Leonisa sees 45.6x ROI after switching to Klaviyo

CATEGORY: APPAREL + ACCESSORIES   **PLATFORM: SHOPIFY PLUS**   **COMPANY SIZE: MID-MARKET**

Leonisa specializes in intimate apparel: lingerie, shapewear, swimsuits, and activewear. Originally launched in Colombia as a brick-and-mortar retailer, the brand started ecommerce operations in the US in 2009, and has evolved into a global omnichannel powerhouse. Today, Leonisa operates in 18 countries across North and South America and Europe.

45.6x
ROI on US account YTD

66%
of Klaviyo-attributed revenue from flows in Q4 2022

2.4x
median placed order rate on thank-you flows YTD, per Klaviyo benchmarks

How Leonisa managed a "seamless" migration to Klaviyo with 1.5M subscribers

Challenge

The Emarsys marketing automation platform worked just fine. Great, even. For Leonisa, the sticking point was the price structure. When Emarsys rolled out a new feature, clients couldn't use it without paying an extra monthly fee.

That meant Leonisa's marketing team had to choose: Pay a rapidly inflating monthly SaaS bill, or watch their tech stack fall out of date. Neither option appealed.

Solution

Yacaman started hearing about Klaviyo from industry colleagues. It was a rapidly growing, innovative alternative to Emarsys, with a mutually beneficial price structure.

Leonisa decided to switch, and a Klaviyo onboarding specialist supported Leonisa's migration of more than 1.5M email contacts into Klaviyo. The "seamless" process took about 2 months, Yacaman recalls.

> "With Klaviyo, the better we perform, the better for both of us. It makes for a better relationship."

Victor Yacaman, head of ecommerce and digital marketing

Results

- 45.6x ROI on US account YTD
- 66% of Klaviyo-attributed revenue from flows in Q4 2022
- 2.4x median placed order rate on thank-you flows YTD, per Klaviyo benchmarks

Strategy

Today, Leonisa uses 11 Klaviyo accounts to reach audiences in 18 countries via email and web pop-ups. In the US, they also use Klaviyo for SMS after switching from Attentive.

Leonisa has implemented a few especially effective strategies in Klaviyo, like:

- Switching dynamically between SMS and email: Leonisa uses Klaviyo's machine learning to message customers on the channel where they're most likely to engage. "I can contact my customers by their preferred channel," Yacaman says—and that wasn't possible with Attentive.
- Targeting pop-ups by browsing device: In the US, Leonisa's pop-ups see as much as 1.6x the median form fill rate for their peer group, according to Klaviyo benchmarks. That's in part because the team can show device-targeted SMS sign-up prompts to mobile shoppers. "It works perfectly," Yacaman says.
- Injecting social proof into emails: Klaviyo has 300+ integrations in its ecosystem that streamline the email sending process. With Cevoid, for example, Leonisa can integrate UGC from social media into their emails "in one click," Yacaman says.

> "Klaviyo supports the overall business by increasing conversion and retention rate, When people get to our site and they sign up for email or SMS, the blast emails and flows push the person back to the site to convert—and after somebody places an order, flows help us increase the number of times they buy in a year."