The Art of Selling Online

klaviyo

Showcasing inspirational ecommerce business results

01

Unveil the stories behind ecommerce wins

In the ever-evolving world of online business, success often lies in the hands of those who embrace innovation but never forget the power of strong customer relationships. Through a curated collection of real-life examples, this lookbook serves as a captivating testament to the power of ecommerce that showcase the transformative potential of speaking to your customers like you know them. Discover how leaders from diverse industries achieved remarkable results, providing invaluable inspiration and insights for anyone seeking to thrive in the realm of ecommerce.

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Read our case studies in full:

ICONIC
L O N D O N

ICONIC London is a luxury make-up brand known for its highlighting products that give skin a dewy glow. The brand was founded in 2015 and quickly became famous on Instagram and TikTok through endorsements from celebrities, professional make-up artists and glow-getting influencers. ICONIC switched from DotDigital to Klaviyo in 2021 and uses the platform for global email and UK SMS.

12.5x ROI from Klaviyo email and SMS, YOY

Challenge

In 2021, ICONIC was seeing terrific success from its social and influencer marketing programme, with 1.5 million Instagram followers and A-list celebrity and influencer endorsements driving sales.

However, email was not a top revenue generating source, bringing in just 8% of the brand's revenue. Unsurprisingly, when ICONIC appointed a Global Digital Director that year, she could see there was a lot of untapped potential.

"In two years, I hope to see 30% of sales coming from CRM marketing channels. Based on growth we've seen through email and SMS, it warrants that."

Kathleen Loftus, Global Digital Director at ICONIC London

Solution

Today, ICONIC uses Klaviyo's predictive analytics to build intelligent flows and campaigns. The approach has paid off—revenue from CRM has increased 42% in under a year. What's more, the brand has unlocked powerful growth marketing possibilities by integrating Klaviyo with other marketing tools, such as MentionMe and Wunderkind to acquire and retain customers.

Our customers say it best

ICONIC LONDON

"Klaviyo's advanced segmenting and clear analytics have allowed us the flexibility to target customers with market-specific content based on shopping behaviours. These crucial insights helped us dramatically increase our email and SMS revenues."

Kathleen Loftus, Global Digital Director at ICONIC London

WILKINSON SWORD
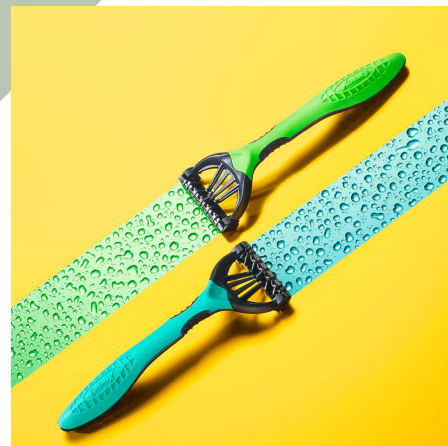
"We retarget people based on what they've clicked within an email. After they click, we send them another email that's directly related to what they expressed an interest in. Through that we get really high open rates—around 60 percent—and also a really strong conversion rate."

John Pagni, Ecommerce Assistant, Edgewell

With Klaviyo, ecommerce marketers can leverage real-time data to create personalised campaigns that lead to more revenue. Sound too good to be true? Well, there's no need to take our word for it—see what people who use the platform everyday have to say.

TWININGS OF LONDON

"I just love how easy Klaviyo is to use, it's a really intuitive platform. One of the things I really like is how simple it is to build segments. In a few clicks I can select customers who've signed up to email and bought a particular product, but haven't purchased anything in three months."

Charlotte Stephens, Ecommerce Manager, Twinings

ALESSI

"With Klaviyo, we have so much customer data at our fingertips. Our user personas have helped us develop a deep understanding of buyer behaviour, motivations, and purchase intent."

Pablo Daniel, Chief Digital Officer, Alessi

Tatti Lashes generates 35% of owned marketing revenue from Klaviyo SMS

The number one eyelash brand in Europe, Tatti Lashes was founded in Liverpool by best friends and eyelash technicians Charlotte and Elliot.

Unlike many beauty brands, Tatti Lashes hardly ever discounts its product range—and the audience knows this—so incentivising subscribers' first purchase has proved highly effective. The welcome text message achieves a 30% click rate and results in 9% of recipients making a purchase.

After quickly building a list of over 40,000 SMS subscribers in just 3 months, Tatti Lashes had the confidence to start using SMS across multiple touch points in their CRM strategy. Now, SMS drives 35% of their total revenue from marketing automation.

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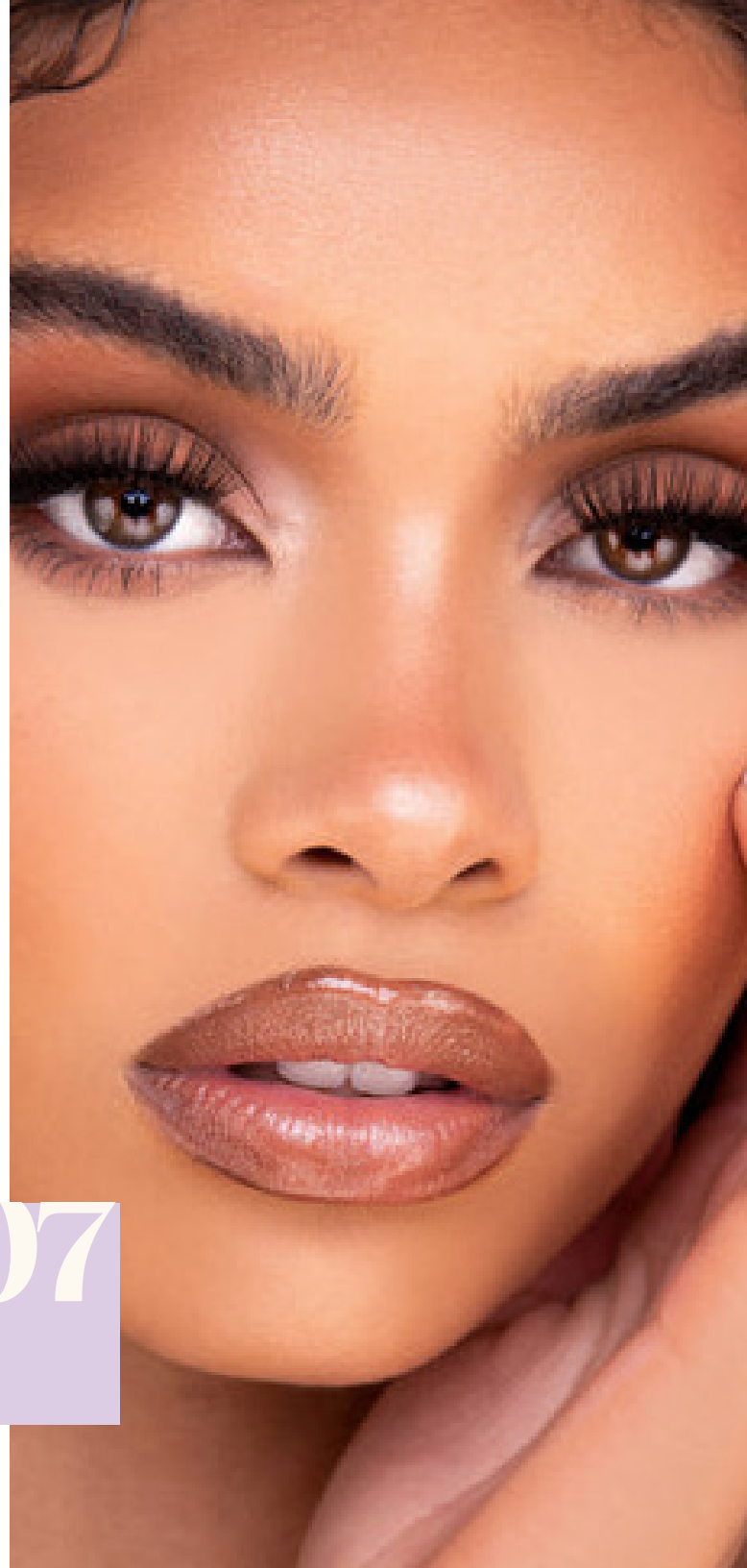
TATTI LASHES

"We're generating six-figure revenue just from the welcome SMS."

Nina Machin, Tatti Lashes

35% Owned marketing revenue from SMS

40K SMS subscribers gathered in 3 months

30% Click rate for welcome SMS

08

"If someone asked me about using Klaviyo SMS I'd say, 'Just do it'."

Tatti Lashes enabled SMS in Klaviyo to manage both email and SMS through the unified platform. With lots of automations already running, Tatti Lashes used the drag and drop flow builder to add text messages into existing flows and apply subscriber preferences and behaviour-based splits to determine what each customer receives.

The results speak for themselves

ALESSI

Alessi uses Klaviyo to grow revenue from email by 1,800% in two years.

1881% increase in email revenue 2019–21

40% of revenue from email during Black Friday 2021

40x higher email list growth during Black Friday 2021

"With Klaviyo, we have so much customer data at our fingertips. Our user personas have helped us develop a deep understanding of buyer behaviour, motivations, and purchase intent."

Pablo Daniel, Chief Digital Officer, Alessi

THE FISH SOCIETY

The Fish Society get more customers hooked with the Klaviyo platform.

16x increase in revenue from email

48% revenue attributed to Klaviyo

31% increase in repeat purchase rate

"The data in Klaviyo allows me to do really granular segmentation and I've got hundreds of segments. I can personalise emails according to whether people buy raw fish, prepared fish, recipe kits and so on."

Amy Birse, Marketing Director, The Fish Society
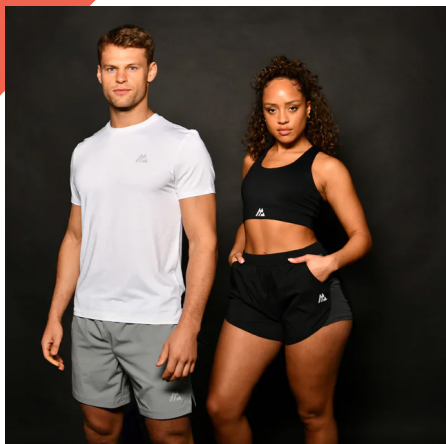
MONTIREX

Sportswear brand Montirex uses Klaviyo to unite email and SMS in one platform.

300% increase in revenue in one year

9.3% average click rate for SMS

32% average click rate for browse abandonment SMS

"Being able to manage both our SMS and email activity through a single platform has been a huge factor in the growth of these channels over the last 6 months. It allows us to make smarter segmentation decisions as we have more customer data to utilise."

Leighton Kearns, Trading Manager, Montirex

NAKED
COPENHAGEN

Naked Copenhagen boosts open rates 5x with Klaviyo.

631% increase in open rate

128% increase in click-through rate

44% decrease in email volume

"We identified Klaviyo because it was purpose-built for ecommerce. For the features we need—the automated flows, the segmentation tools available—this was the best resource out there."

Simon Hetland, Ecommerce manager, Naked Copenhagen

CITIZEN

Citizen Watch is a pioneering watchmaker founded in 1918 that has become a multi-billion dollar global brand.

Wind the clock back a year, and Citizen's UK online store was underperforming: sales were stagnant and subscriber engagement was low.

With DotDigital as its email platform, the watchmaker wasn't using any marketing automation, and subscriber sign-up forms had to be hard coded into the website. Anyone lucky enough to find the form and subscribe was welcomed with a basic notification triggered by the store.

"Klaviyo has been a game-changer for Citizen and revolutionised the way we communicate with customers; the ability to automate personalised emails based on customer behaviour has improved engagement and conversion 10-fold."

Mark Firman, Citizen Watch

Klaviyo's abandoned cart flow helps the brand recover potential revenue left behind by distracted shoppers. With a typical watch costing hundreds of pounds, converting 8.3% of abandoned carts makes a significant contribution to the bottom line. And, with subscribers' date of birth being collected, the brand's automated 'happy birthday' email is generating revenue, too.

"In 12 months, Foundation Commerce has doubled Citizen's online revenue from email, and about 80% of that has come from automated email flows. This underlines how important it is to have the right technology in place."

Lily Brown, Foundation Commerce

Solution

Klaviyo's pre-built automations, sign-up forms, segments, and data insights are powerful yet accessible, with user-friendly functionality that's allowed the Citizen team to quickly get up to speed.

Klaviyo forms replace the native Adobe Commerce forms, which were previously hidden behind a link. The multi-step flyout and embedded forms are easy for the team to edit and test, with a completion rate of up to 6%.

Klaviyo's integration with Adobe Commerce also allows Citizen to automatically generate and insert unique discount codes into email. This personalised approach has proven to be more effective than using generic offer codes—without additional lift from the team. The brand simply sets up an offer in the Adobe Commerce store and the Klaviyo platform does the rest.

Citizen Watch doubles online orders from email after switching to Klaviyo.

228% increase in orders from email since adopting Klaviyo

53% revenue attributed to email

11.5% conversion rate from welcome emails

STRONGER

Stronger uses Klaviyo to drive 21% of revenue

Stronger is a global sportswear brand that aims to inspire women to live a healthier lifestyle. But with no marketing automation in place, Stronger was losing countless opportunities to help drive that mission, not to mention sales.

The marketing team found creating cross-sell campaigns particularly irksome. They had to crunch all the data had manually, which was a laborious process—but these campaigns were essential to avoid having excess stock of the 'unpopular' half of matching sets.

Solution

In search of a robust ecommerce tech stack to support international hypergrowth, Stronger adopted Klaviyo and switched its ecommerce platform to Centra.

The platform's integration with Klaviyo means that all historical and real-time subscriber data collected on the site—including their country and preferred language, which is critical to the brand—is passed to Klaviyo. It allows Stronger to build segments according to subscribers' purchase behaviour, interests and location.

"By creating highly-personalised customer journeys with unique flows for each market, we've increased email engagement and extended the customer lifetime value."
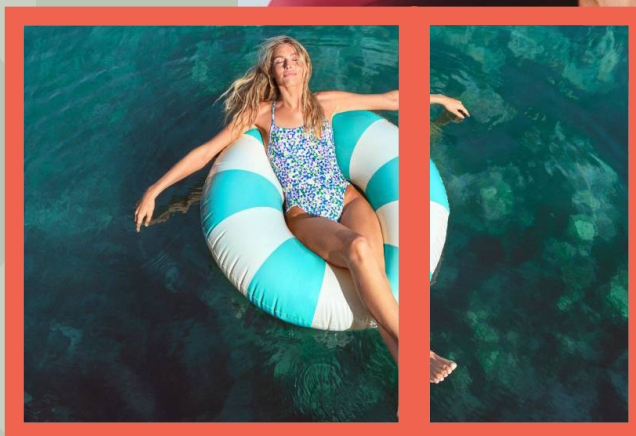
Zelia Webster, Head of CRM, Stronger
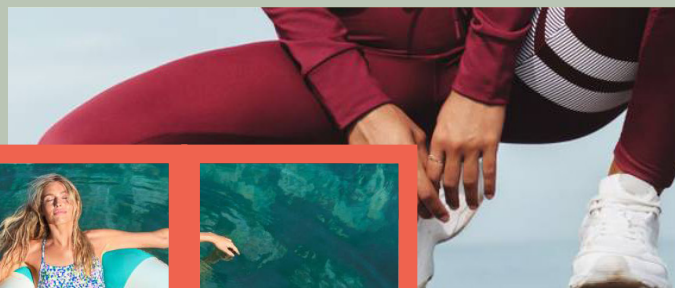
21% revenue attributed to email

19% click rate for welcome email series

6.8% conversion rate for abandoned browse flow

Abandoned cart flow recovers 10% of shopping carts

The Couture Club increased revenue by 325%

The Couture Club brings high fashion to everyday looks.

During Black Friday, The Couture Club drove 2.1 average orders from their customer base, which is 60% higher than the industry average of 1.3, according to Klaviyo's benchmark data for the fashion industry during that time.
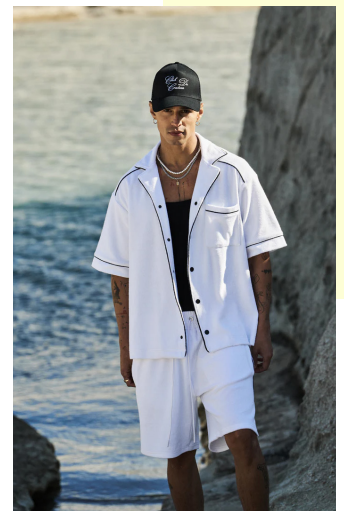
325% growth in email revenue during Black Friday 2020

£10K+ in sales from a single SMS campaign

2.1 average orders per customer

"Our average customer spends £150 a year with us. But a customer subscribed to our loyalty program spends £350— an extra £200 a year."

Scott Shashua, Managing Director, The Couture Club

The Couture Club switched to Klaviyo SMS before Black Friday

The Couture Club use customer data in Klaviyo to segment their texts based on people's shopping habits, like what kind of products they're interested in or how likely they are to purchase when there's a discount—and, because it's so important for the brand's revenue, if they're a loyalty member.
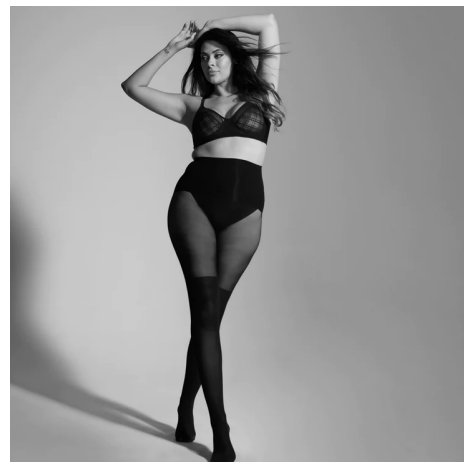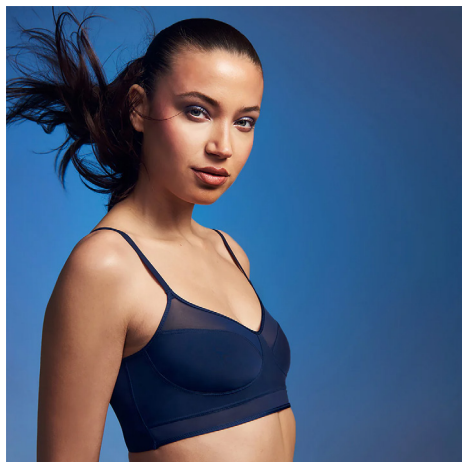
THECOUTURECLUB©

How DTC
Heist
Studios
owns its
growth

Heist

Heist builds their brand through customer loyalty

Heist initially used Mailchimp as their marketing automation platform, but realised it didn't meet their needs in terms of its ability to centralise data to understand their customer lifecycle or deliver personalised content. With Mailchimp, Heist Studios couldn't understand what stage in the customer journey subscribers were in and customer segmentation required a manual, daily upload of data.

Heist switched to Klaviyo because it provided an events-based system for a holistic view of customer interactions across multiple channels. Since moving to Klaviyo, Heist Studios has seen 66% increase in revenue from emails.

Using Klaviyo, Heist Studios has accelerated retention and repeat purchases. Nearly 50% percent of Heist Studios' revenue is repeat. Not only do their customers come back to repurchase, but they see an 11% increase in average order value (AOV) from a customer's first purchase to their second.

66% of revenue driven by email

50% increase in repeat purchase rate as a result of personalisation

11% increase in AOV from customers' first purchase to their second

STRONGER

Stronger

The Couture Club

"With Klaviyo you can be so granular. If someone buys a pair of tights we can send them a specific email with tips on how to care for the tights, along with suggestions for tops we think they'll love. Having that high degree of personalisation is so powerful."

Zelia Webster, Head of CRM, Stronger

"Before we switched to Klaviyo, we would send a text once a month or once every six weeks, and only when we had a super strong offer. Now that we're in Klaviyo, each SMS costs less for us to send. And we can segment the audience, so we can get way more targeted with who we send to, which also leads to better value."

Scott Shashua, Managing Director, The Couture Club

The Cambridge Satchel Company

Handmade in Great Britain

The Cambridge Satchel Company

"We've adjusted our flows to work harder and overcome any objections consumers may have around sustainability or price by showing that owning a Cambridge Satchel is a great investment. Having that insight and the ability to test hypotheses to optimise our flows allows us to be more agile."

Sarah Shakery, Head of International Ecommerce, The Cambridge Satchel Company

PERL

PERL Cosmetics

"I'm excited to continue to expand out Klaviyo campaigns and introduce more flows so we can automate as much of the process as possible, without losing the personal touch. Switching has been one of the best business decisions I've made this year, and I wish I had done it sooner!"

Isobel, Founder, PERL Cosmetics Customers

Wilkinson Sword (part of the larger personal care brand Edgewell) is a commonly known name in the UK—after all, it's been around for nearly 250 years.

Wilkinson Sword's brand focuses on education and honesty, rather than creating hype around flashy products—and this translates directly to how they plan their marketing strategy with helpfulness at the heart of their content.

Using the data gathered in forms, the Wilkinson Sword team created a personalised welcome email series that yields a purchase rate of 39%. That means two out of five email recipients make a purchase—which would be a healthy email open rate, so it's an eye-opening, mouth-dropping purchase rate.

Since the Wilkinson Sword team runs their online store on WooCommerce, they can connect their website data to their marketing messages in Klaviyo to create ongoing customer journeys based on how people interact with their website.

> *"It's about telling a more relevant story for customers utilising the data we collect, versus relying on data that's owned by a third party."*
>
> Mike Altman, Director of lifecycle marketing and CRM, Who Gives A Crap

640%	20%	6%
email list growth in 3 years	of users utilise Recharge quick actions via Klaviyo	of customers modify subscriptions via links in emails

> *"Klaviyo allows us to easily clone fundamental workflows to new accounts when we launch new sites across the world."*
>
> Olivia Chapman, CRM Manager, CurrentBody

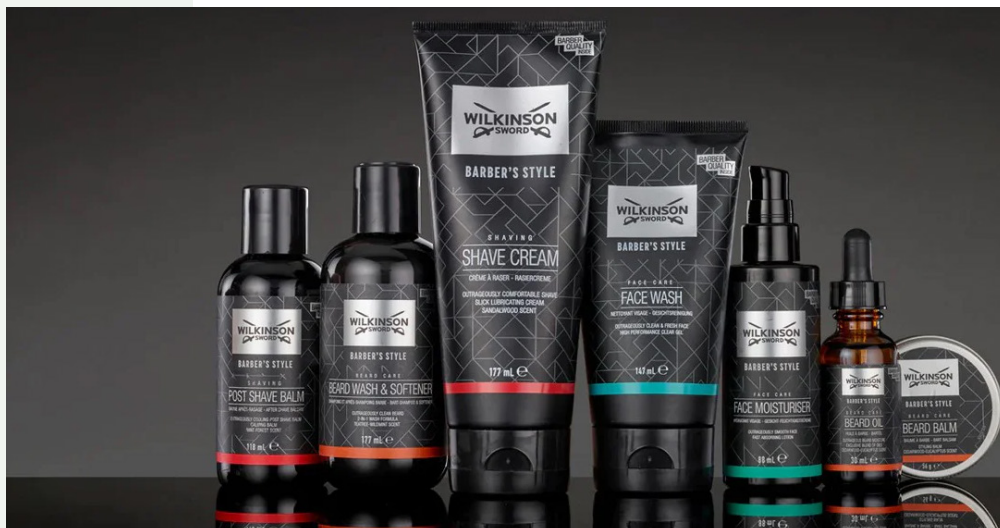| 58%	12%	8.7%
average email open rate for flows	SMS click rate in abandoned cart flow	conversion rate from abandoned cart flows

67% of all purchases driven by email

39% purchase rate for email welcome series

16% click rate for abandoned cart flow

"Defining our retention strategy through continuous A/B testing and behaviour-based segmentation has allowed us to identify our most loyal, highest value segments."

Cat Jones, Senior CRM Executive, Club L

40%	11%	33%
increase in email open rates since adopting Klaviyo	welcome flow conversion rate	revenue attributed to Klaviyo

"The secret behind our growth has been having the ability to retarget our audience. Without that, you lose hundreds of potential sales daily."

Martin Coromandel, Co-founder, L. Eyes Eyewear

44%	2000%	50%
revenue attributed to email	increase in sign-ups since adopting Klaviyo	revenue from repeat purchases

Growing a business is complex, Klaviyo brings it all together. By unifying your ecommerce data in one place, you can understand your audience better, deliver personalised experiences, and learn everything you need to make your business smarter.

Everything works as one, accelerating growth and keeping you in control.

Our platform unifies all customer data and channels in one place, delivers unprecedented speed and time to value, and is built to be intuitive and easy to use so that every brand - regardless of size and expertise - can connect with their valued customers to grow more profitably and sustainably on their own terms.

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Want results like these inspirational brands?

Speak to a Klaviyo expert.