



2024 CONSUMER TRENDS REPORT

Insights to power smarter digital relationships
with the consumers of today

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With the growth of omnichannel touchpoints, preferences in shopping experiences are changing across the generation cohorts.

We collected the responses of 2,448 active Australian and New Zealand consumers.
74% were from city locations, with Millennials representing the largest cohort at 48%.

The survey revealed varying preferences for communication channels and digital marketing methods from generation to generation.

In 2024, brands are influencing shoppers' habits and behaviours through multiple touchpoints. This report explores how personalisation, segmentation, and omnichannel experiences impact shoppers' purchase decisions—and how retailers can better power smarter digital relationships with them.

FEATURING INSIGHTS FROM:



OVERDOSE.



01

ENGAGE CONSUMERS WITH ENTICING DEALS

Throughout 2023, budget-driven consumers displayed strategic buying behaviours closely tied to seasonal shopping periods. The [2023 BFCM Aftermath Report](#) supports this, with nearly USD \$60M of Klaviyo-attributed value generated during peak hour last Black Friday and Cyber Monday (BFCM).

In 2024, this shopping trend continues to resonate with consumers. 89% of survey respondents say exclusive offers or discounts make the most engaging marketing emails.

02

TRUSTED PERSONALISATION DRIVES CONVERSION

Personalisation, especially in email marketing, requires more than adding a first name in your subject line. Instead, the opportunity lies in handpicked recommendations, informed by consumers' recent online behaviours and product preferences. It's no surprise that personalisation influences 59% of consumers to buy while also improving shopping experiences for 75% of respondents.

Trust is vital to consumers' attitudes towards personalisation. While 53% say they love receiving on-site product recommendations from retailers they trust and shop with regularly, only 21% say the same of new or unknown retailers.

03

YOUNGER CONSUMERS FAVOUR MOBILE OVER EMAIL MARKETING

Email marketing remains the preferred communication channel for 90% of our respondents—though younger generations show a noticeable shift towards SMS and away from email.

Gen Z consumers spearhead this trend, with only 60% favouring email while over 33% lean towards SMS. Compared to older generations, Gen Z also shows a growing acceptance of website pop-ups, banner ads, in-app notifications and ads from mobile apps.

04

MOST CONSUMERS ARE OMNICHANNEL SHOPPERS

72% of consumers begin their path-to-purchase online and complete it in a physical store. 66% also start their journey in-store and later head online to purchase.

Top motivating factors for initiating omnichannel purchases include price comparisons, stock availability, and convenience. Conversely, challenges with omnichannel shopping include out-of-stock items, time-consuming processes, and delivery speed and costs.

**HOW DO PEOPLE
FEEL ABOUT
PERSONALISATION?**





Consumers show their preference for email and personalisation from trusted retailers.

Email still reigns supreme as consumers' preferred way to receive marketing communications. However, that doesn't mean email should be the only channel in your marketing mix. Younger generations, particularly Gen Z, display a growing preference for SMS and a declining desire for email.

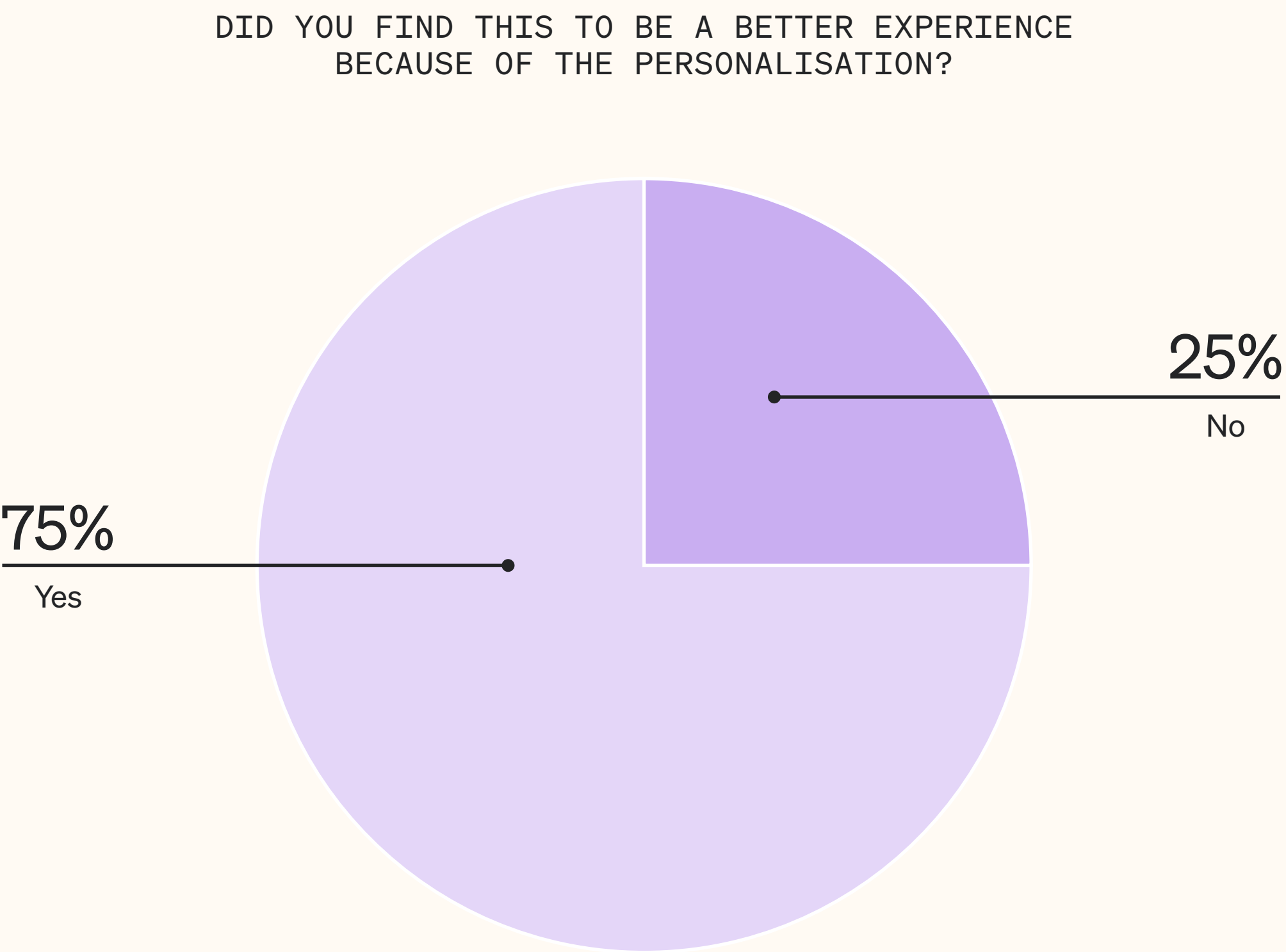
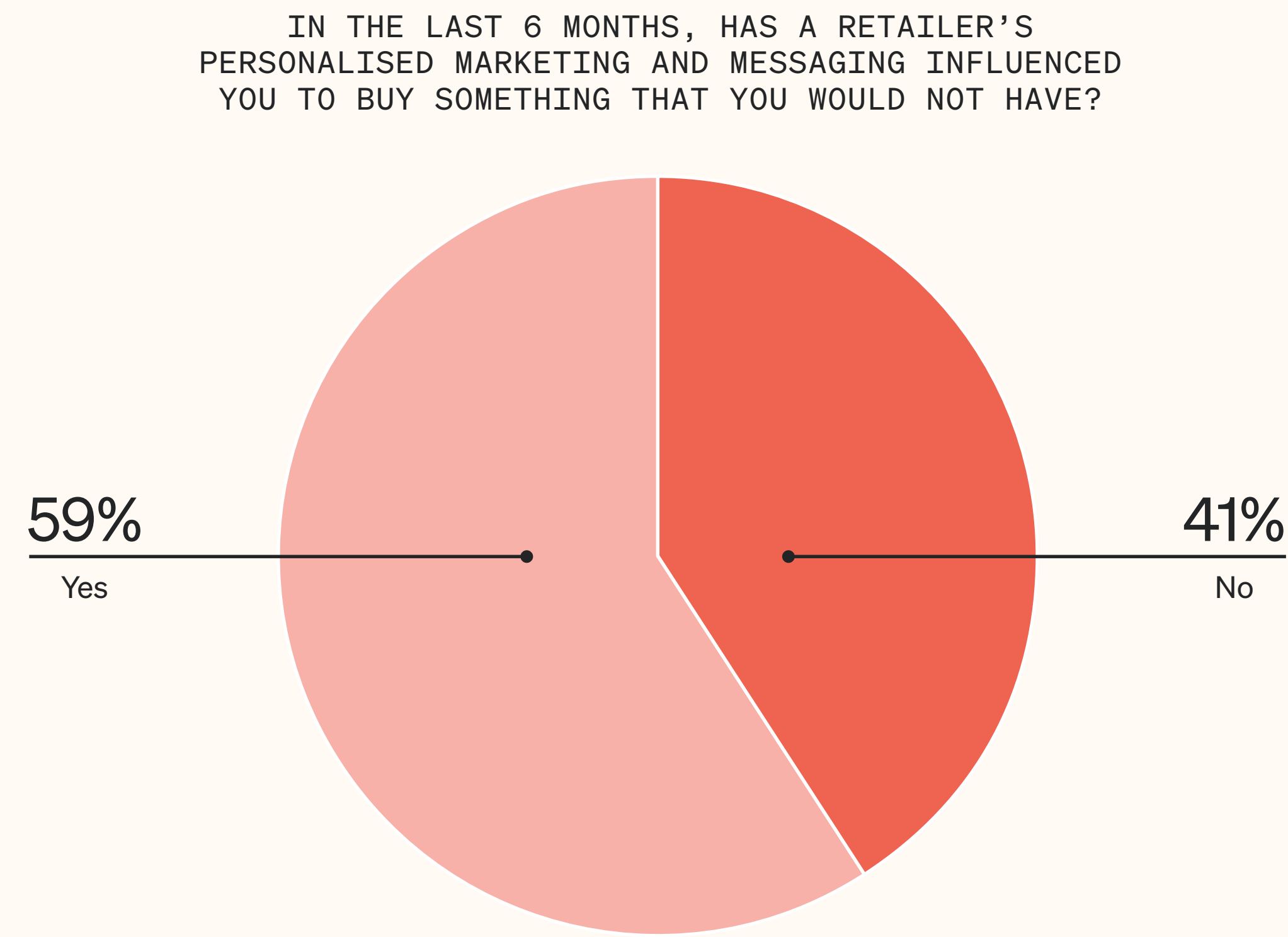
Consumers' purchase decisions are influenced by personalisation, though brands still need to build trust in how they use their customers' data for marketing purposes.

Brands should also consider the potential of less saturated remarketing channels, such as SMS or streaming service ads.

PERSONALISATION INFLUENCES PURCHASE DECISIONS

Personalisation grabs consumers’ attention. 59% say it has influenced them to buy products they otherwise wouldn’t have. Why?

It’s all about the experience. 75% of consumers say they had a better experience because of personalisation.





**PERSONALISATION IS CRITICAL IN 2024.
PERSONALISED PRODUCT RECOMMENDATION
FEEDS ARE ONE SOLUTION ENABLING BRANDS TO
SHOWCASE THE MOST RELEVANT PRODUCTS TO
CUSTOMERS BASED ON SUBSCRIBER, PURCHASE,
AND ENGAGEMENT HISTORY DATA.**

Customised messaging that uses classification ‘tags’, which leverage behaviour and purchase history data, can further help brands reach the right subscribers and maximise engagement.

RATTAN MUTTOO
CONSULTING DIRECTOR
KLEWDUP

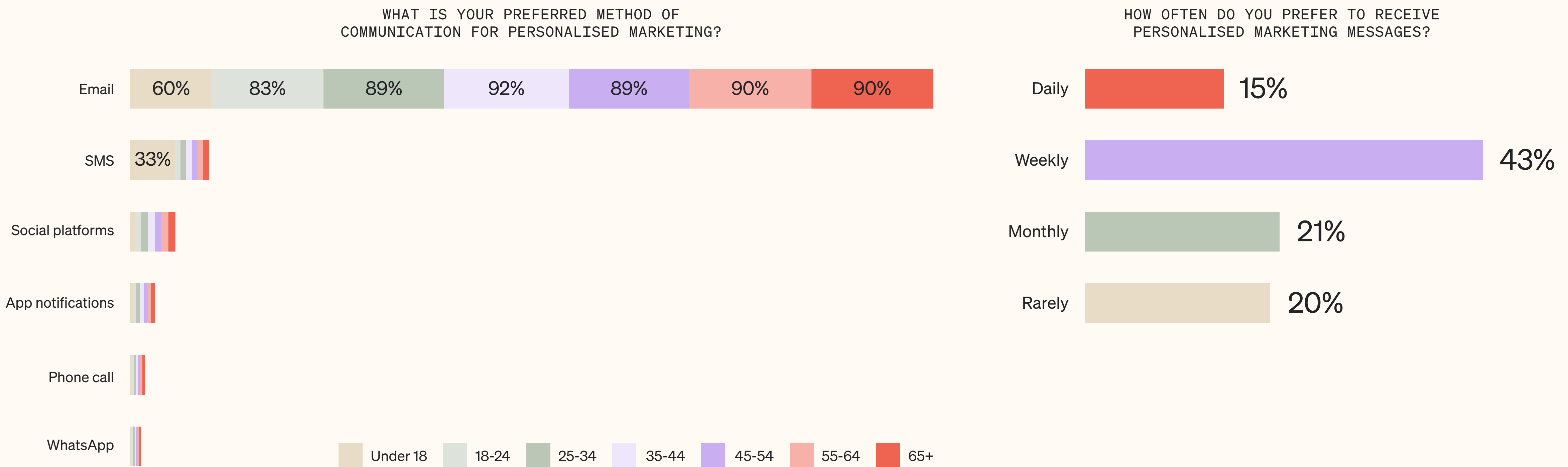


PREFERRED COMMUNICATION CHANNELS BY GENERATION

Out of all marketing channels, email comes out on top. 90% of respondents across all ages say email is their preferred method of receiving personalised marketing communications.

However, Gen Z displays changing attitudes, with SMS noticeably more accepted and email becoming less desirable.

When it comes to receiving personalised marketing messages, balance is key. 43% of all respondents prefer to receive personalised marketing messages weekly.



THE PERSONALISED REMARKETING CONSUMERS ARE SEEING

The two most commonly seen personalised marketing channels are email and paid advertising.

70% of consumers receive emails with personalised content that leverages previous purchase data. 65% also see ads on other websites based on their recent shopping activity.

But there are also less saturated remarketing channels to harness.

Other forms of personalised remarketing, such as SMS and streaming service ads, are less often seen. Retailers have an excellent opportunity to connect with customers using timely, personalised messages over SMS and emerging channels.

WHICH OF THE FOLLOWING TYPES OF PERSONALISED MARKETING HAVE YOU SEEN IN THE LAST 6 MONTHS?

Receiving an email from a retailer with content based on previous purchases



70%

Being shown ads for a retailer I have visited on another website



65%

Receiving an SMS from a retailer with content based on previous purchases



32%

Being shown ads for on a streaming service after visiting a retailer website



32%

Receiving an SMS from a retailer after visiting a store



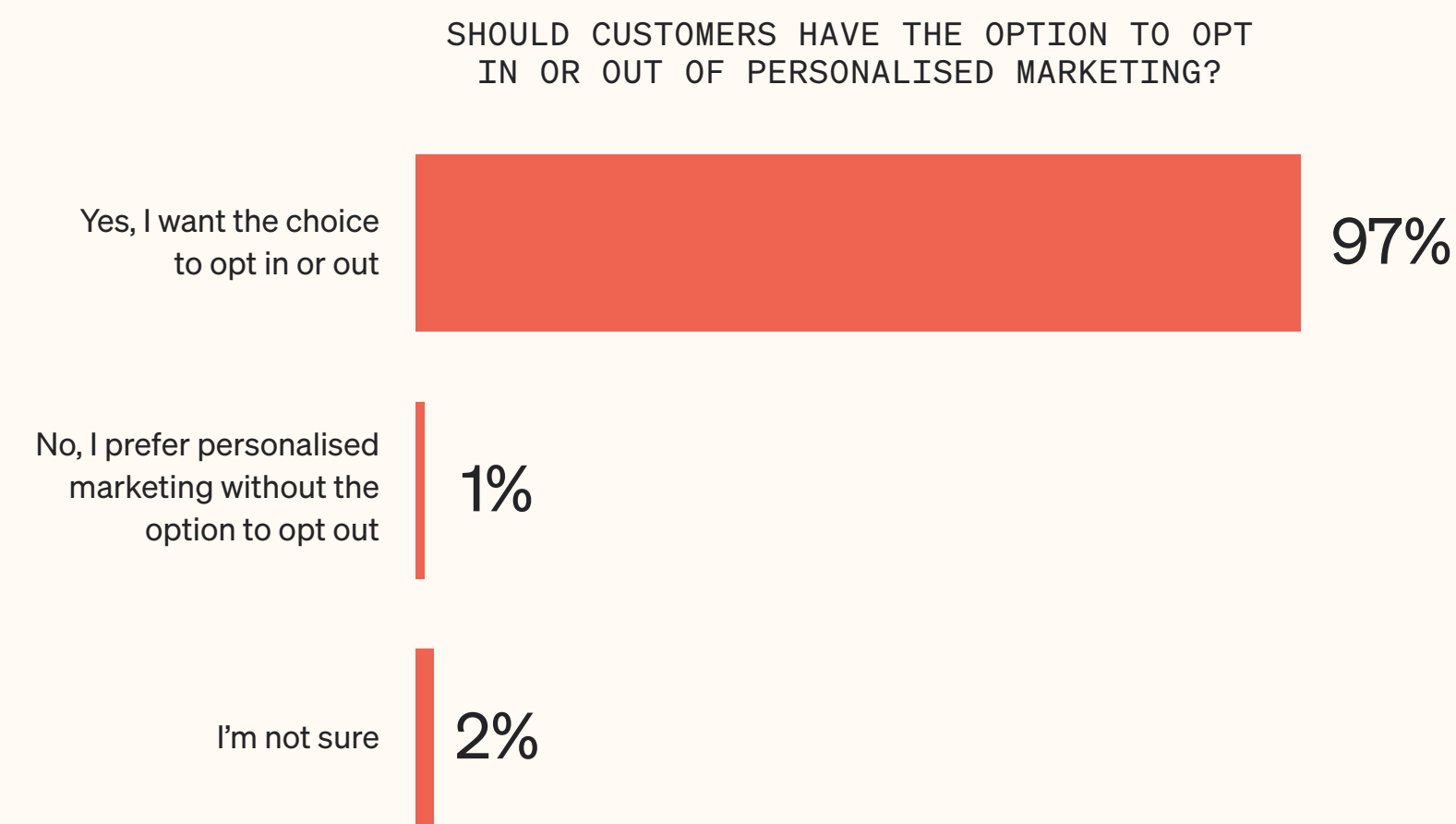
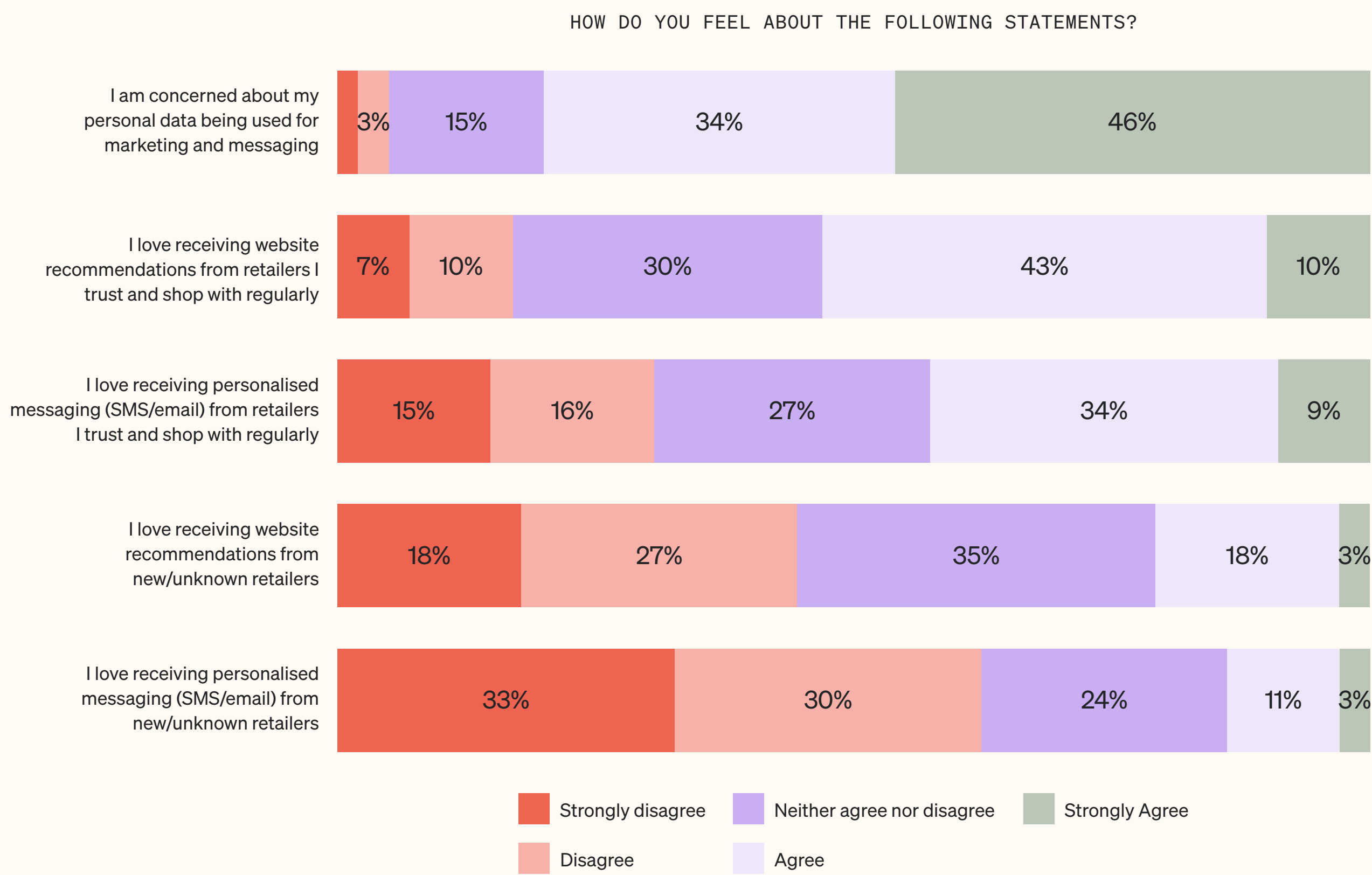
23%

CONSUMERS' ATTITUDES TOWARDS PERSONALISATION

The key ingredient in getting personalisation right? Trust.

80% of consumers agree or strongly agree that they're concerned about how brands use their data for marketing and messaging. However, 53% still love receiving on-site product recommendations from retailers they trust and shop with regularly. A further 43% also enjoy receiving tailored SMS or email campaigns from these brands.

In contrast, only 21% want on-site recommendations from new or unknown retailers, with just 14% wanting personalised SMS and email messages.





EMAIL RELEVANCE STARTS FIRST WITH A BRAND'S OVERALL CONNECTION TO ITS CUSTOMERS. ESTABLISHING CONNECTION, TRUST, AND CONFIDENCE IN THE BRAND AND ITS OFFERING HAPPENS ACROSS ALL CHANNELS AND IS INFLUENCED BY DIGITAL AND PHYSICAL INTERACTION.

From the first connection, a willingness to listen and learn from customer behaviour will ultimately translate into relevance across all channels. Focus on your value to customers, product or service benefits, and transparent and customer-obsessed outcomes. Once you have established trust, maintain it through personal, relevant, and timely messaging—an essential ingredient in customer retention. Through email and the power of data-informed flows, you can ensure you are delivering the right message or offer to the right person at the right time.

PAUL PRITCHARD
GROUP CEO
OVERDOSE.



01

KNOW WHERE TO CONNECT WITH SHOPPER SEGMENTS

Gen Z consumers show a strong preference for SMS marketing and a decreased interest in receiving email communications compared to other generations.

Consider segmenting campaigns using personal data, such as age range, for the best chance of cut-through. Also, take shoppers' preferences into account, such as preferred touchpoints and frequency.

02

SPEAK TO THE NEEDS OF YOUR AUDIENCE

“By delivering content that speaks directly to the interests and needs of your audience segments, brands can create more meaningful interactions and foster long-term customer loyalty. Use customer engagement data to better understand how to drive the right message to the right customer at the right time.”

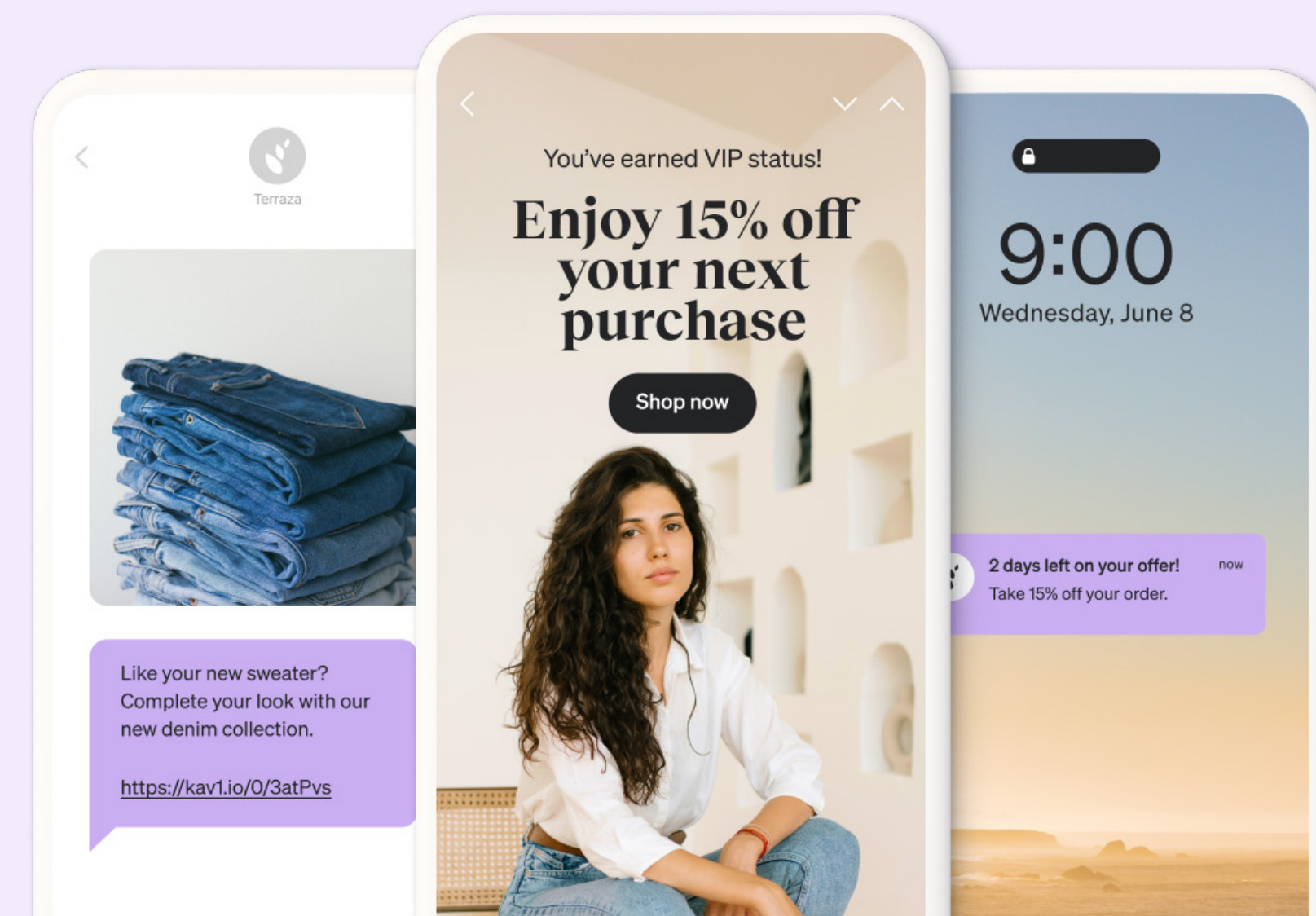
— David Visser, COO, Zyber

03

DIVERSIFY REMARKETING METHODS TO RE-ENGAGE SHOPPERS

65% of consumers notice personalised ads based on their visits to other websites. However, retailers are looking to other personalisation tactics as Google continues phasing out third-party cookies throughout 2024.

Consider leveraging in-store and online zero-party data to create relevant and timely remarketing campaigns. Look for opportunities to enhance existing channels and explore new, unsaturated alternatives. For example, 70% of consumers receive marketing emails with tailored content based on previous purchases, but only 23% say the same of SMS.



HOW ARE RETAILERS' MARKETING EFFORTS PERFORMING?





Timeliness and relevance are the biggest factors in building trust with shoppers.

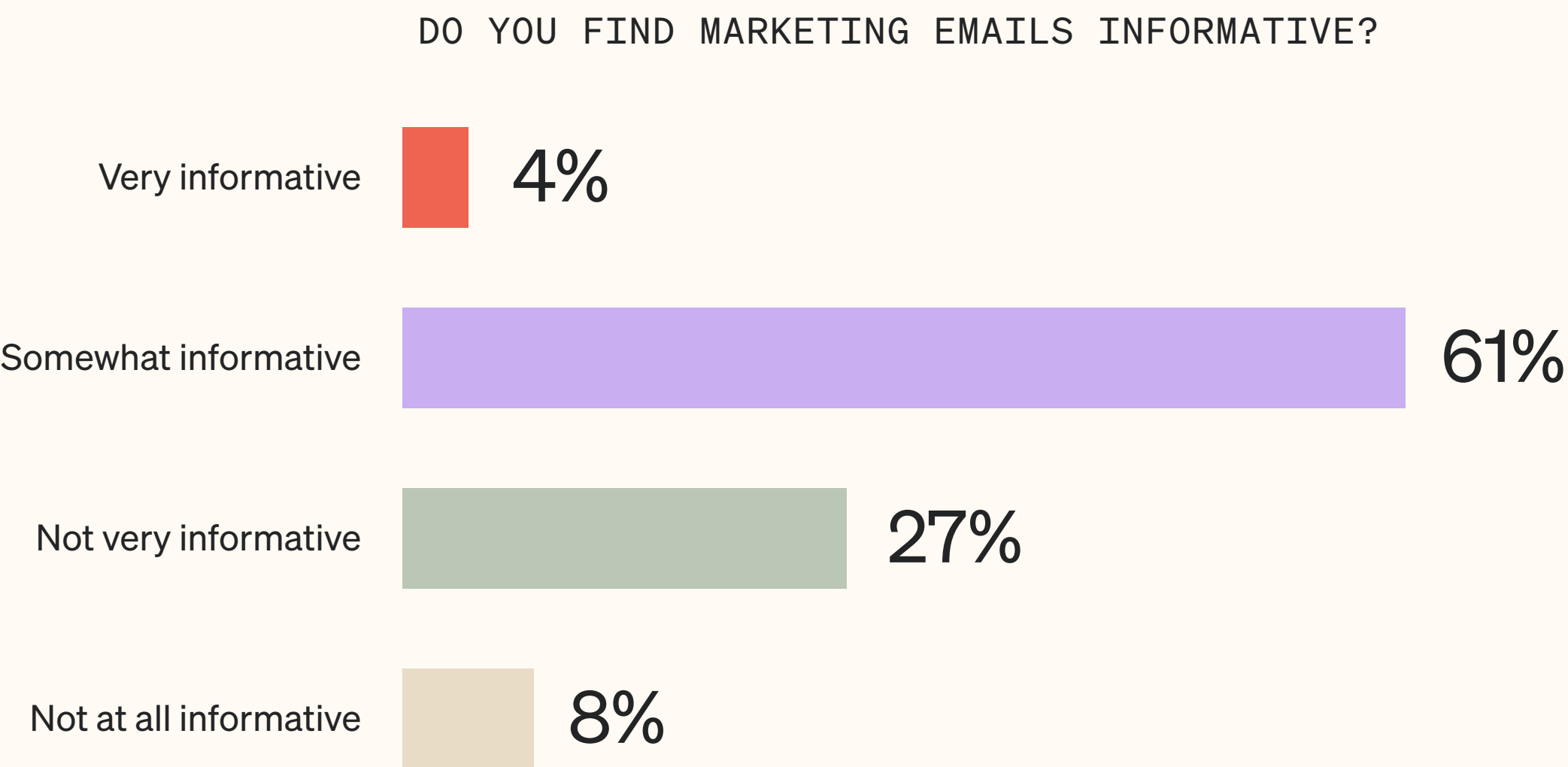
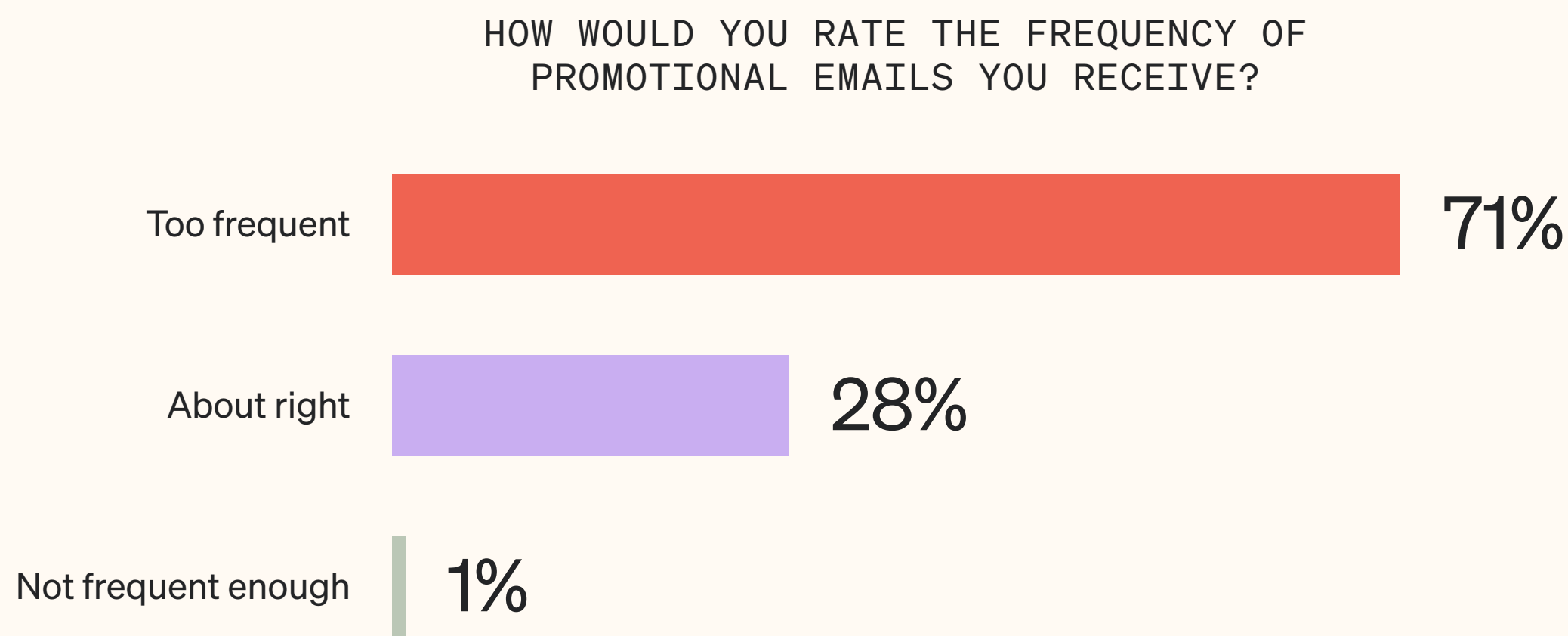
In today's crowded digital landscape, retailers must be strategic in how they capture and hold shoppers' attention. Over two-thirds of consumers say they receive too many promotional emails, with a vast majority of content being only somewhat relevant to them.

Retailers should look to optimise communication timing, marketing channels and contextual relevance to gain better cut-through and stay ahead of the competition.

CONSUMERS' VIEWS ON MARKETING EMAIL CONTENT AND FREQUENCY

Consumers' inboxes appear bloated with marketing emails. 71% say they receive promotional emails too often, with only 28% saying the frequency is about right.

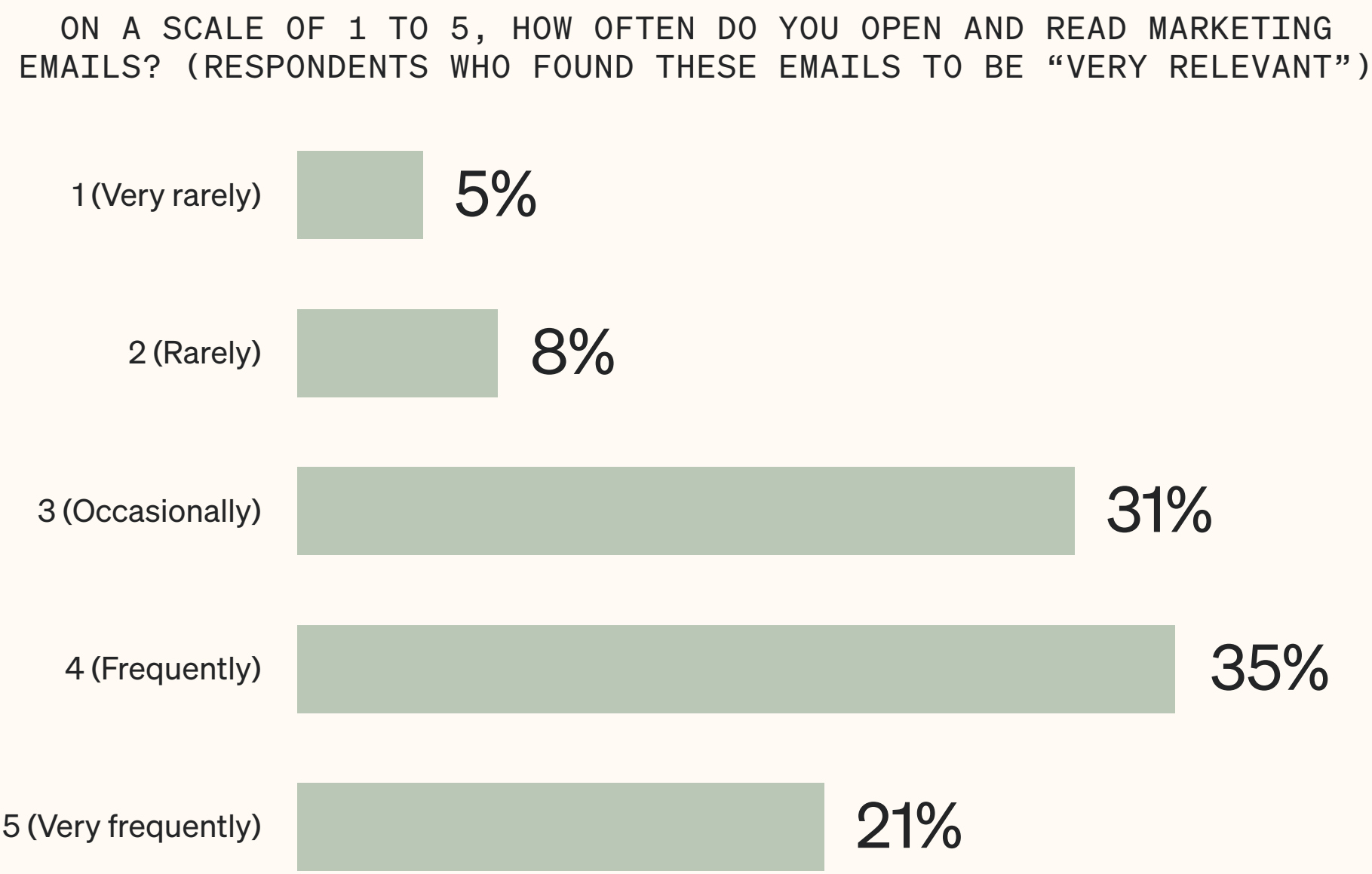
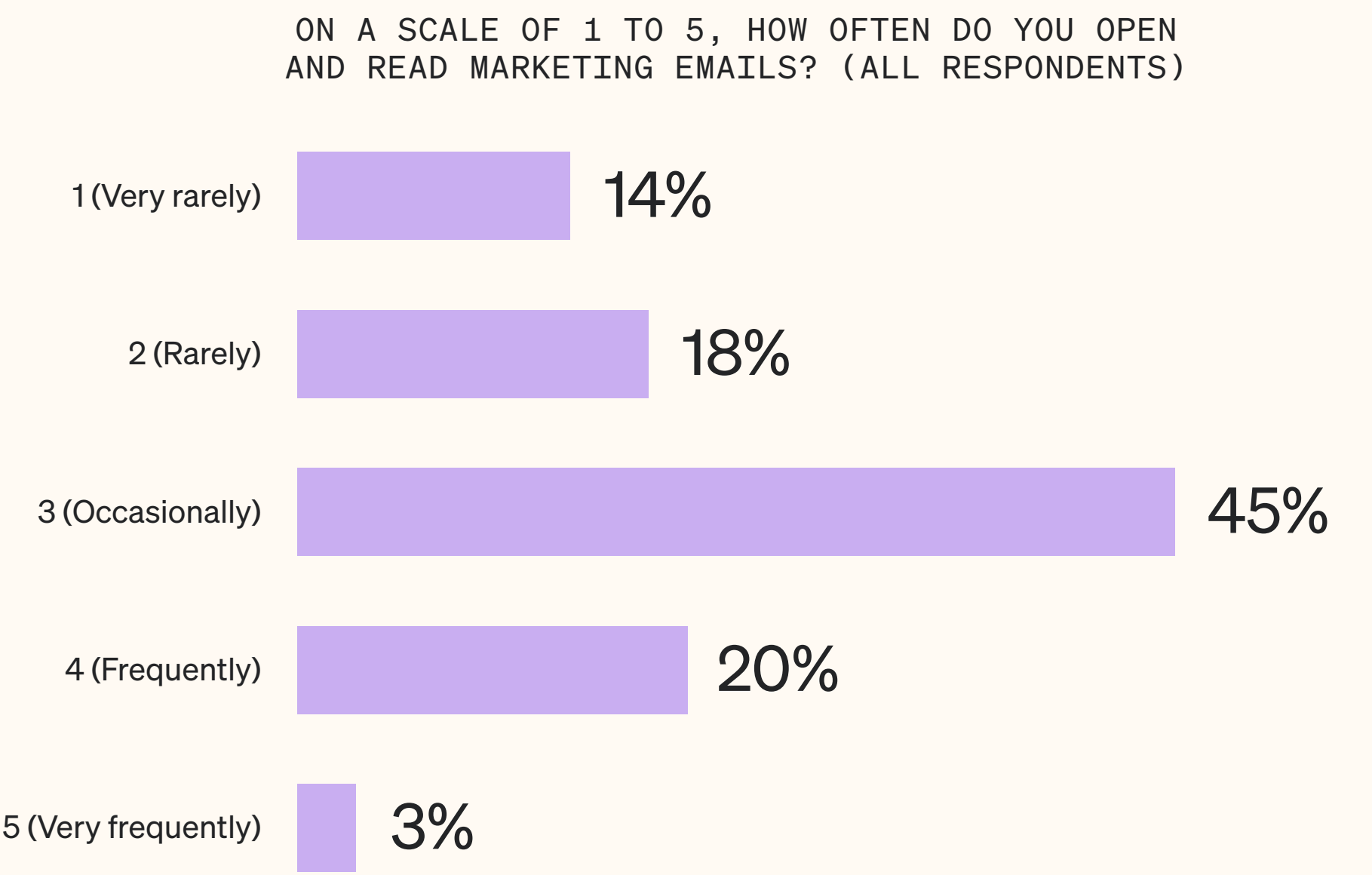
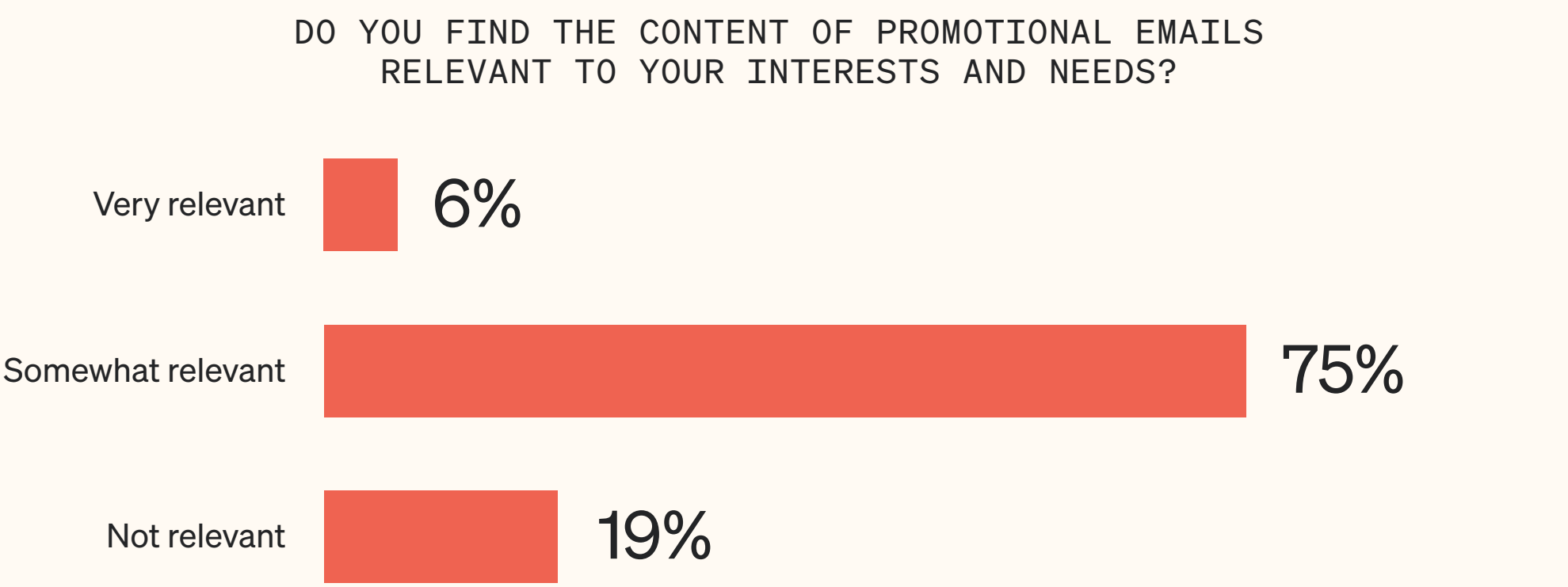
65% of consumers also find marketing emails somewhat or very informative, leaving more than a third receiving communications that are not very or not at all informative.



RELEVANCE DRIVES EMAIL ENGAGEMENT

While 75% of consumers say promotional emails are “somewhat relevant”, a tiny 6% say they are “very relevant”, and 19% say they are not relevant at all.

Overall, the survey shows that 23% of recipients open and read marketing emails frequently or very frequently. However, that figure jumps to a massive 56% when recipients find those emails “very relevant”.





STANDING OUT IN AN OVERCROWDED DIGITAL SPACE IS VITAL TO DRIVING BRAND LOYALTY AND GROWTH. PRIORITISE THE USE OF SEGMENTATION TO SEND MORE RELEVANT COMMUNICATIONS TO SHOPPERS. LOOK AT SEGMENTING BASED ON DEMOGRAPHICS, BEHAVIOUR, AND PREFERENCES, AND TAILOR YOUR MESSAGING TO RESONATE WITH EACH GROUP OR COHORT.

This personalised approach increases email engagement and fosters stronger connections with your audience.

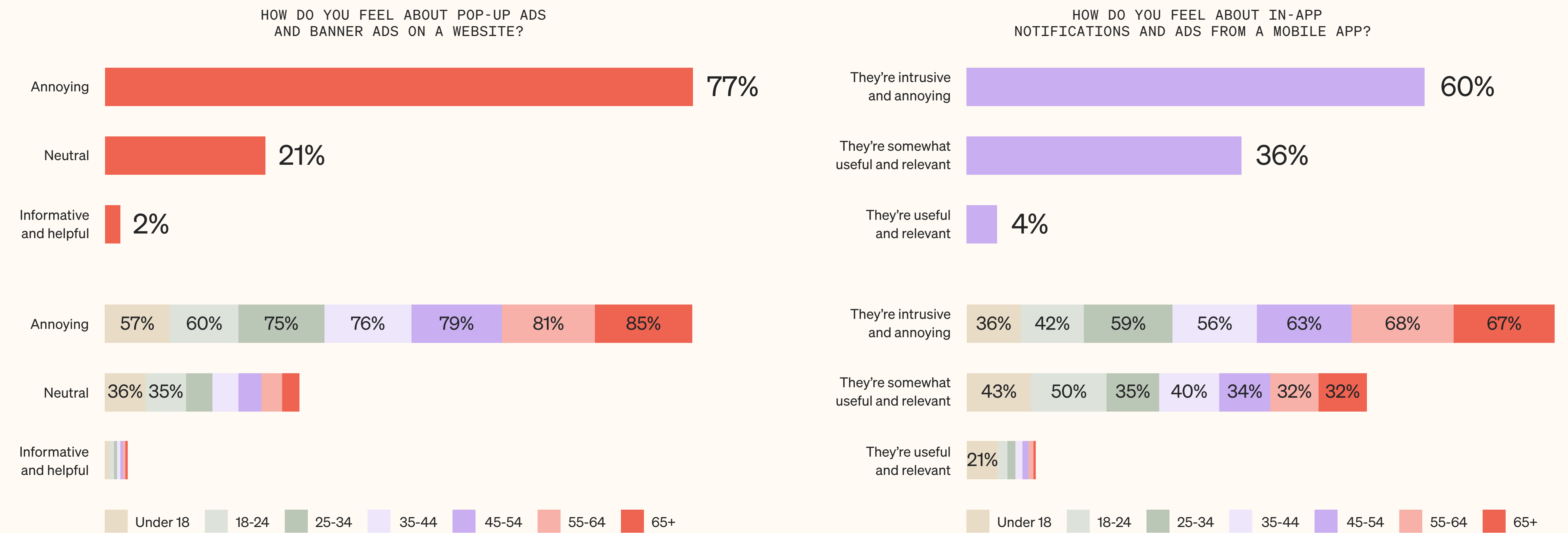
DAVID VISSER
COO
ZYBER



GEN Z CONSUMERS ARE THE MOST RECEPTIVE TO WEB ADS AND IN-APP NOTIFICATIONS

77% of consumers, on average, across all generations feel that pop-up and banner ads are annoying. However, that figure shrinks to around 59% across Gen Z respondents.

Consumers show the same trend with in-app notifications and ads from mobile apps. Overall, 60% found them intrusive and annoying. That number again drops to a 39% average for Gen Z consumers.

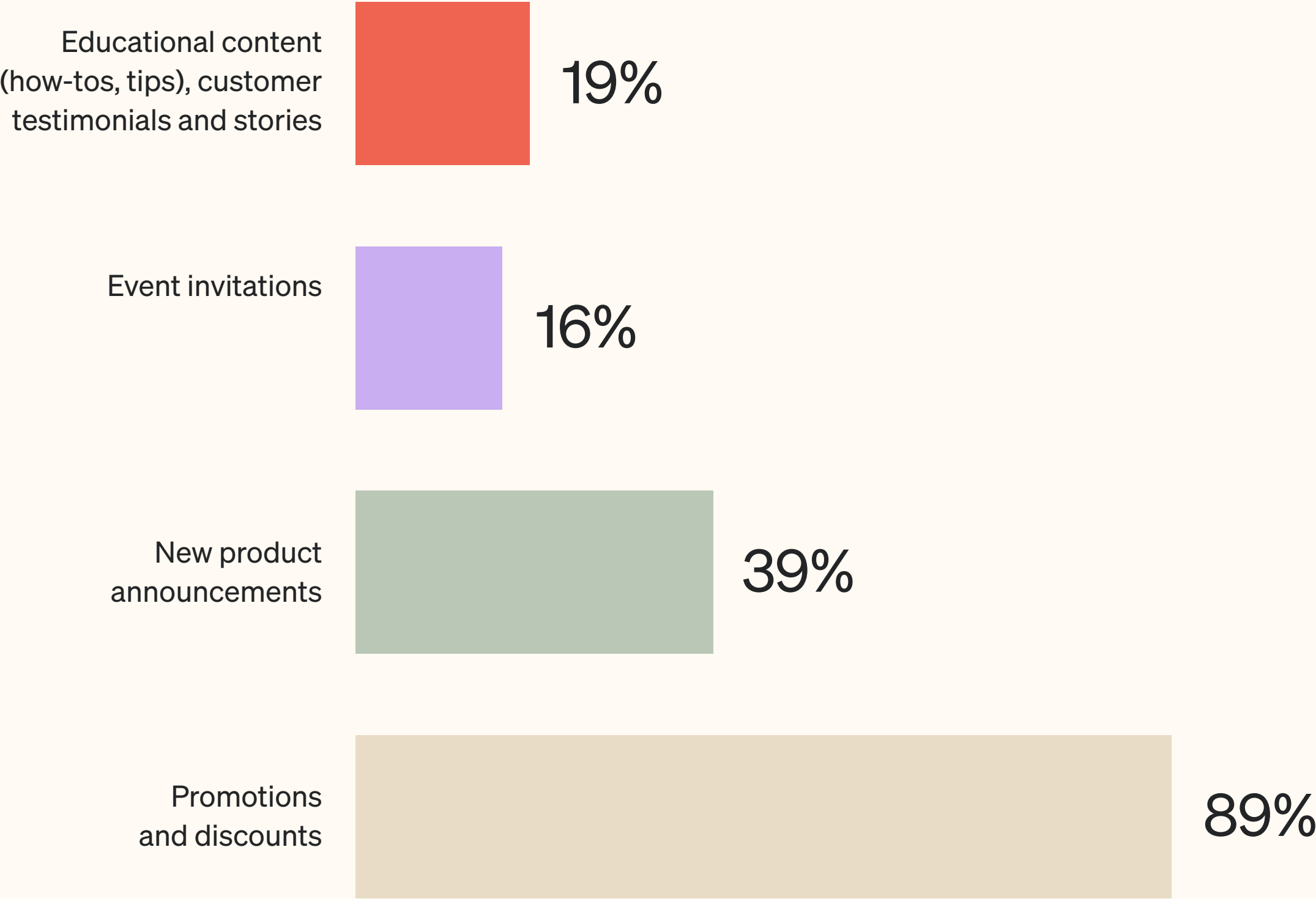


PROMOTIONS AND PRODUCTS CAPTURE THE MOST ATTENTION

89% of consumers say that emails offering promotions and discounts are the number one way to hold their attention.

A further 39% of respondents are interested in new product announcements, 19% in educational content, and 16% in event invitations.

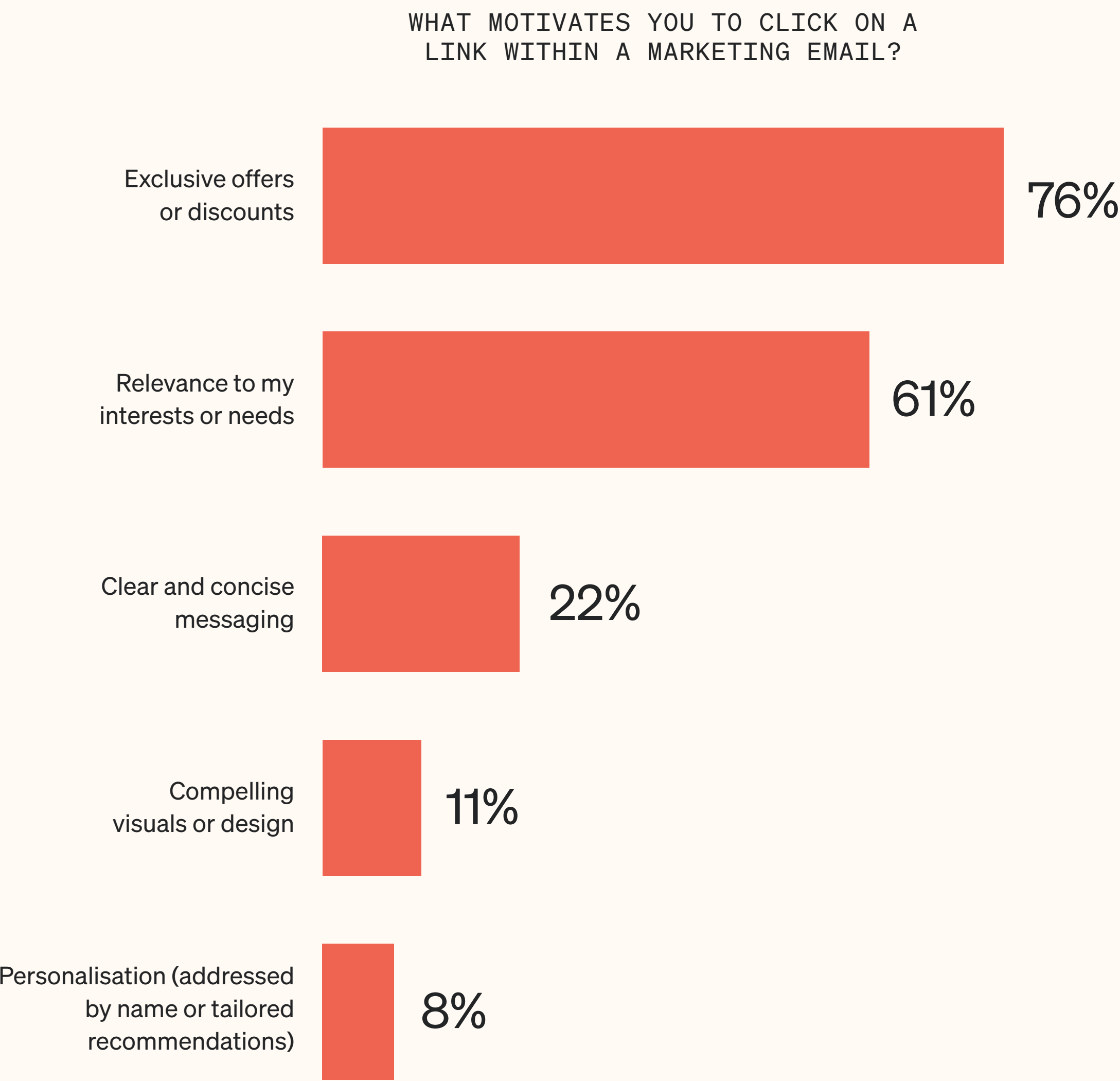
WHAT TYPES OF CONTENT DO YOU FIND MOST ENGAGING IN MARKETING EMAILS?



DEALS AND RELEVANT CONTENT ENGAGE CONSUMERS MOST EFFECTIVELY

76% of respondents say that exclusive offers or discounts encourage them to click through on marketing email links. The next most persuasive element is relevance to a consumer’s interests or needs, at 61%.

The classic considerations of email marketing—clear and concise messaging and compelling visuals and design—are now less critical to motivating consumers to click through.





**BRANDS SHOULD USE DISCOUNTING SPARINGLY TO
COMPLEMENT THEIR OVERALL GROWTH STRATEGY.
OVERUSING DISCOUNTS AND OFFERS CAN DILUTE
THE MESSAGE AND ‘TRAIN’ CUSTOMERS TO EXPECT
DISCOUNTING AND LOWER GROWTH IN ‘FULL PRICE’ SALES,
AFFECTING OVERALL BUSINESS MARGINS.**

Tactical promotions or discounts based on subscriber engagement and purchase history are far more likely to attract better ROI and generate a mini ‘wow’ moment for shoppers when they receive a discount.

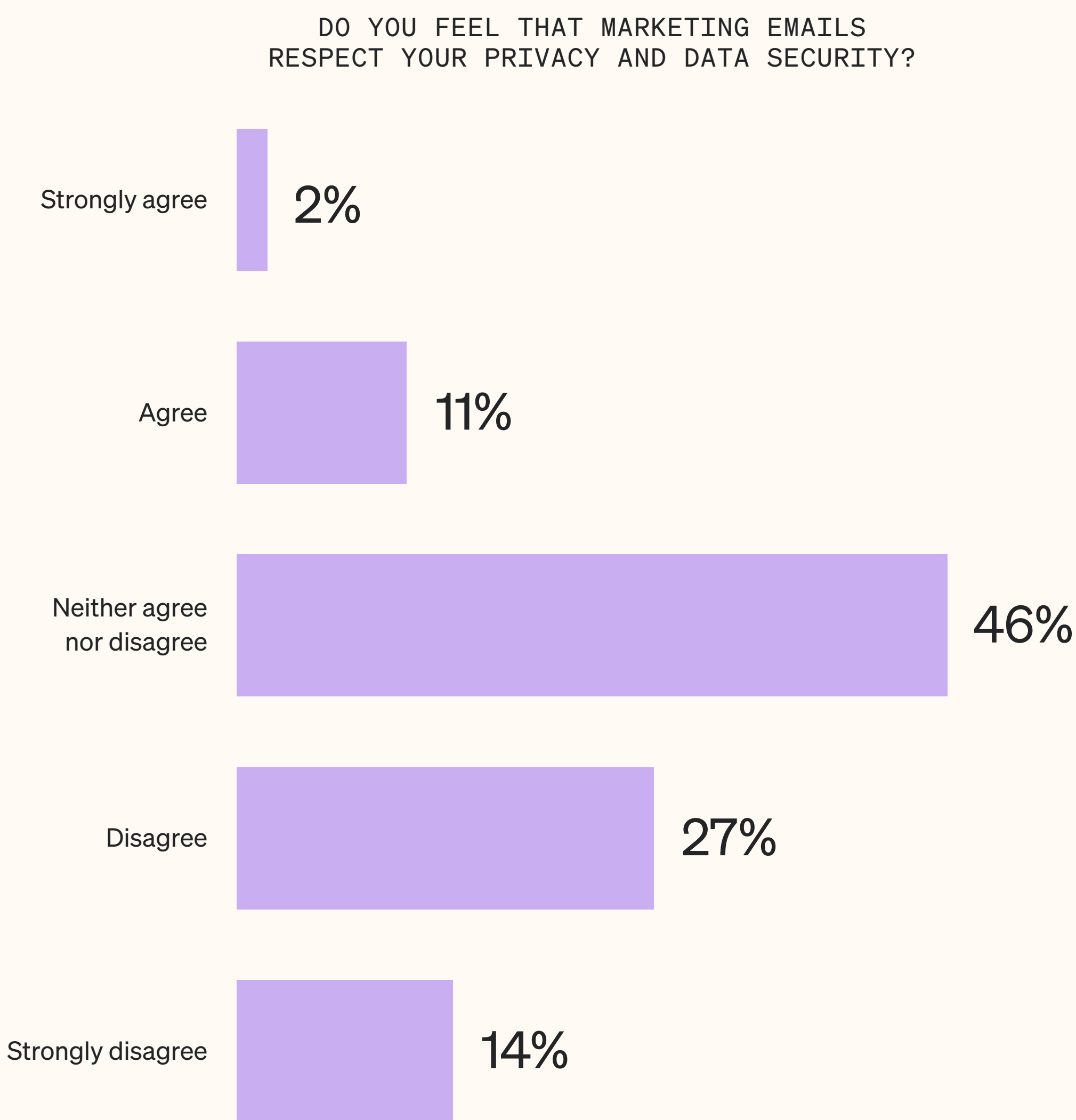
RATTAN MUTTOO
CONSULTING DIRECTOR
KLEWDUP



CONSUMERS AREN'T CONVINCED ABOUT DATA SECURITY

Only 13% of respondents agree or strongly agree that marketing emails respect their privacy and data security.

At the same time, 84% of Australians want more control over the collection and use of their personal information, according to the Australian Government's [2023 Australian Community Attitudes to Privacy Survey](#).



01

LEVERAGE DATA TO BETTER CONNECT WITH SHOPPER SEGMENTS

When shoppers find marketing emails relevant, they're more likely to open, read, and click. In a Klaviyo study of 2.5B emails, open and click rates on segmented campaigns were 2x that of general blasts—and attracted 3x the revenue per recipient.

Create meaningful connections with shoppers (and potentially double open and read rates) by analysing your customer data, carefully segmenting your email lists, and crafting personalised, relevant campaigns.

02

REDUCE FRICTION TO INCREASE CONVERSION

“The key to converting customers on the first visit is to present your best offer and newest arrivals in the first email or SMS communication. In addition, it's vital to call out returns, delivery policies, sizing charts, and other information that can reduce the friction in buying and create confidence in shoppers' minds that all their questions are answered, similar to an in-store shopping experience.”

— Rattan Muttoo, Consulting Director, KlewdUp.

03

REACH SHOPPER SEGMENTS WHERE THEY'RE MOST RECEPTIVE

Younger generations are well-accustomed to pop-up ads, banner ads, in-app notifications, and mobile app ads—and even find them useful and informative. It's critical to track and understand how your shoppers perceive different marketing mechanisms.

Look to technologies, such as a customer data platform (CDP), to connect shopper information across multiple channels, precisely segment your audiences, and help you reach shoppers where it's most effective.

04

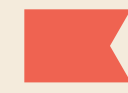
LEAN INTO YOUR USP TO ANSWER SHOPPERS' QUESTIONS

“Whether driving your brand's core message from your homepage, pop-up ads, or app notifications, focus on your unique selling points (USPs) and answer that question of why shoppers should buy from you. If you can't authentically explain in a sentence (or less) why someone should buy from your store, the chances are they won't.”

— Paul Waddy, Director, Ecom Nation.

**HOW DO PEOPLE
FEEL ABOUT
OMNICHANNEL?**





The omnichannel path to purchase is winding and requires seamless shopping experiences.

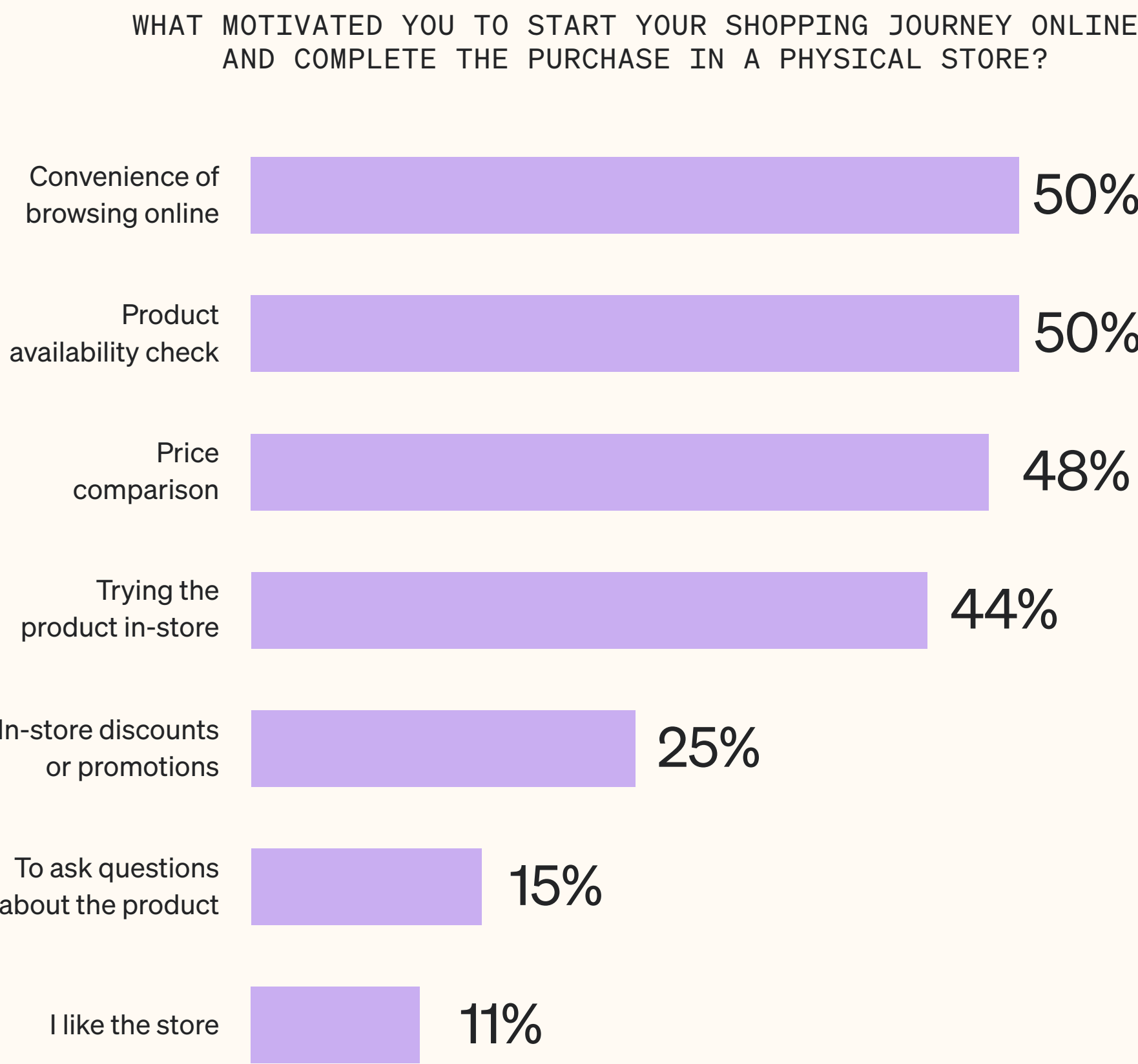
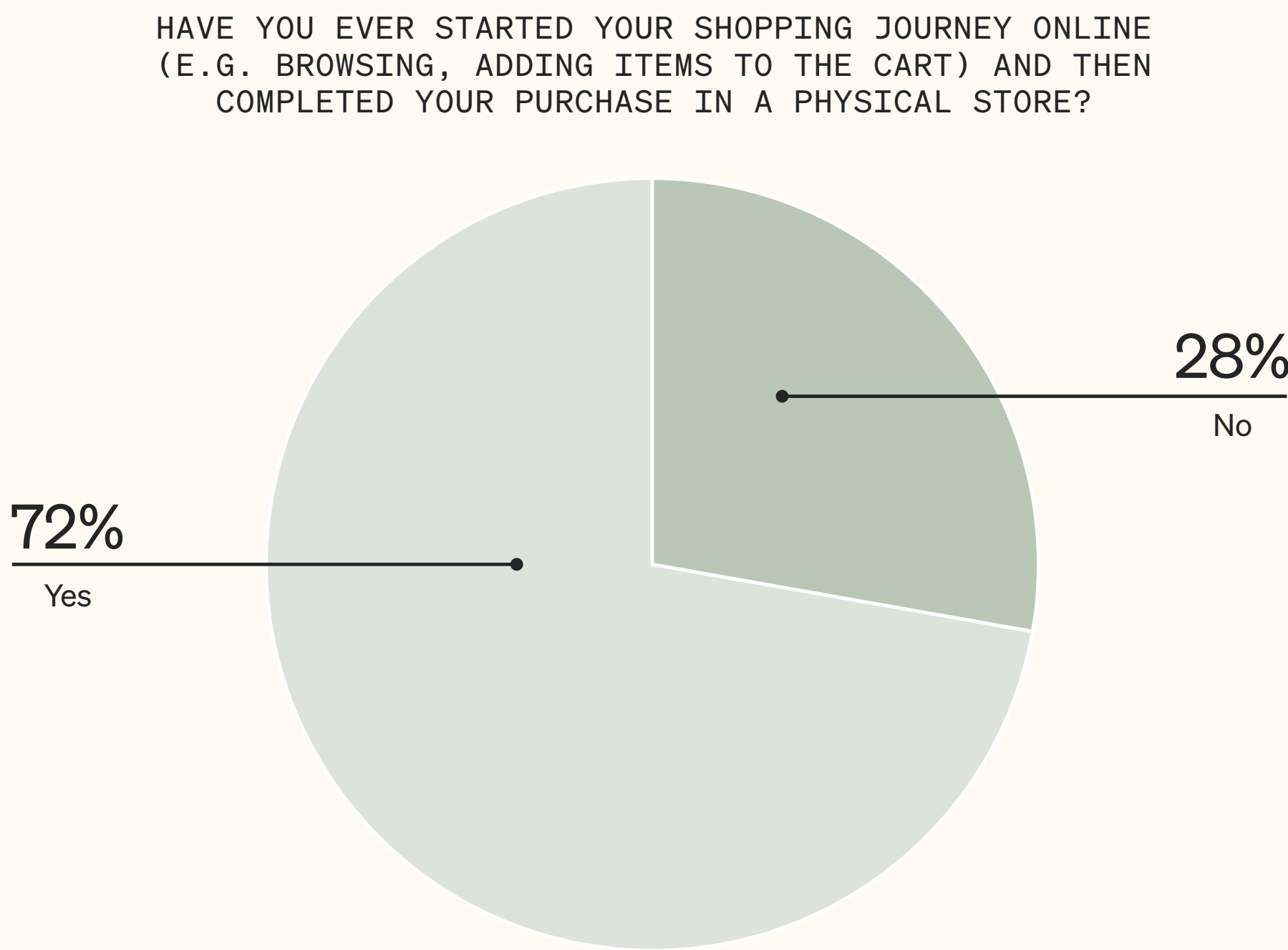
The post-COVID era sees consumers intertwining their offline and online shopping experiences.

More than two-thirds of consumers start shopping online and then purchase in-store (and vice-versa). Stock availability is the largest single challenge in both scenarios. Additionally, when consumers move from online to in-store, a smaller number cite time and pricing-related issues. Delivery speed and cost challenges also arise when going from offline to online.

THE ONLINE EXPERIENCE HEAVILY INFLUENCES IN-STORE CHECK-OUTS

Most consumers are omnichannel shoppers. Overall, 72% of buyers who start their shopping journey online go on to complete it in a physical store.

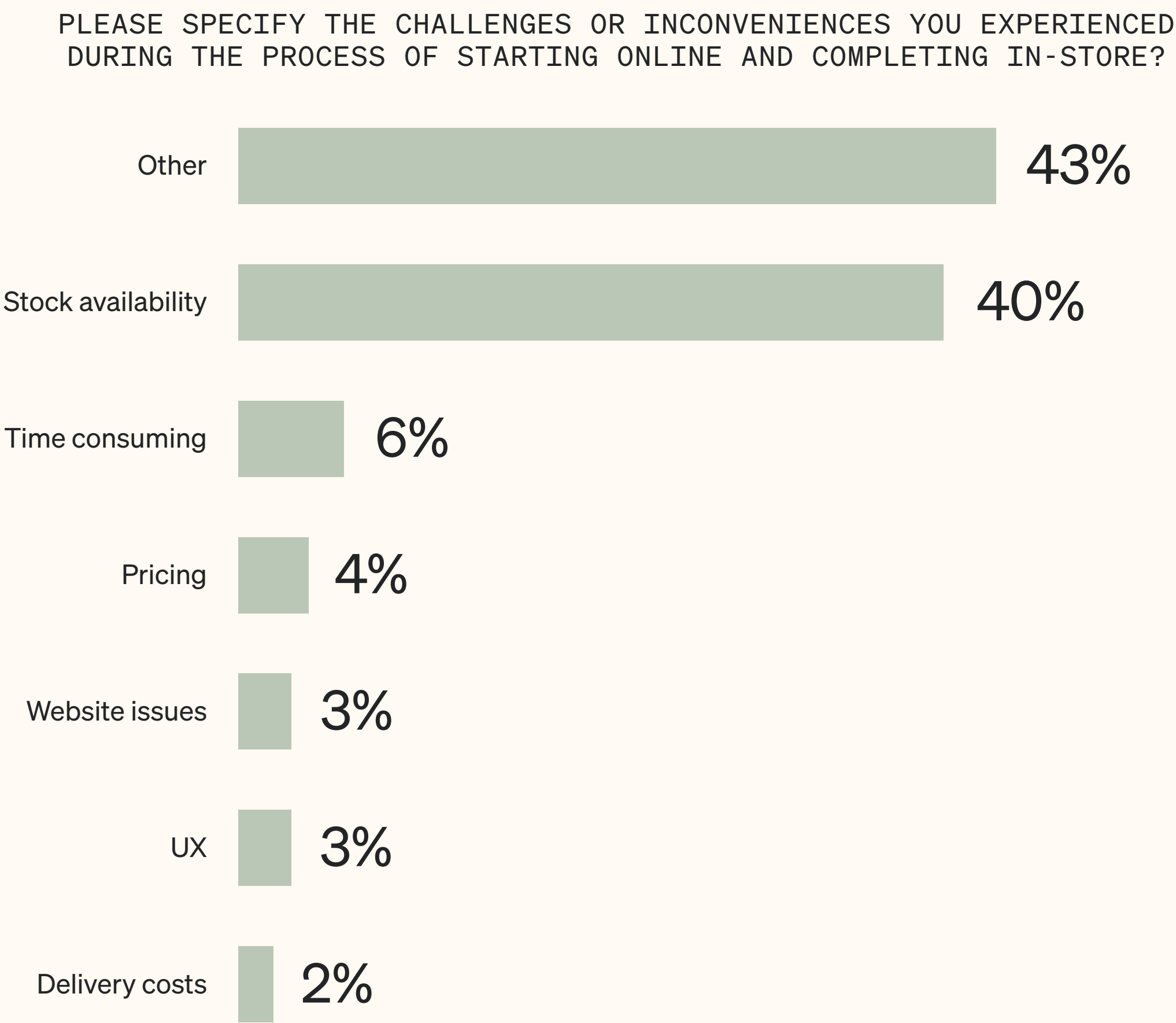
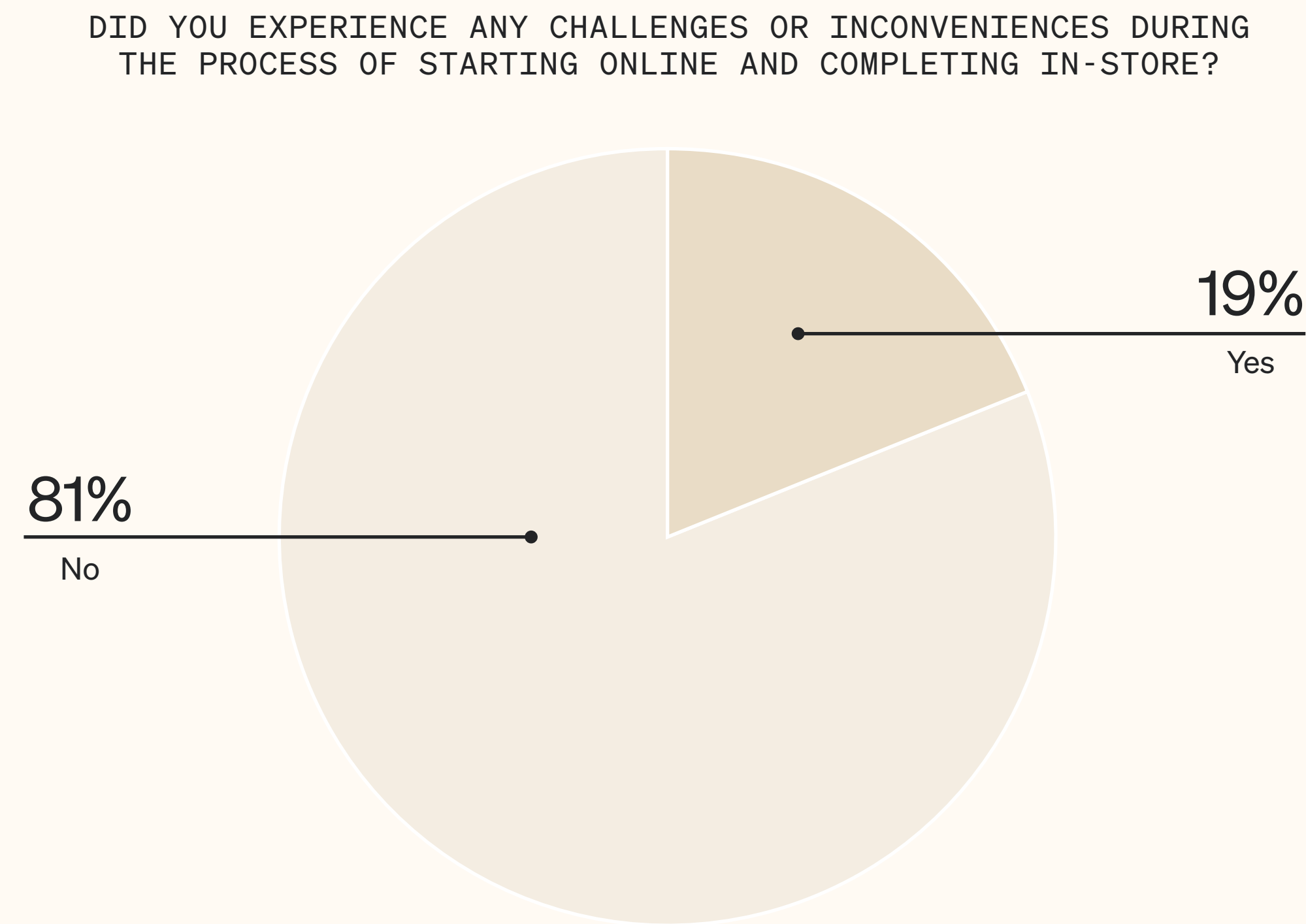
The top three motivating factors for initiating omnichannel purchases are convenience (50%), product availability (50%), and price comparison (48%). The ability to try products in-store is not far behind at 44%.



MOST CONSUMERS HAVE A TROUBLE-FREE ONLINE TO IN-STORE JOURNEY

19% of consumers encounter issues when starting their buying journey online and later completing it in-store.

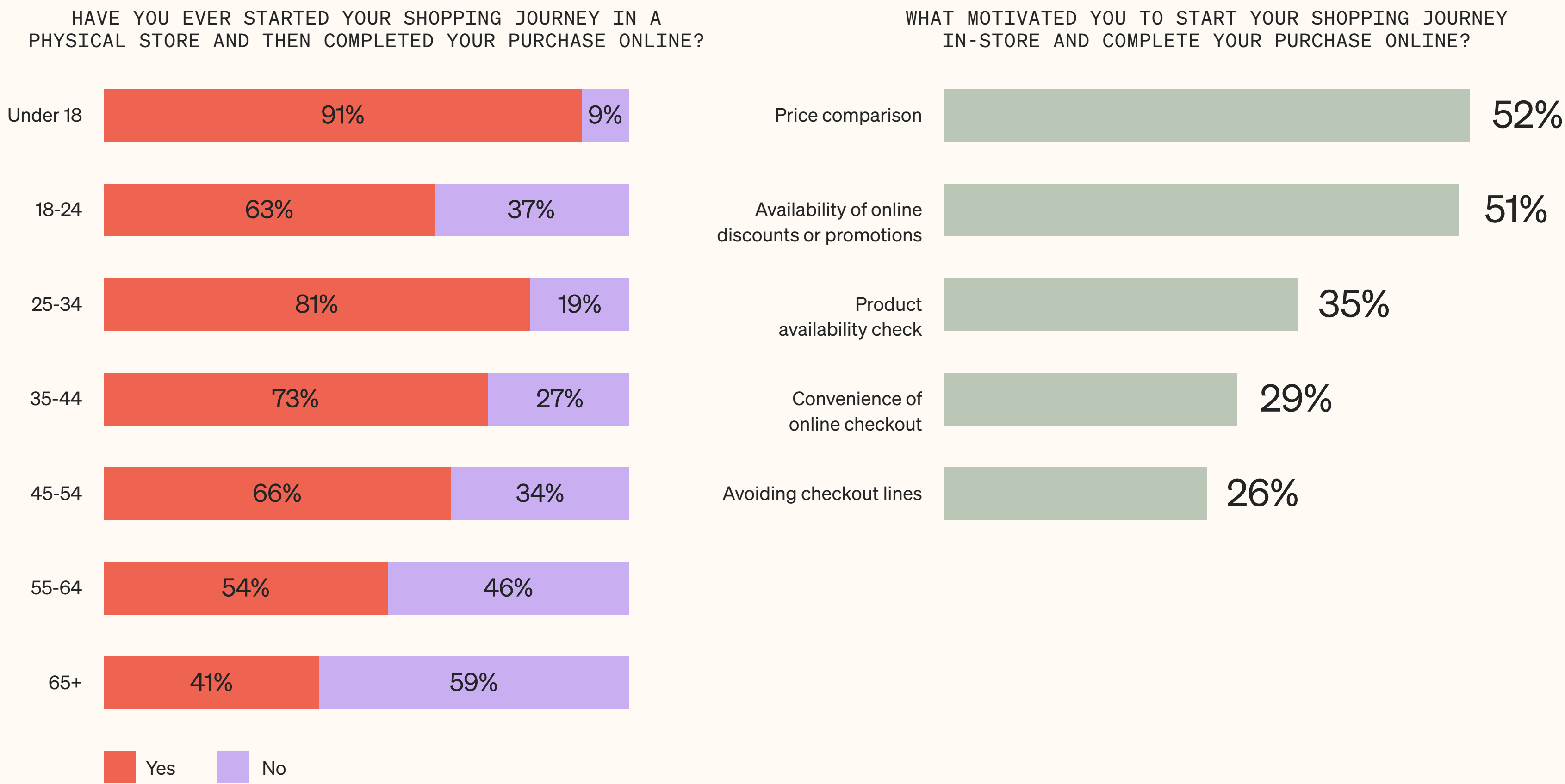
Stock availability is the largest single challenge faced by 40% of online-to-offline buyers.



YOUNGER GENERATIONS ARE MORE LIKELY TO START IN-STORE AND CHECK-OUT ONLINE

Omnichannel isn’t a one-way street. Similarly to the majority who start online and purchase in-store, 66% of consumers also move from in-store to online. In general, the younger generation of consumers are increasingly likely to display this in-store to online buying pattern—except for the Gen Z outlier.

While checking product availability is still a primary motivator for 35% of buyers moving from physical to digital channels, 51% do so because they want online discounts and promotions, and 52% want to compare prices.

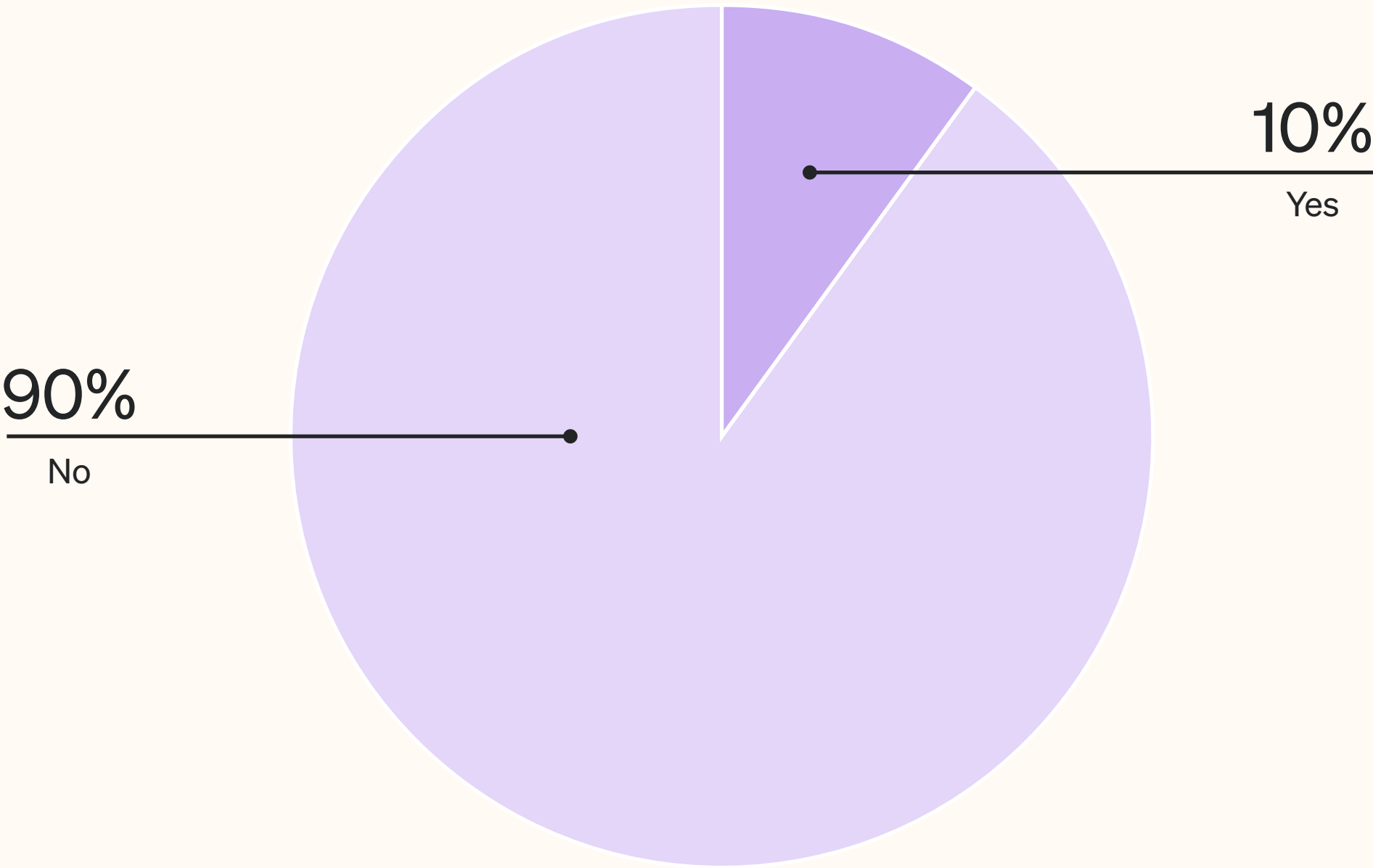


THE IN-STORE TO ONLINE JOURNEY IS MOSTLY TROUBLE-FREE

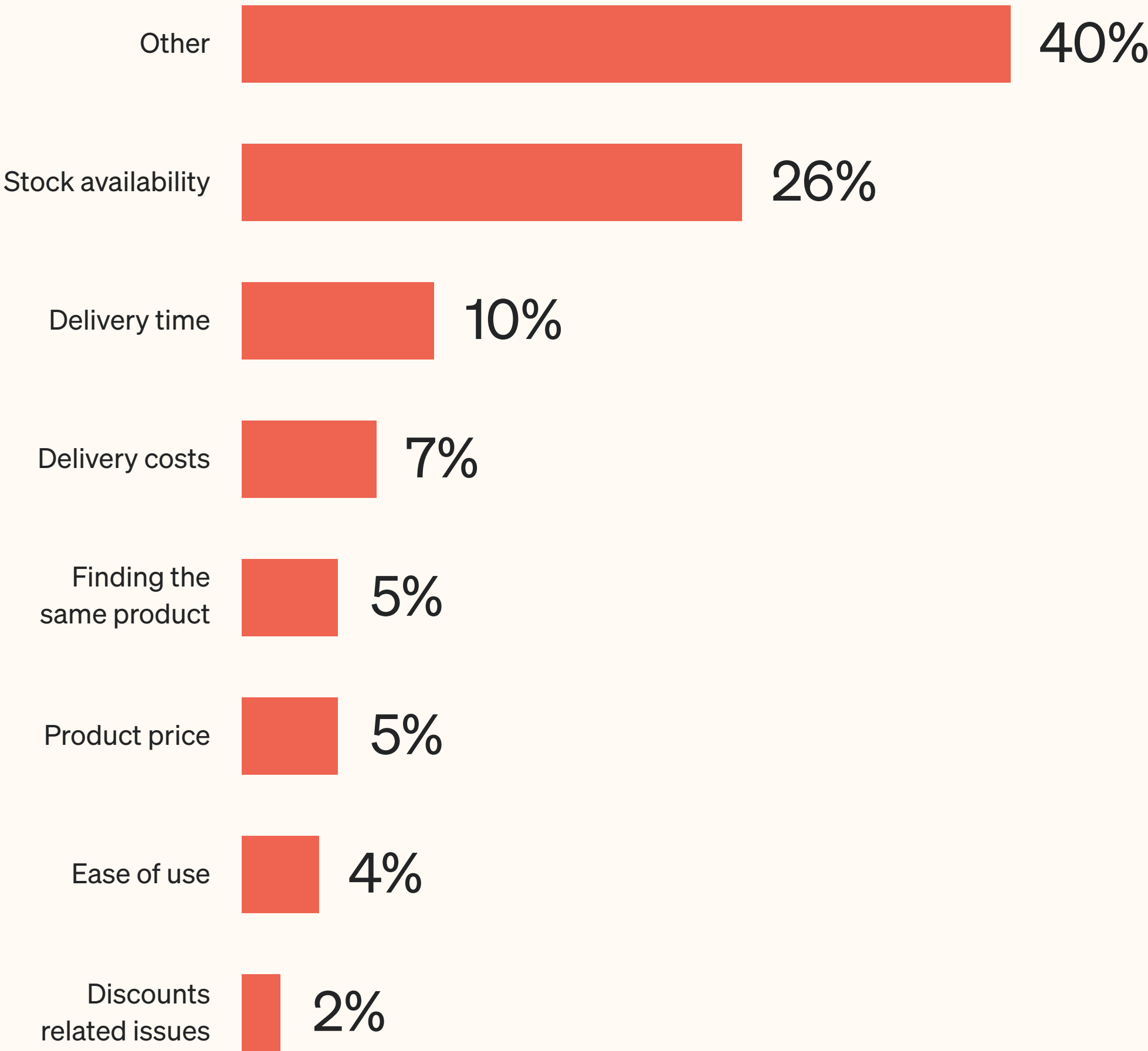
Only 10% of consumers have hiccups during the in-store to online shopping journey. However, there is still room to optimise the omnichannel experience.

Stock availability takes the top spot, at 26%, for challenges and inconveniences experienced throughout this path-to-purchase.

DID YOU EXPERIENCE ANY CHALLENGES OR INCONVENIENCES DURING THE PROCESS OF STARTING IN-STORE AND COMPLETING ONLINE?



PLEASE SPECIFY THE CHALLENGES OR INCONVENIENCES YOU EXPERIENCED DURING THE PROCESS OF STARTING IN-STORE AND COMPLETING ONLINE?





**THE KEY TO OMNICHANNEL RETAIL IS TO CREATE A
SYMBIOTIC RELATIONSHIP BETWEEN YOUR PHYSICAL
AND ONLINE STORES. THESE CHANNELS CAN
COMPLEMENT EACH OTHER AND GROW TOGETHER.**

The challenge for pure play online retailers is to snag the sale as quickly as possible and contemplate physical activities as part of their fulfilment strategy or marketing calendar to compete with the convenience and connection that in-person shopping allows.

PAUL WADDY
DIRECTOR
ECOM NATION



01

ENHANCE THE SHOPPING EXPERIENCE WITH REAL-TIME DATA

How merchants alert shoppers to items coming in or out of stock is critical—and significantly impacts the shopping experience. Ensure live indexing exists between your inventory system and ecommerce platform to give shoppers an up-to-the-minute view of item availability. Additionally, consider offering shoppers subscription options for “back in stock” notifications to instantly alert them when their favourite items are available.

02

USE TECH TO CONNECT SHOPPERS’ EXPERIENCES

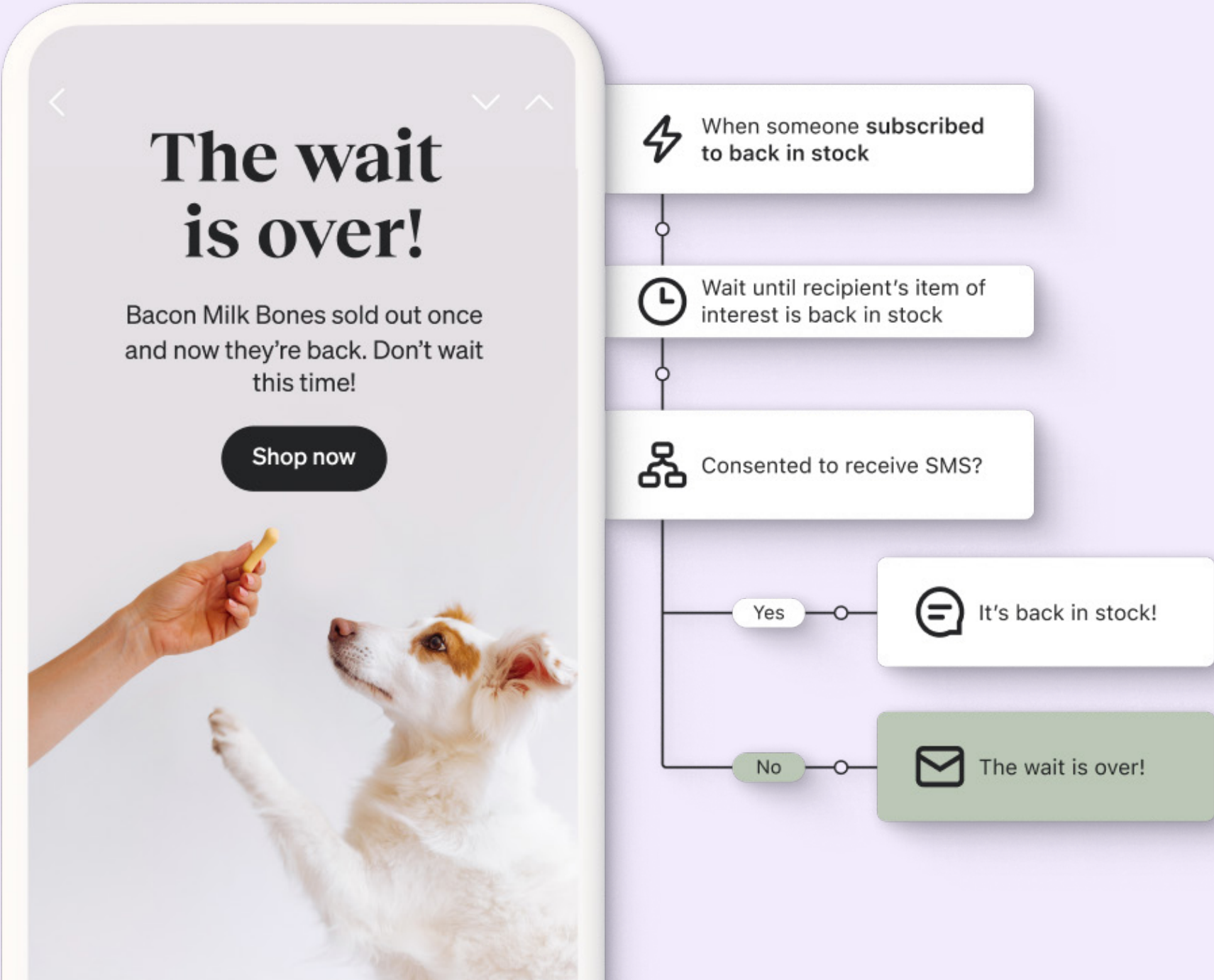
An omnichannel tech stack allows retailers to build a coordinated presence across all touchpoints of the buyer journey. The right customer data platform (CDP) connects the dots across ecommerce, in-store, app, and interactions with third-party systems. With a single source of truth, you can deliver personalised, memorable omnichannel experiences that drive a more connected path to purchase.



03

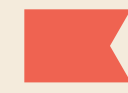
FACILITATE SEAMLESS OFFLINE TO ONLINE SHOPPER EXPERIENCES

Look at technologies that extend the product discovery journey. For example, would in-store QR codes with exclusive discounts persuade shoppers to complete purchases instead of searching online for better deals? Could you use shoppers’ recent in-store and online purchase data to trigger personalised offers and recommendations via email, SMS, or mobile push notifications?



**WHAT MATTERS
MOST TO PEOPLE
WHEN IT COMES
TO OMNICHANNEL
SHOPPING?**





Today's consumers decide where and how they want to buy. Connecting digital and physical experiences is key to staying ahead.

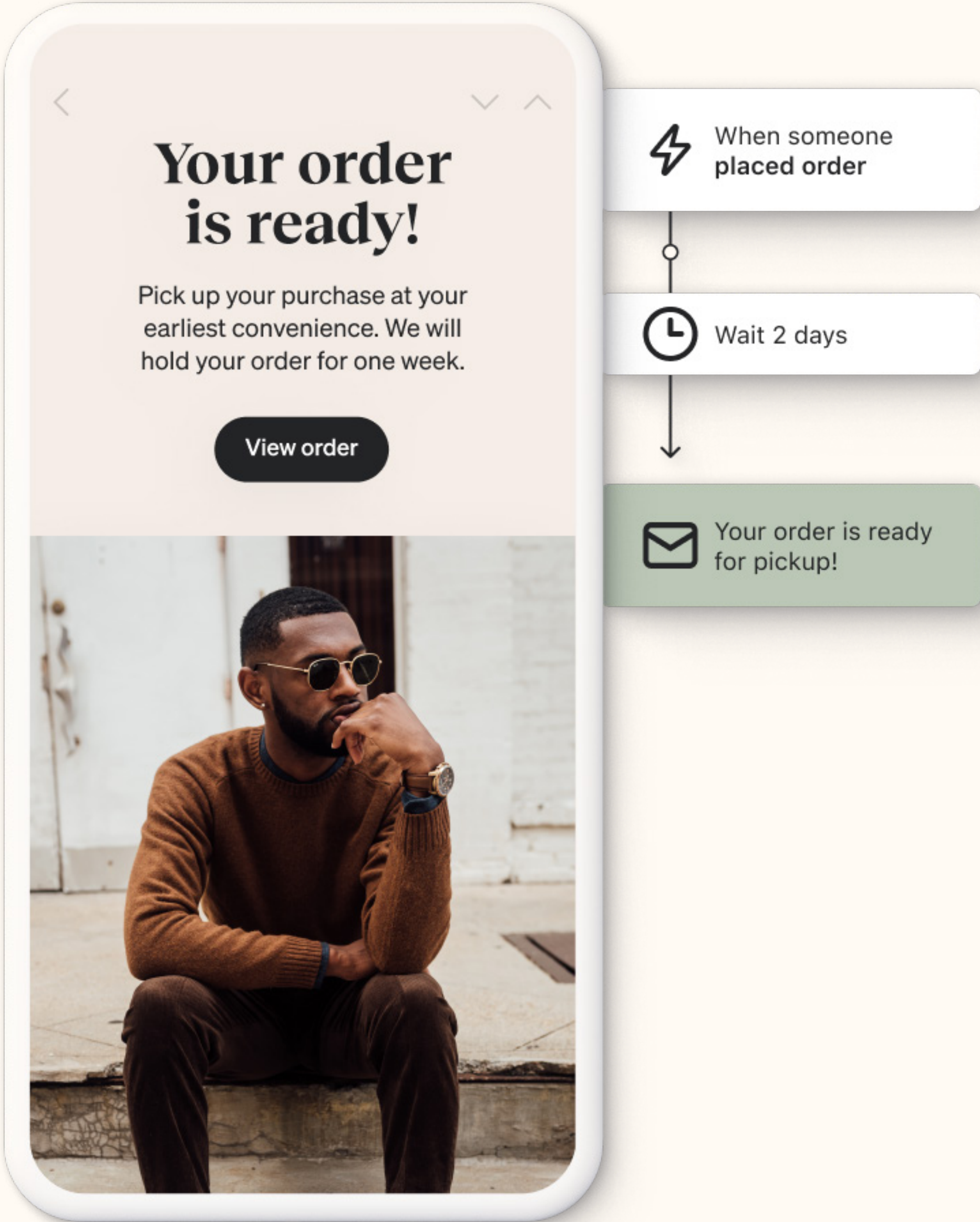
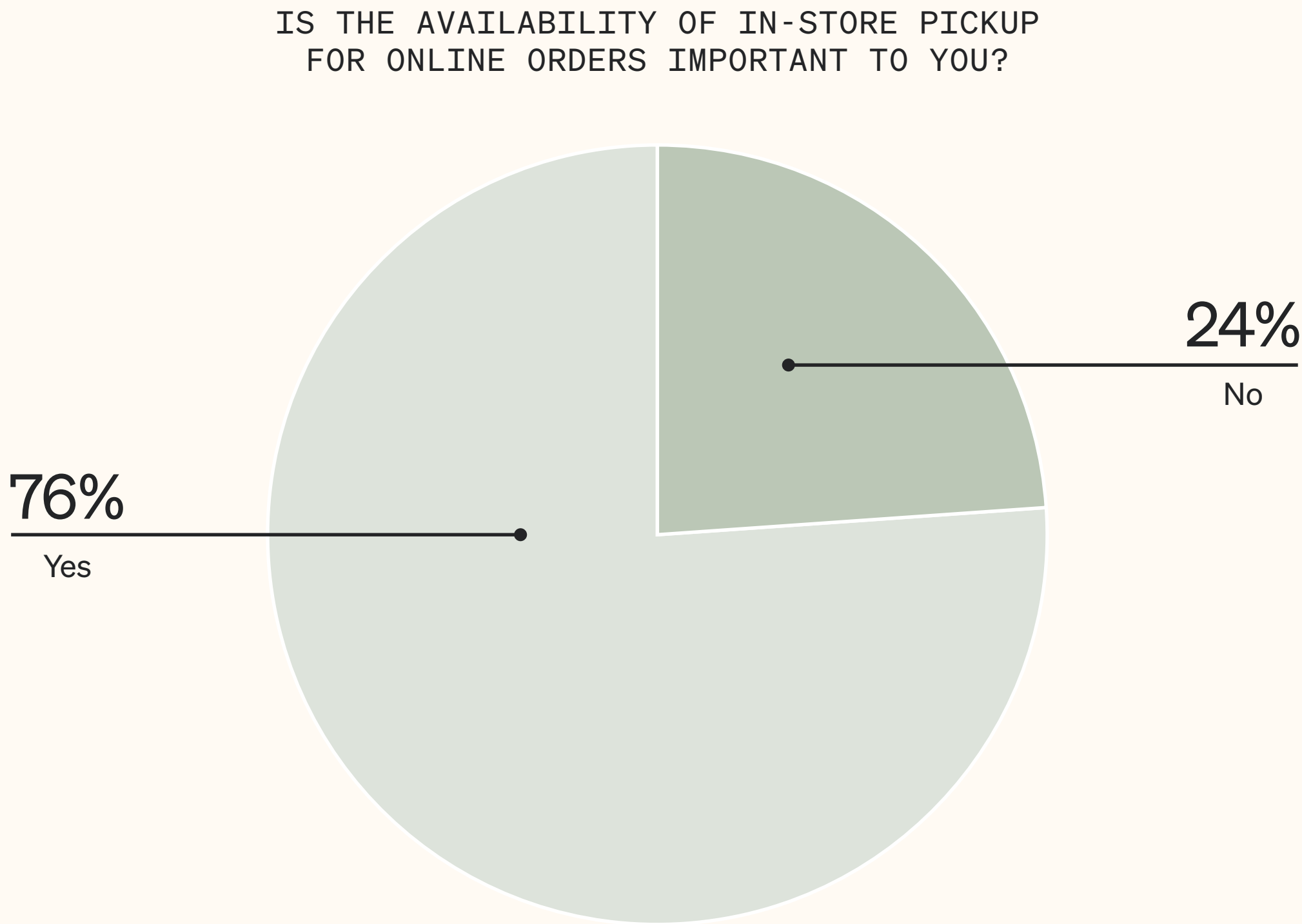
Consumers want to order online and then pick up in-store. Again, accurate stock availability (and how retailers communicate it with customers) appears vital to the omnichannel experience.

Additionally, a nearly even number of consumers find online product demos useful as those who prefer in-store consultations.

IN-STORE PICKUP IS IMPORTANT TO THE OMNICHANNEL CONSUMER

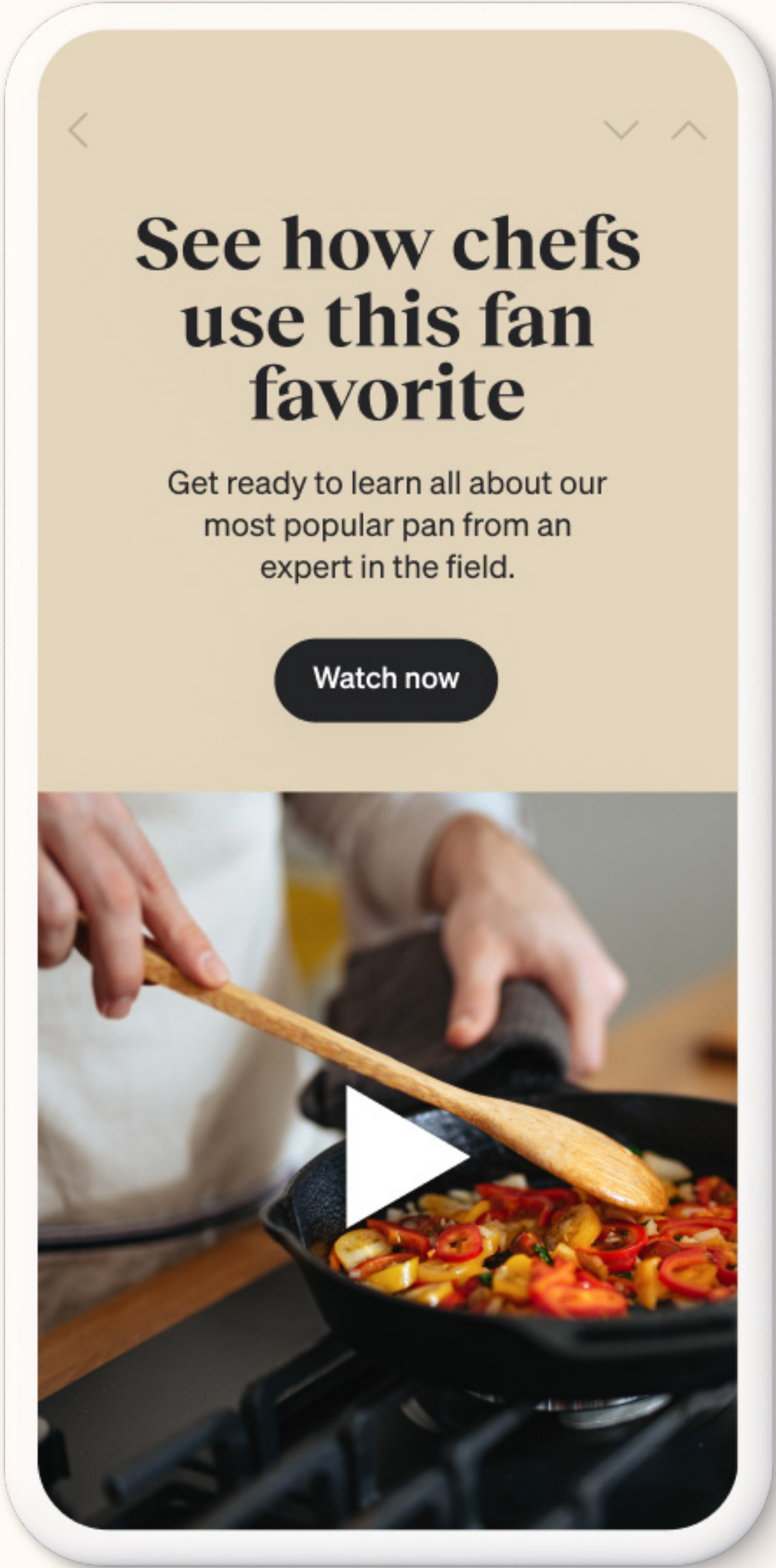
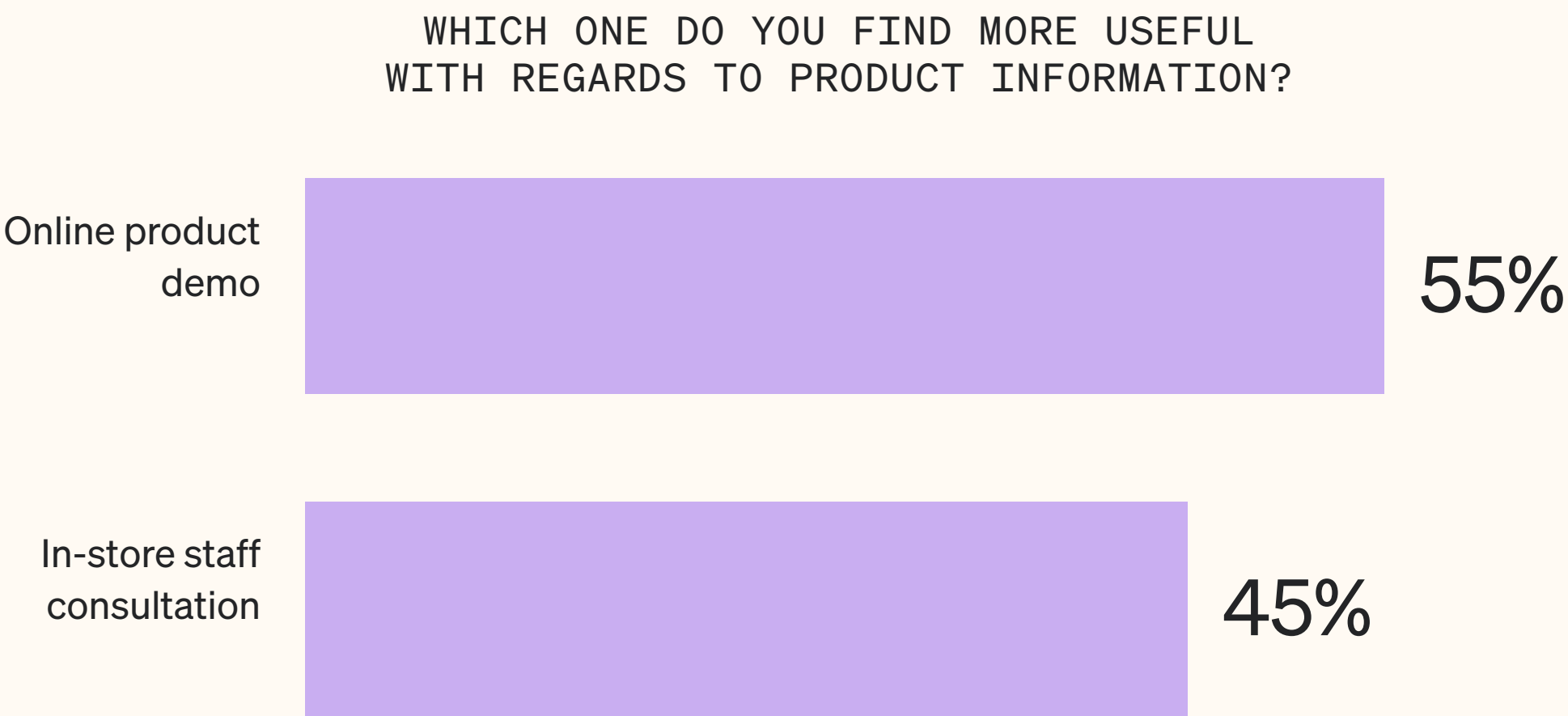
With nearly three-quarters of consumers starting their journey online and completing it in-store, it's unsurprising that 76% of respondents believe having the option for in-store pickup is important when ordering online.

This figure again suggests that accurate stock availability (and how retailers communicate availability with customers) is vital to the omnichannel experience.



ONLINE AND OFFLINE ‘TRY-BEFORE-YOU-BUY’ EXPERIENCES OF EQUAL IMPORTANCE

Consumers’ opinions are divided on whether online product demos or in-store staff consultations are more valuable in gaining product information. 55% believe online demos are more useful, while 45% prefer in-store consultations.



01

CREATE CONVENIENT ON-AND-OFFLINE JOURNEYS

“This report shows that 76% of omnichannel consumers want to start their order online and pick it up in-store. Omnichannel retailers should use their data to upsell online visitors who come into stores. Think the ‘you might also like’ approach—but in person. Pure play online retailers who don’t have stores can also leverage the convenience of in-store pickup by offering click-and-collect or local pickup from their warehouse.”

— Paul Waddy, Director, Ecom Nation

02

OFFER IN-STORE AND ONLINE ‘TRY-BEFORE-YOU-BUY’ EXPERIENCES

Online product demos and in-store consultations are strong indicators of purchase intent. However, consumers’ opinions about which is more useful are almost evenly divided. Omnichannel retailers would be wise to focus on in-store and online experiences that showcase products to shoppers.

03

OPTIMISE YOUR TECH STACK TO DRIVE BETTER CONVERSATIONS

Omnichannel customer journeys are complex and create incredible data volumes across multiple systems. As a result, brands often have rich information but few actionable insights.

Look at how your tech stack integrates and consolidates shopper data to build better data intelligence. You can then create segmented customer profiles according to their preferences. This segmentation lets you personalise interactions with each customer cohort and drive meaningful conversations across your various omnichannel touchpoints.

04

SOLIDIFY TRUST WITH EXCELLENT COMMUNICATION

“Offering shoppers clear communication of shipping timeframes and frictionless support requests are simple ways to solidify this trust across all channels. We’re seeing more and more brands adopt SMS chat and other real-time communication tools for a smoother customer resolution experience.”

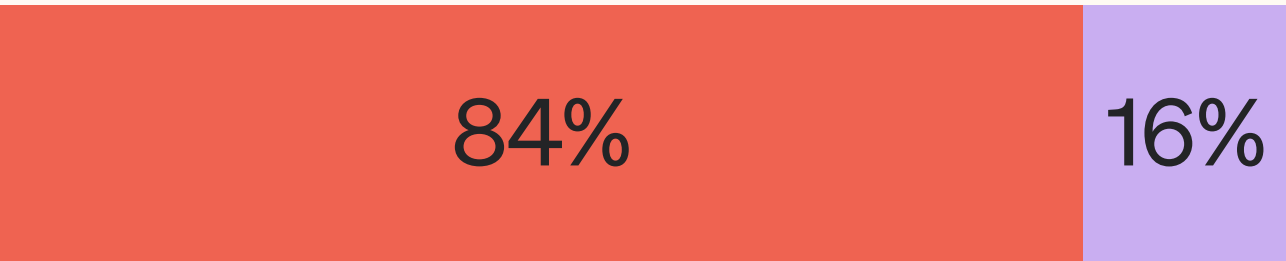
— Lauren Smith, APAC Marketing Automation Lead, Overdose.

CHANNEL EXCLUSIVITY RARELY IMPACTS PURCHASE DECISIONS

While connected buying journeys provide seamless experiences, consumer confidence is not necessarily lost when gaps in inventory management occur. For example, 84% of consumers have seen products online that aren’t available in-store. In these cases, 74% go on to purchase the item.

A much lower 59% have discovered products exclusively in-store that are not available online. However, around the same number (70%) still go ahead with the purchase.

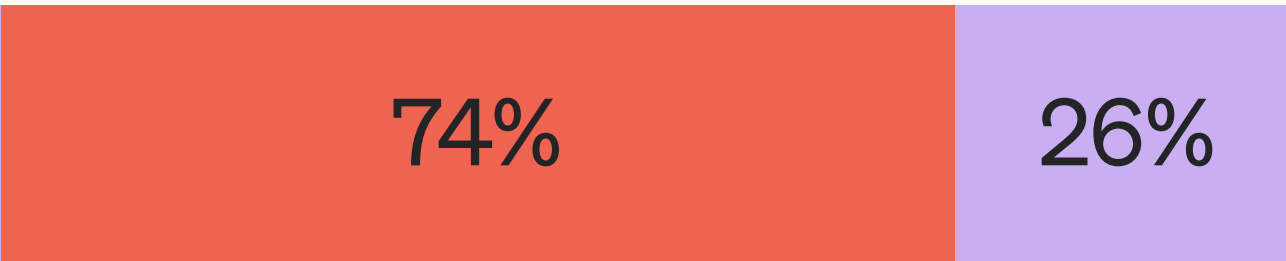
HAVE YOU EVER DISCOVERED A PRODUCT THAT WAS EXCLUSIVELY AVAILABLE ONLINE AND NOT IN-STORE?



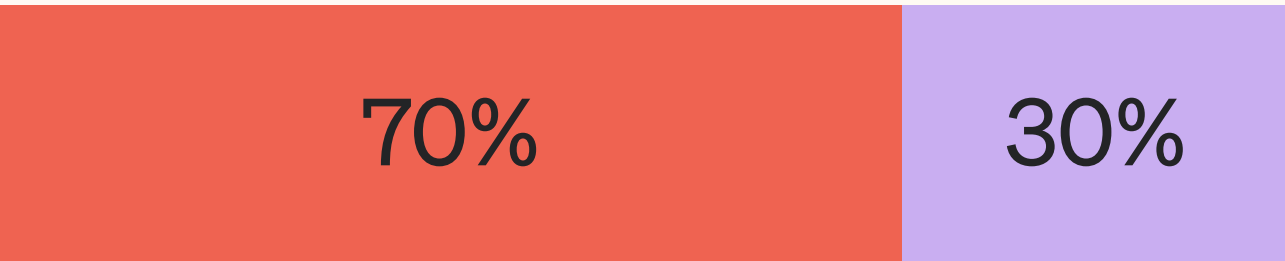
HAVE YOU EVER DISCOVERED A PRODUCT THAT WAS EXCLUSIVELY AVAILABLE IN-STORE AND NOT ONLINE?



DID YOU GO AHEAD WITH THE PURCHASE?



DID YOU GO AHEAD WITH THE PURCHASE?



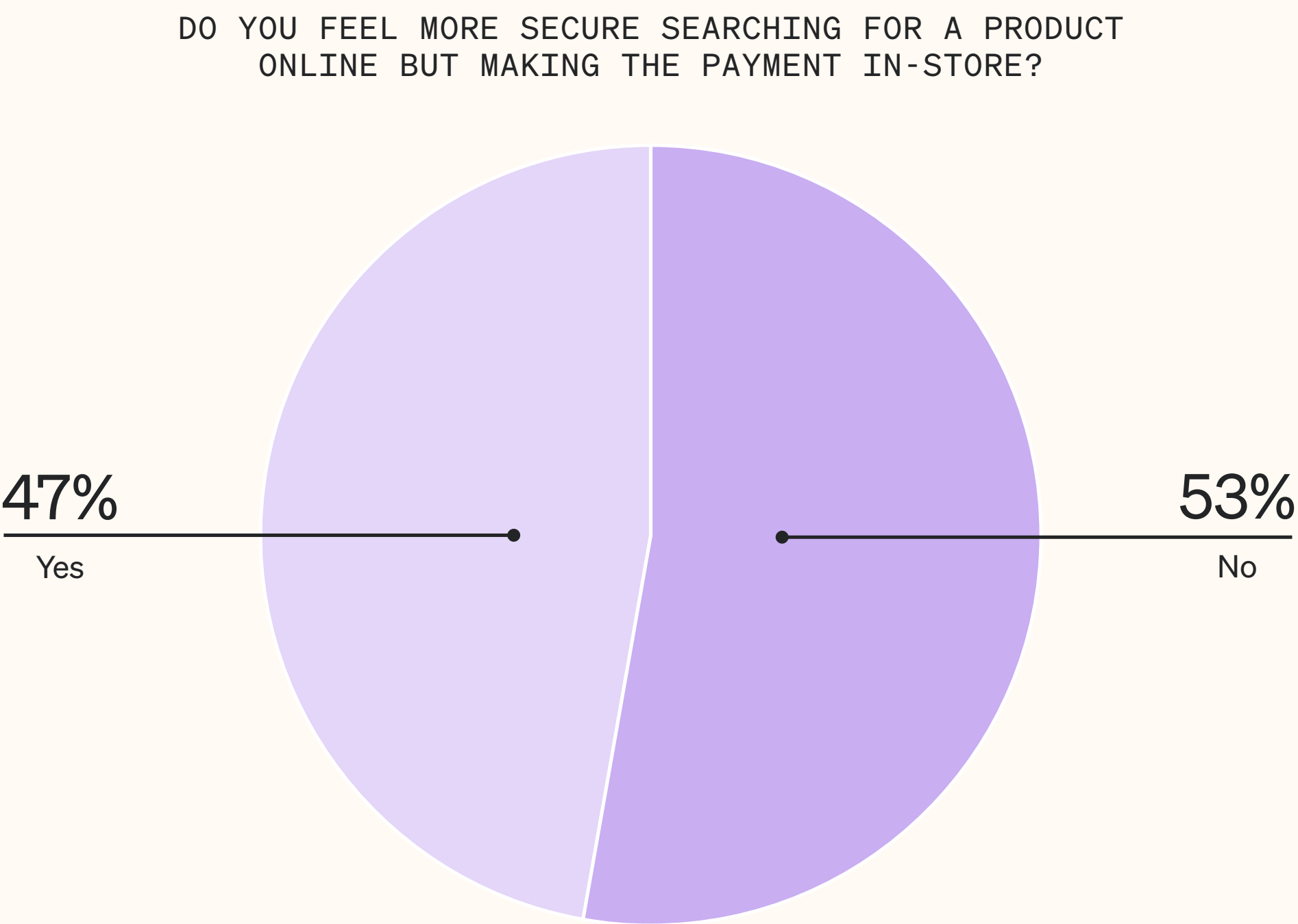
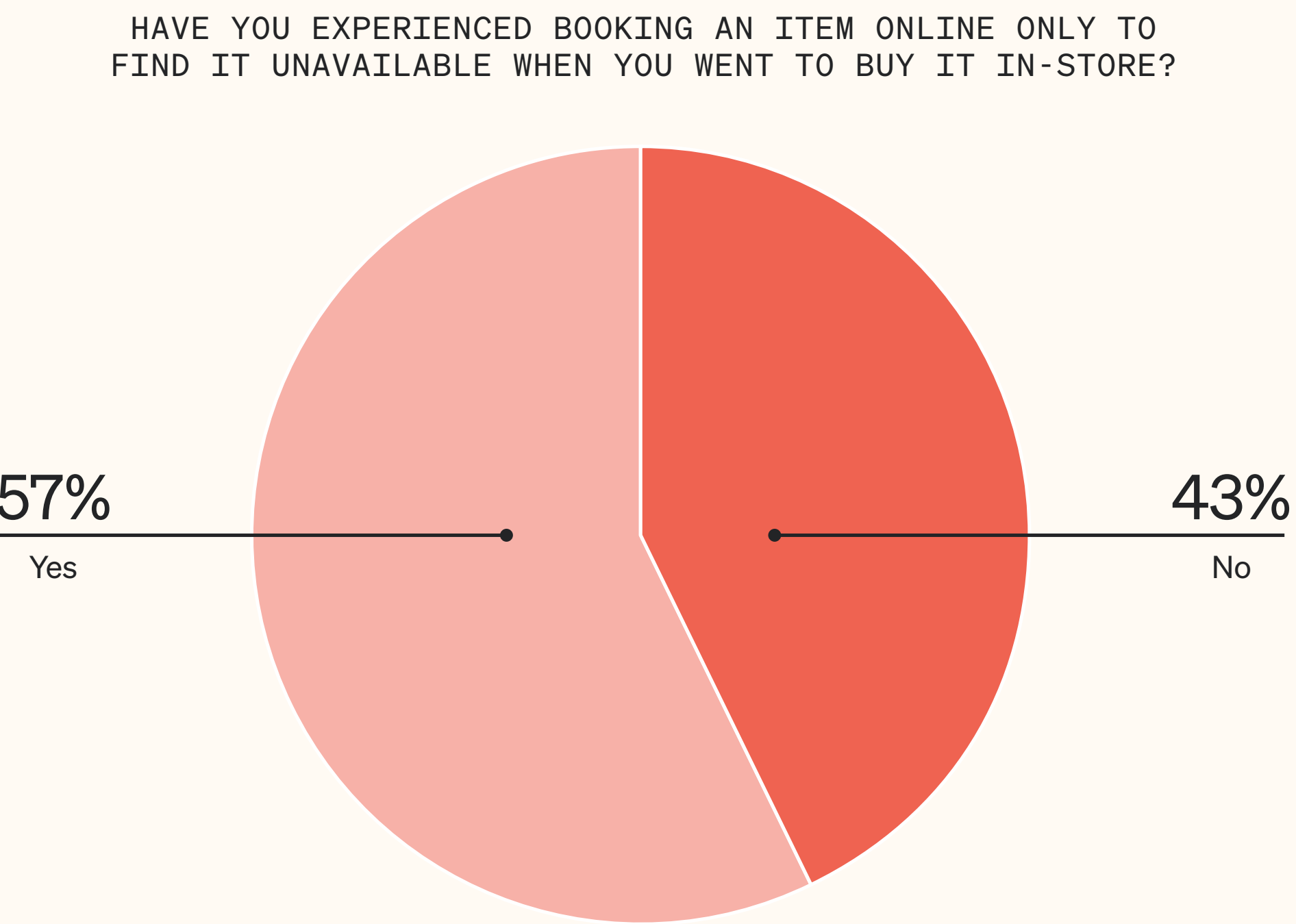
Yes No

AVAILABILITY AND FLEXIBLE PAYMENT OPTIONS CAN CLOSE THE PURCHASE LOOP

An alarming 57% of consumers found that items they reserved online were unavailable when going to make payment in a physical store.

At the same time, this figure suggests a significant opportunity for retailers to boost omnichannel sales. Why?

47% of consumers feel more secure searching online but paying for products in-store.



“

ESTABLISHING CONNECTION, TRUST, AND CONFIDENCE IN THE BRAND AND ITS OFFERING HAPPENS ACROSS ALL CHANNELS AND IS INFLUENCED BY DIGITAL AND PHYSICAL INTERACTION.

From the first connection, focus on product or service benefits. Have transparent and customer-obsessed service and a willingness to listen and learn from customer behaviour. These priorities will drive relevance across all channels.

PAUL PRITCHARD
GROUP CEO
OVERDOSE.

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01

MAKE IT EASY TO BUY, IN-STORE OR ONLINE

Data throughout this report suggests that consumers display strategic buying behaviours and often go where the best price and stock availability lead them. So, retailers must ask themselves: is it time to bring in-store-only products online (and make it easier to purchase online products in-store)?

02

CATER TO VARYING CUSTOMER PREFERENCES

Although most consumers who see products exclusively available on one channel (either online or offline) go on to purchase them, there are still a significant number who don't. Can you make products available across a broader range of channels to cater to your customers' buying preferences?

03

STACK THE ODDS IN YOUR FAVOUR TO BUILD CUSTOMER LOYALTY

Stock availability, when browsing or booking for pickup, affects purchase decisions and the overall customer experience.

Retailers should pay close attention to how their tech stack handles live online product information and stock reservations. By keeping customers informed about availability across their preferred channels, merchants can drive positive omnichannel experiences and enhance customer loyalty.

04

CONSISTENCY AND RELEVANCE CAN STRENGTHEN CONNECTIONS

The majority of consumers are now omnichannel shoppers. Look at how you leverage data-led communications and acknowledge previous steps in your shoppers' buying journeys to create stronger connections.

Consider how a customer data platform (CDP) can help your brand create consistent conversations across all touchpoints—from brand awareness to product demos, purchase decisions, and long-term retention.

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