



Audit your customer journey in 9 steps

If you're using fragmented marketing and data tools, it can result in broken touchpoints in your customer journey that affect shoppers' experience with your brand—and even worse, your revenue.

On the back are just a few of the key metrics that can underperform for brands that aren't using Klaviyo. Take a moment to assess if you're facing similar challenges.

KLAVIYO CUSTOMER CASE EXAMPLES:



REVENUE CHALLENGE	CUSTOMER JOURNEY EXAMPLE	UNDERLYING TECH CHALLENGES	HOW KLAVIYO HELPS
<p>Lower conversion rates on new subscribers</p> <p>Lack of cohesion in email and SMS opt-in experience</p>	<ul style="list-style-type: none"> Delays in either the email or SMS welcome messages Different unique codes on different channels 	<ul style="list-style-type: none"> Delays sharing consent status across point solutions 	<p>LinkSoul uses Klaviyo to consolidate email, SMS, and forms, storing data in unified profiles—preventing identity gaps or delays in passing data</p>
<p>Lower repeat purchase rates</p> <p>Lack of replenishment automations or granular post-purchase cross-sell</p>	<ul style="list-style-type: none"> No recommendations of complementary products No reminders to restock consumable products 	<ul style="list-style-type: none"> Dev lift to create triggers/templates Lack of marketer access to second-level data (e.g., categories) No marketing/dev bandwidth to iterate on existing flows 	<p>Ruggable uses Klaviyo's pre-configured flows triggered by customer behavior to branch their post-purchase flows based on order details</p>
<p>Lower first purchase rate</p> <p>No shopping data backfill of anonymous shoppers</p>	<ul style="list-style-type: none"> Data from anonymous shoppers not added to profiles after they subscribe 	<ul style="list-style-type: none"> Custom dev needed to store anonymous shopper data and backfill it Legacy data models not suited to store onsite browsing behavior 	<p>Jones Road Beauty uses Klaviyo to track anonymous shopper activity and backfill to the shopper's profiles after they subscribe</p>
<p>Lower conversion rates on campaigns</p> <p>Lack of segmentation and personalization based on purchase history</p>	<ul style="list-style-type: none"> Product launches not personalized to subscribers based on order history Sales that aren't personalized based on past purchase behavior 	<ul style="list-style-type: none"> Time-consuming campaign builds Dev needed to build new segments Lack of access to all-time historical purchase data with full order details 	<p>Skims uses Klaviyo to let their marketers create segments using AI—which have access to granular, all-time historical profile data</p>
<p>Fewer flows sent</p> <p>Not taking full advantage of multi-channel abandonment</p>	<ul style="list-style-type: none"> Shopper clicks through SMS and browses but doesn't receive email abandonment messages Email and SMS subscriber doesn't receive abandonment messages on both channels 	<ul style="list-style-type: none"> Using different providers for email and SMS Poor cross-channel identity resolution 	<p>Dagne Dover uses Klaviyo to maximize their abandonment flows by feeding shopping activity into a unified profile that powers messages across channels</p>
<p>Lower repeat purchase rate</p> <p>Poor loyalty program integrations</p>	<ul style="list-style-type: none"> Campaigns and flows lack the ability to remind shoppers of their available loyalty points Loyalty-triggered messages lack cohesion, reporting, and personalized recommendations 	<ul style="list-style-type: none"> Too much dev time needed to reference loyalty data 	<p>Pink Lily integrates their loyalty program with Klaviyo, allowing marketers to build flows, segment, and personalize based on loyalty data</p>
<p>Lower customer lifetime value</p> <p>Lack of engagement data and unified shopping</p>	<ul style="list-style-type: none"> Customers purchasing in-store/in-app aren't added to a post-purchase flow Unable to segment customers based on where they shop 	<ul style="list-style-type: none"> Lack of dev time to integrate data Lack of SDKs to integrate mobile app 	<p>Marine Layer uses Klaviyo to combine web, mobile app, and in-person shopping into unified profiles—which power flows, segmentation, and reporting</p>
<p>Slower list growth</p> <p>Lack of advanced onsite form capabilities</p>	<ul style="list-style-type: none"> No teasers allowing shoppers to reopen the form at will Not targeting relevant forms to specific segments 	<ul style="list-style-type: none"> Forms separate from segmentation engine Lack of teaser feature 	<p>Glossier uses Klaviyo to grow their list faster by using a forms solution powered by the same data that powers the rest of their marketing</p>
<p>Fewer high-converting messages sent</p> <p>Lack of catalog-triggered automations</p>	<ul style="list-style-type: none"> High-intent shoppers not notified when prices drop High-intent shoppers not notified when product is back in stock 	<ul style="list-style-type: none"> Data/marketing tools and the product catalog have a weak integration 	<p>Sugarfina integrates their product catalog with Klaviyo, unlocking back-in-stock and price drop flows as out-of-the-box templates</p>