemented evergreen, automated flows that ask recent customers for reviews, and invite customers with social followings to italist's ambassador program. Klaviyo hasn't just helped italist hit its goals—Klaviyo helps define those goals.

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Klaviyo is like, 'Let us assist you in thinking more holistically about your deliverability, your sender reputation, your open rate and your click rate, and really identifying your best customers.'

Alex English, head of growth, italist

