Klaviyo or Ometria: which is right for you?

Both Klaviyo and Ometria are designed to help retailers deliver better marketing experiences for their customers, but there are some key differences that are worth considering before moving forward with a provider.

Klaviyo is a solid starter tool suited to retailers that are taking their first steps in email and SMS marketing. The solution is relatively cheap, with some out-the-box campaigns, and a strong partnership with Shopify. As a result, many retailers begin their email marketing activities, including automation, segmentation, and more concerted campaign creation on Klaviyo.

However, as retailers experience the opportunities and demands that come with high growth, their use cases naturally become more complex and ambitious. Not only this, but their need for a stronger partnership with their technology provider also increases. This is when brands may show signs of out-growing Klaviyo, and start to bump up against some of the strategic and scale-related limitations.

Which provider is best for you comes down to the level of sophistication needed in core areas of functionality. To help evaluate the best fit for you, we've broken down the key differences between Klaviyo and Ometria below.

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	Klaviyo is best for	Ometria is best for
Customer insight	CRM teams who only need top-level insight into their customers	CRM teams who want a full picture of their customers and their behaviour at an individual, segment, or whole customer base level
Personalization	CRM teams who are happy to take a one-size-fits-all approach to marketing	CRM teams who want to efficiently build personalization into every campaign they send
Automation	CRM teams who want basic, out of the box automation flows	CRM teams who want more flexibility and customizability with their automation campaigns
Testing & optimization	CRM teams who don't often A/B test their campaigns, or who only send to a single timezone	CRM teams who want to be able to run sophisticated tests, and who want to leverage AI to spot optimization opportunities
Reporting	CRM teams who only need to report on campaign metrics	CRM teams who want to report on campaigns, customer health and top-level retention trends
Account management and support	CRM teams who don't need account management and strategic guidance, and who are happy with low-touch support, or self-serve help articles to deal with issues	CRM teams who want to partner with their tech provider, working together to drive results; and who want fast, responsive support when issues arise

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Don't forget your future

It's tempting when evaluating technology to focus on how a solution could sufficiently meet your current needs, but if you're an ambitious, high-growth brand it's vital that you take your future growth trajectory into account. The last thing you need is to quickly reach the limits of the solution you choose, outgrow its capabilities, and have to factor switching providers into your short-term CRM strategy.

Are you ready for Ometria?

If you feel restricted by your existing provider, lack the support of a strategic partner, or have ambitious plans for your CRM strategy when it comes to automation and personalization, then it's time to consider a more sophisticated, supportive, and strategic provider.

See for yourself how Ometria can rapidly accelerate your CRM strategy, reduce manual intervention, and unlock your full revenue potential. **Book a demo with our team here.**

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