

Unlocking the Power of Your Klaviyo Integrations

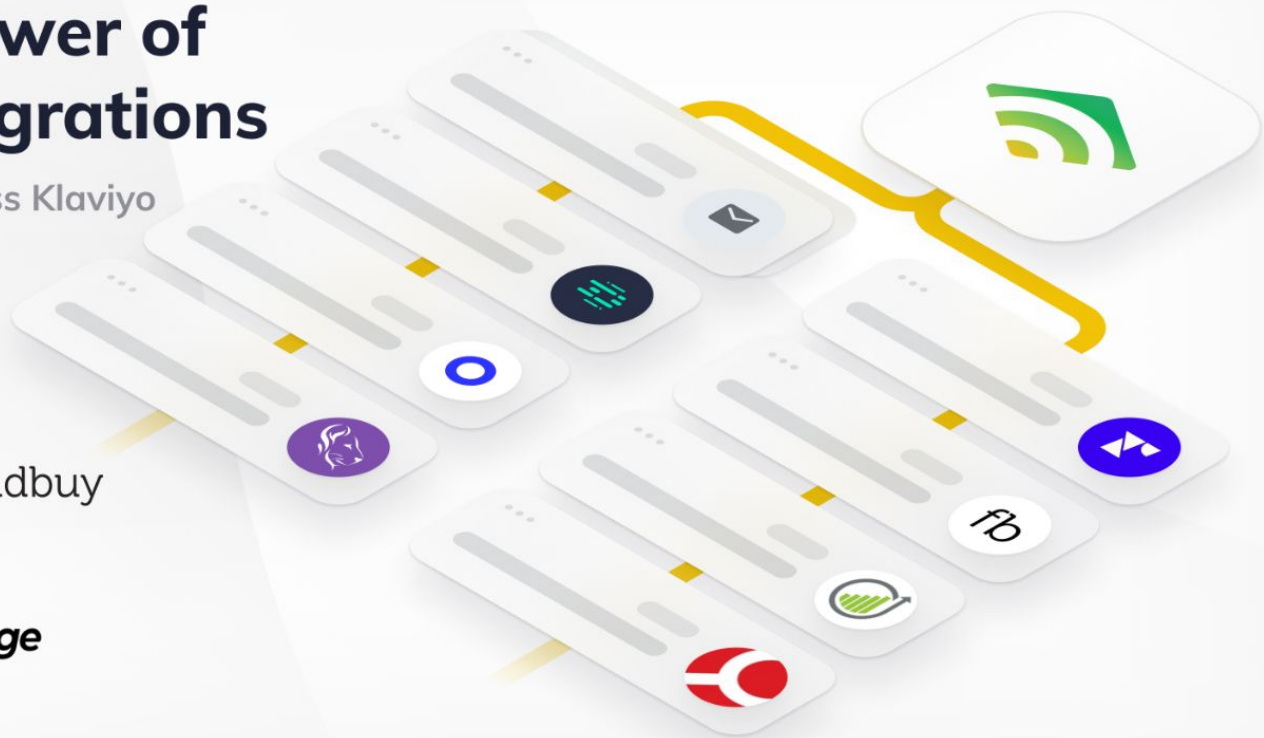
Expert advice from 7 best-in-class Klaviyo technology partners

Brought to you by

 OKENDO  KLAVIYO  friendbuy

 LOYALTYLION  FAST SIMON
Formerly InstantSearch+

 loop  daasity  recharge



Hello!



Rich Gardner

VP of Global Partnerships
@ Klaviyo

15+ years experience building and leading high-performing global sales and business development teams including Gerson Lehrman Group (GLG) and Catalant.

What is Klaviyo?



Email



SMS



Segmentation



Sign up forms



Analytics

1,000+

Employees globally

265,000+

Customers

125+

Countries



Klaviyo's Partnerships Vision

Creators empowered to build limitless experiences in Klaviyo by leveraging the data, innovation, and creativity of an ecosystem of partners.



Klaviyo's Partnerships Mission

Drive growth by building relationships with ecosystem partners that make Klaviyo more powerful for everyone that uses it.

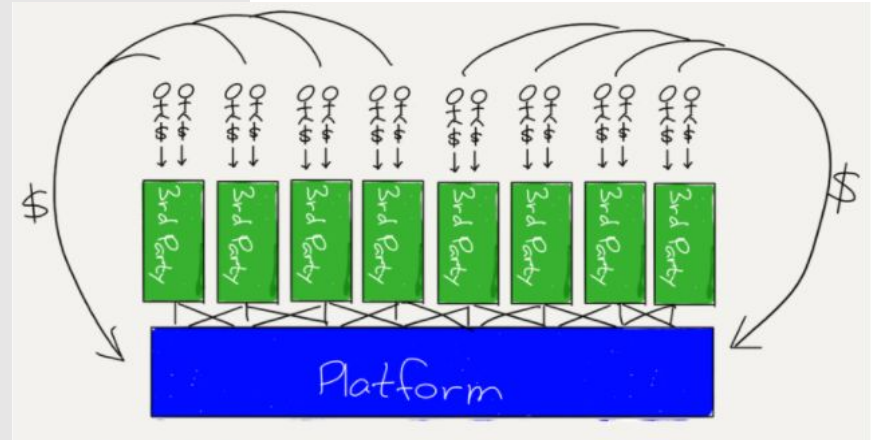


The Klaviyo Ecosystem



“A platform is when the economic value of everybody that uses it, exceeds the value of the company that creates it. Then it’s a platform.”

Bill Gates



Putting Your Data to Work



Dan LeBlanc

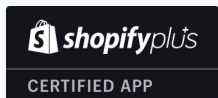
Founder/CEO @Daasity

With over 20 years of dynamic industry experience, Dan LeBlanc is an analytics, customer experience, and business technology expert. He is passionate about data and is uniquely experienced in helping organizations leverage business insights to drive strategic growth and customer retention.



DTC Insights Simplified

Empowering the fastest growing
Shopify and Shopify Plus brands
with better data.



Caraway

vuor1



KOPARI

florence
by mills™

HARPER WILDE

Haus

AMERICAN GIANT

who
gives a
crap®

Stream Data from Across Your Tech Stack to Klaviyo

Daasity Audiences

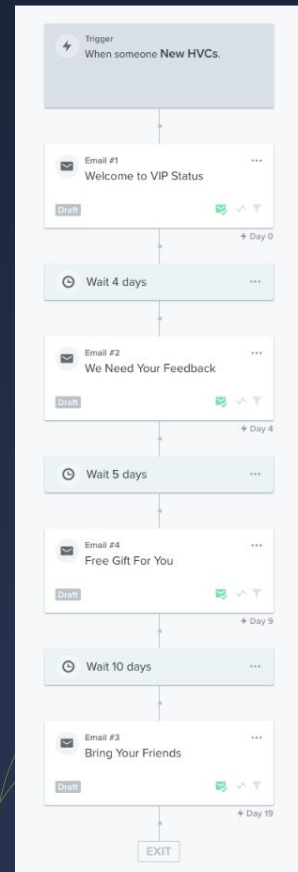
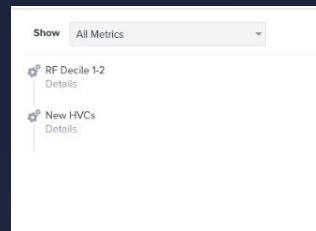


Supercharge Klaviyo Data



1

Trigger Flows and Update
High Value Customer (HVC)
Segments



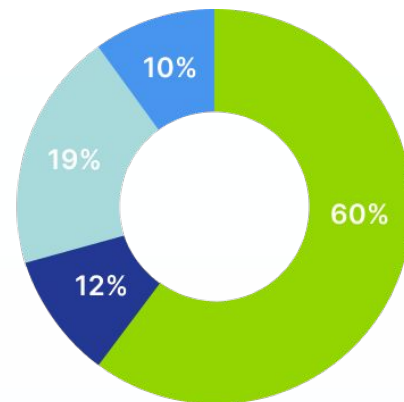
Value of HVCs

High Value Customers (HVCs) account for a significant portion of a brand's Revenue (and profits).

Segmenting these customers creates more value Flows and Campaigns for every message you send.

Revenue By Segment

- HVC
- Churning HVC
- Single Buyer
- Multi Buyers



“

We personalize our email campaigns based on this Audiences data: there are different CTAs, promotions, cadences and tone that we take when messages our High Value Customers.



Mike Demson
Sr. Marketing Manager: DripDrop ORS

300% Lift

in Repurchase Rate

40 hours

Saved monthly
from dynamic data
syncs

Supercharge Klaviyo Data



2

Truly Unique Replenishment
Flows



RFM based Replenishment

Bring true personalization to your Post Purchase flows by leveraging your customers time between order data.



“

Daasity allows us to pass historical customer purchase data into Klaviyo so we can send individually time based messages to customers based on their purchase behavior.



Michael A. Carey
CMO, eCig Distributor

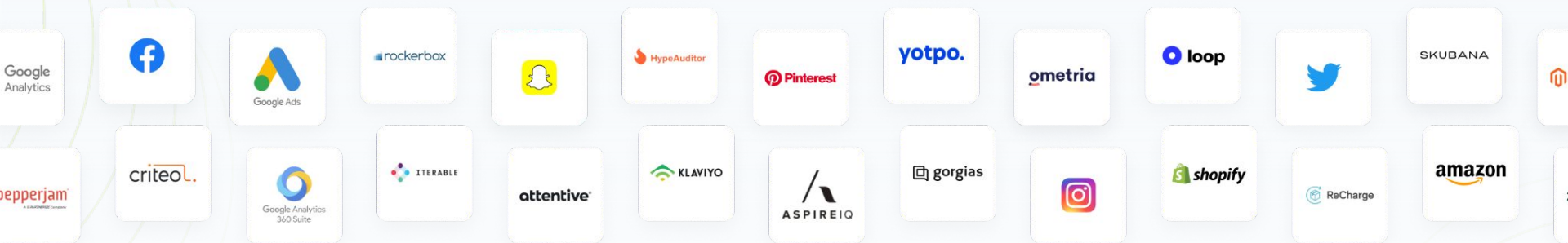
Personalization

Truly delivering 1-1
emails

Boost in AOV

Better timing =
increased value

This is Just the Beginning



Dan LeBlanc
Founder/CEO @Daasity
Sales@daasity.com



Company - Fast Simon, Inc.

- US Corporation, Bootstrapped, Profitable
- Mission: Shopping Optimization for Merchants
- Team: US & Israel (25 people from Google, MSFT, IBM, Rafael, Merq)
- Customers: 20,000 Fast Growing Online Stores
- Shopify, Shopify+, Magento, BigCommerce, WooCommerce, MSFT Dynamics 365, Custom
- Patents: 3 Patents

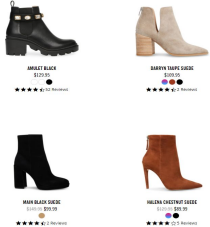
Fast Simon + Klaviyo = Accelerated Growth

Seamlessly feed your eCommerce Marketing



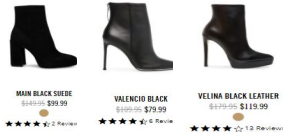
Smart AI Data

- Search and Browse Shopper Behavior & Store Signals



Recommendations

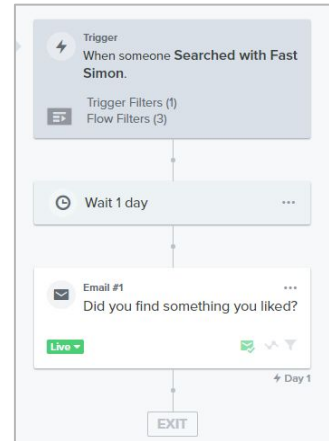
- Smart AI based data:
 - Behavioral
 - Visual
 - Product Text
 - Personalized



Retargeting



Email Flows & Campaigns



Personalized Emails, Campaigns & "Customer Groups"

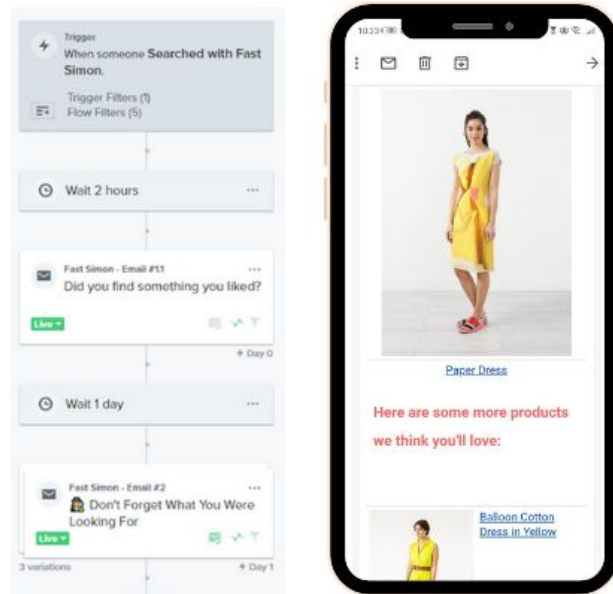
- Abandoned Search Flow
- Abandoned Browse Flow
- Fast Simon Recommendations Embedded in **Any Flow**
- Fast Simon Recommendations Embedded in **Any Campaign**
- Segment "Searched with Fast Simon"

Accelerate Growth with Personalized Emails, Campaigns & Flows

- Abandoned Search Flow**

A shopper exhibited explicit intent through search?

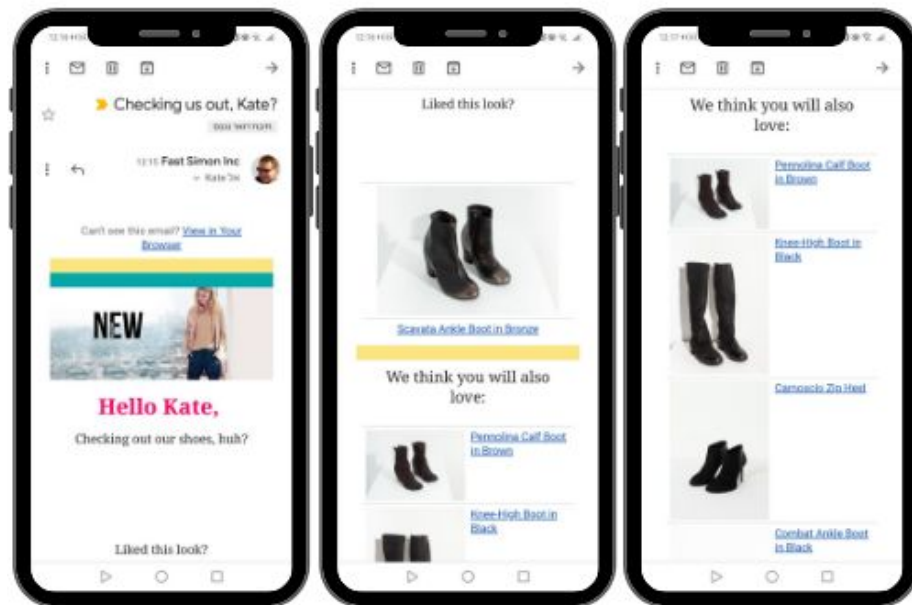
Email her personalized recommendations based on her intent.



Accelerate Growth with Personalized Emails, Campaigns & Flows

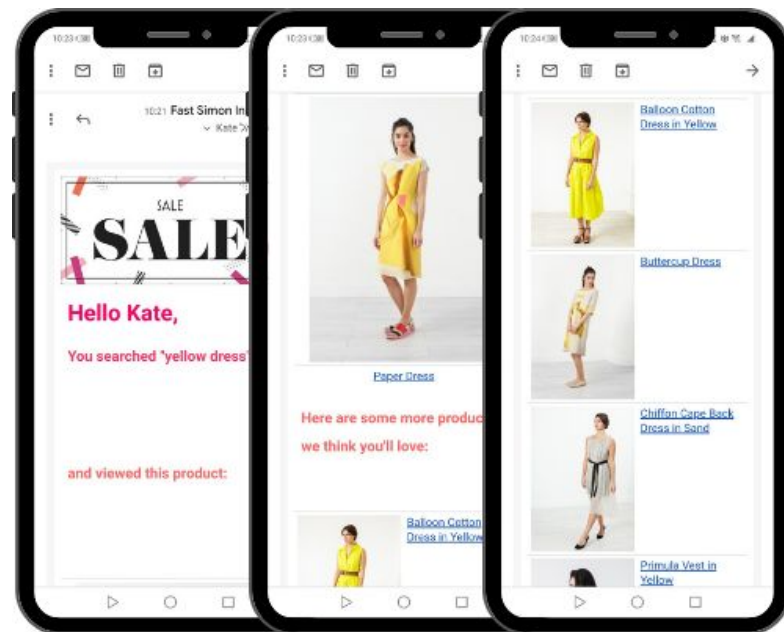
- **Abandoned Collection Flow**

A shopper explored a collection -
Email her personalized
recommendations based on his
observed implicit intent.



Accelerate Growth with Personalized Emails, Campaigns & Flows

- **Fast Simon Recommendations Embedded in Any Flow or Campaign**



Customer Success Story

Ya Ya Creations - efavomart.com

Key metrics

- Open rate: **48%**
- Conversion rate: **20.4%**
- Placed order rate : **0.7%**


"Fast Simon and Klaviyo integration has allowed us in just 3 months to scale our retargeting emails with smart automated personalized recommendations that generated an uplift of 250% in revenues. Using this integration has lowered our team's manual work and increased the relevancy of each email we send out to our shoppers."

Marguerite Gockel, Vice President of Marketing at YA YA CREATIONS, INC

Free Standard Shipping on orders \$49.00+




efavomart.com

Shop the Look



We've Got Amazing Birthday Party Decor Ideas To Help You Celebrate!

Love This Look? Get It Below!



Helium Latex Balloons Gold Confetti Balloons Large Round Balloons

friendbuy

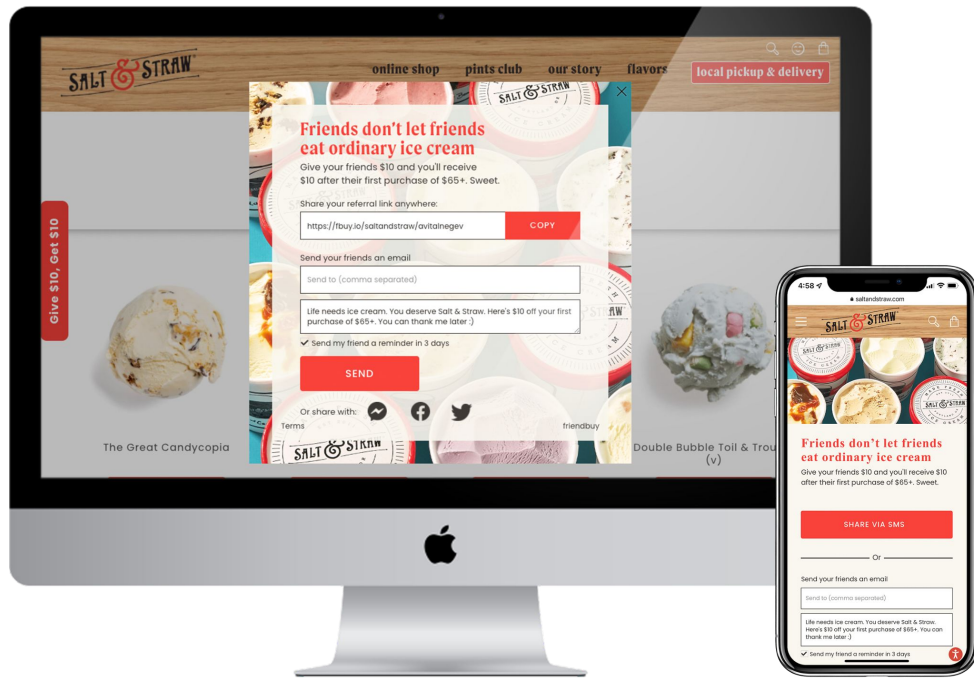
**Powering Referral Programs
for the Fastest Growing DTC Brands**

Samantha Samuels

Head of Partnerships at Friendbuy

7 years at Friendbuy, works directly with technology and agency partners to incorporate referral marketing as a strategic growth driver and cost efficient marketing channel for e-commerce brands.





Who is Friendbuy and why Referral?

Friendbuy helps e-commerce brands accelerate growth through word-of-mouth referrals.

- ❖ High margin growth
- ❖ Identify your best customers
- ❖ Higher customer lifetime value (LTV)

BIRDIES PRINCESS POLLY HERBIVORE OLAPLEX.


for Love & Lemons FRAME UNTUCKit OLIVE & JUNE

gorjana Outdoor Voices HILL HOUSE
HOME

friendbuy


USE CASE #1

Accelerate email and SMS subscriber acquisition through your referral program


CHANNELS 


Channel Details

Consent Status


 samantha123@gmail.com


> Show consent details



 +1 (805) 236-8157

> Show consent details



INFORMATION 

First Active February 9, 2021 at 1:24 p.m.

Last Active February 9, 2021 at 1:24 p.m.

Custom Properties

Add

\$source API

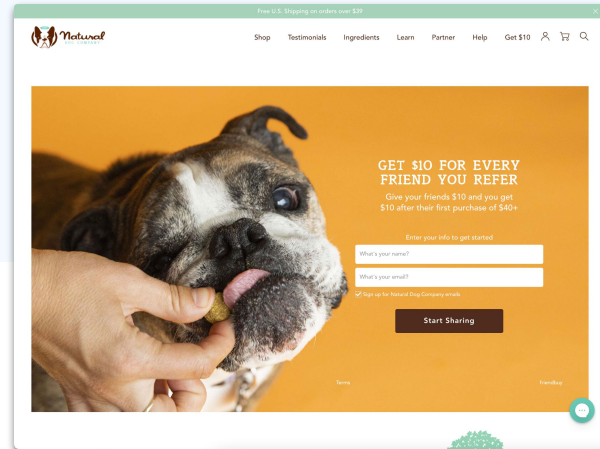
friendbuy_purl <https://refer.acme.com/samantha123>

name Samantha

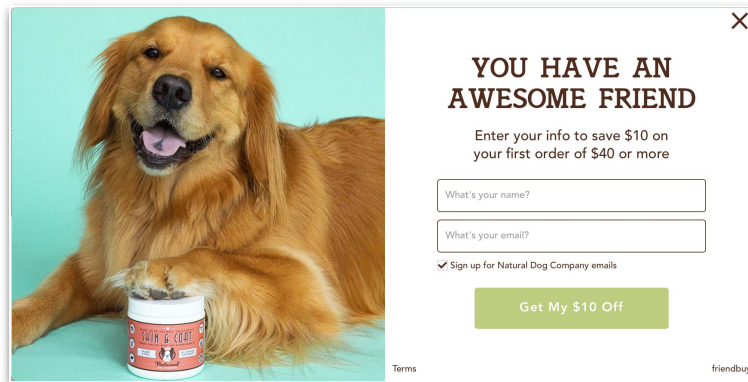
Profile Created February 9, 2021 at 1:24 p.m.

Profile Updated February 9, 2021 at 1:24 p.m.

Klaviyo Subscriber Profile



Advocate Referral Widget



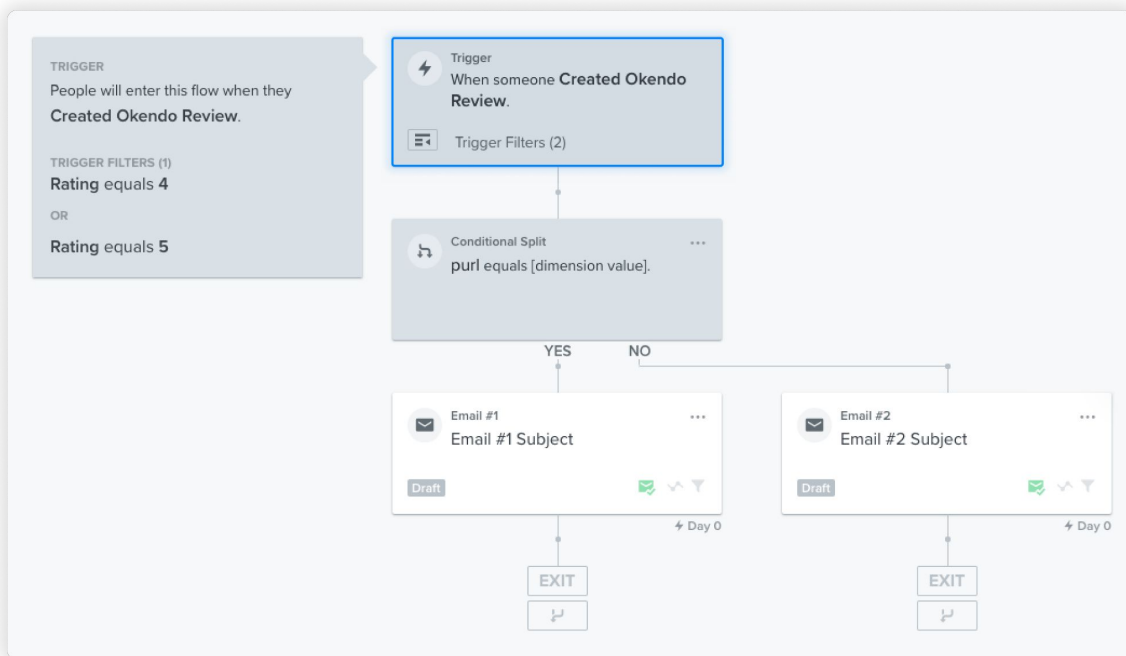
Friend Incentive Widget



10% of average daily subscribers
come through the referral program

USE CASE #2

Ask for a referral after a positive product review



gorjana

Review Ratings Media Confirm

Preview your review
You're almost done! Here is a preview of how your review will look.

SS SAMANTHA S.

★★★★★

Love my compass necklace!
It's perfect for layering :)

👍 I recommend this product

Age Range
25 - 34

What I Love
Easy to Layer & Versatile

Quality
Not the Best Excellent

Design
Not the Best Excellent

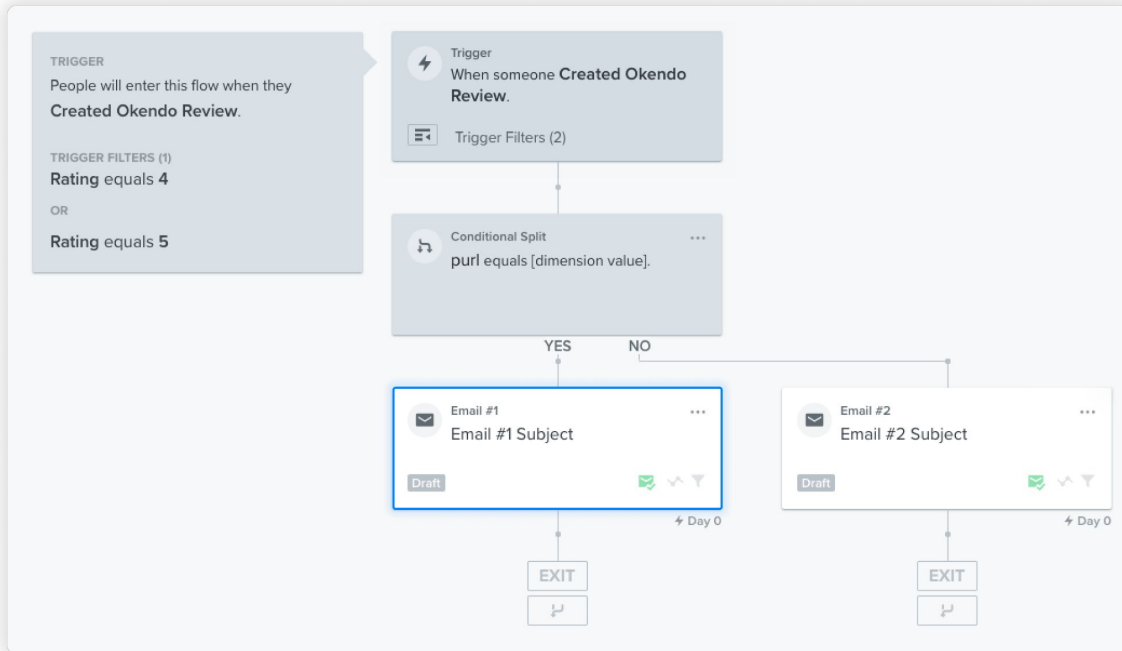
Fit
Runs Small Just Right Runs Big

Was this helpful? 👍 0 🗑️ 0

Okendo Review

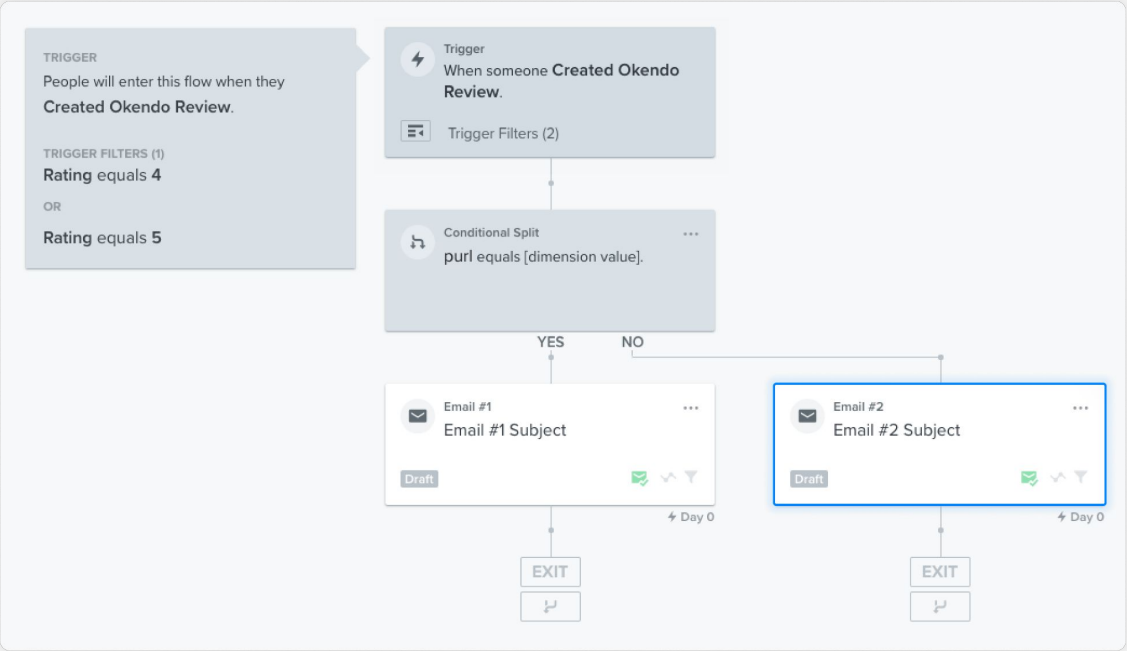
USE CASE #2

Ask for a referral after a positive product review



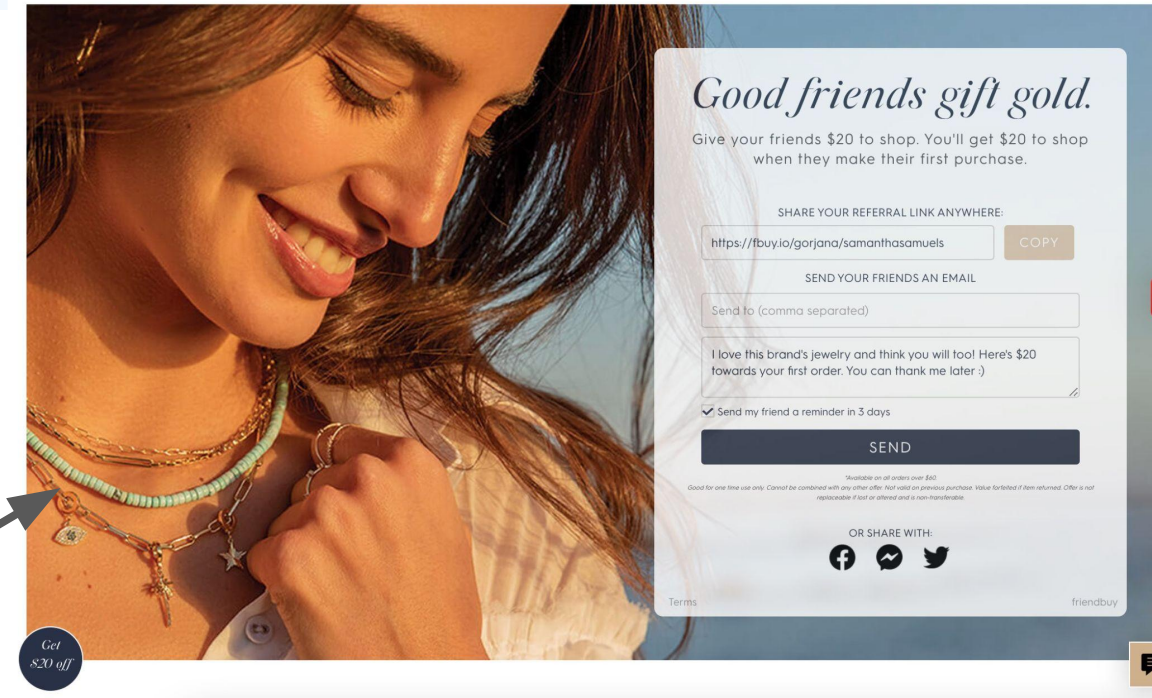
USE CASE #2

Ask for a referral after a positive product review



USE CASE #2

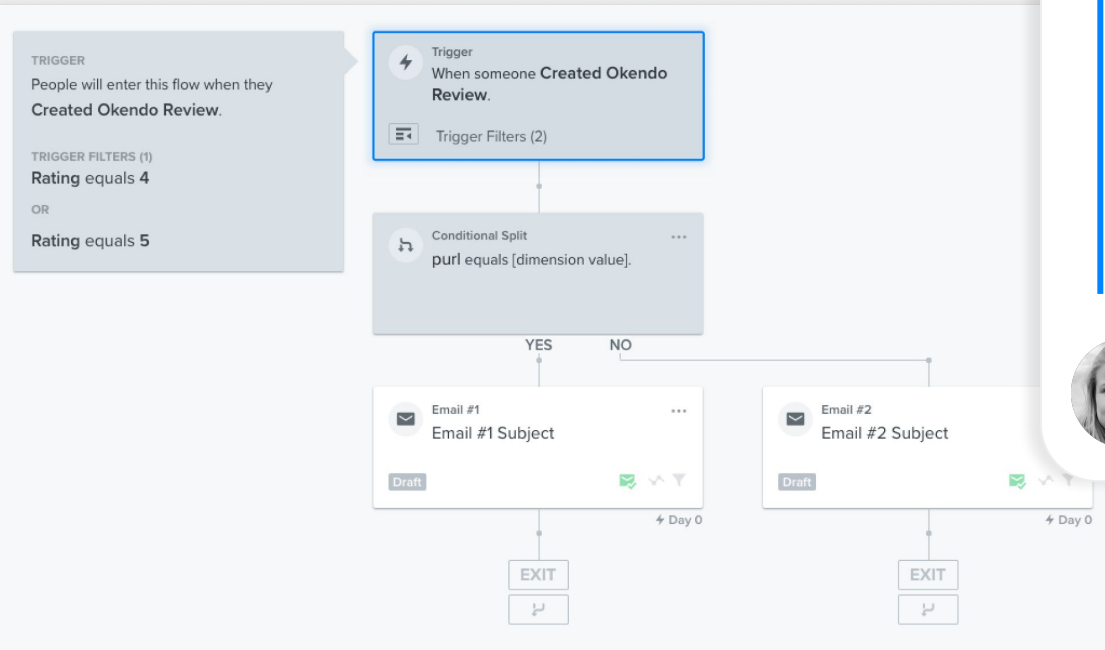
Ask for a referral after a positive product review



gorjana

USE CASE #2

Ask for a referral after a positive product review



"Leveraging Klaviyo's triggered email workflows, I can now use Friendbuy and Okendo to automatically prompt a customer to refer a friend as soon as they've provided a positive review!"

"We get a ton of positive reviews where customers talk about referring friends & family and this integration has helped us enhance that customer experience digitally"

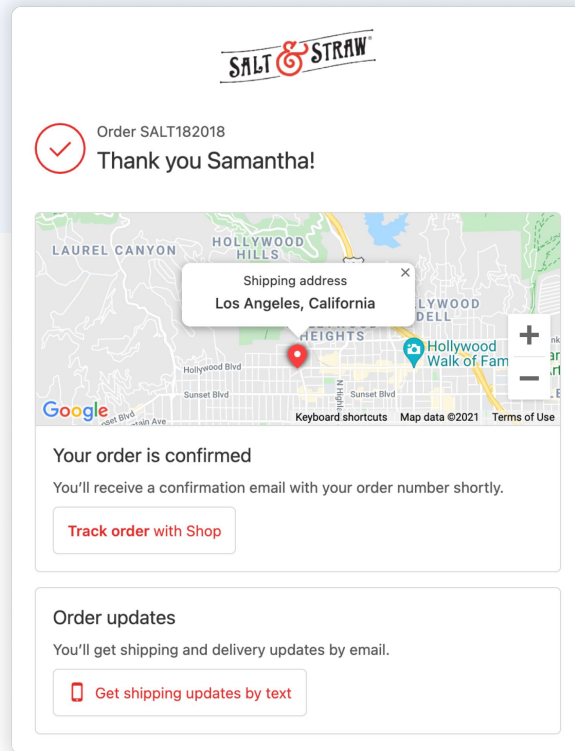
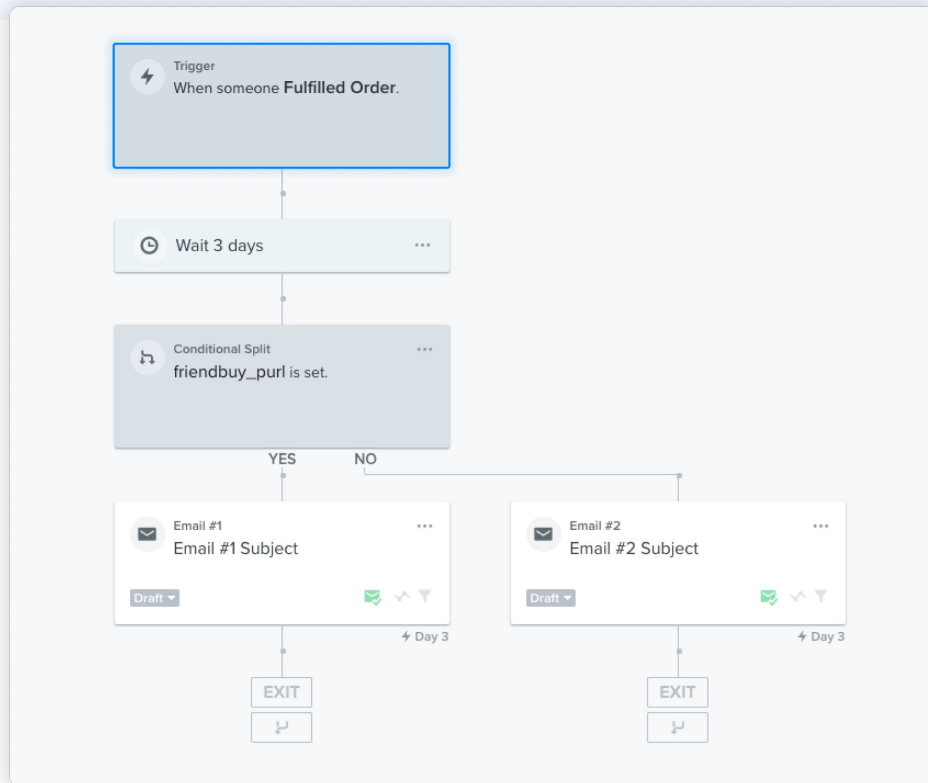


Erica Berthold
Head of marketing at PYM

PYM
PREPARE YOUR MIND

USE CASE #3

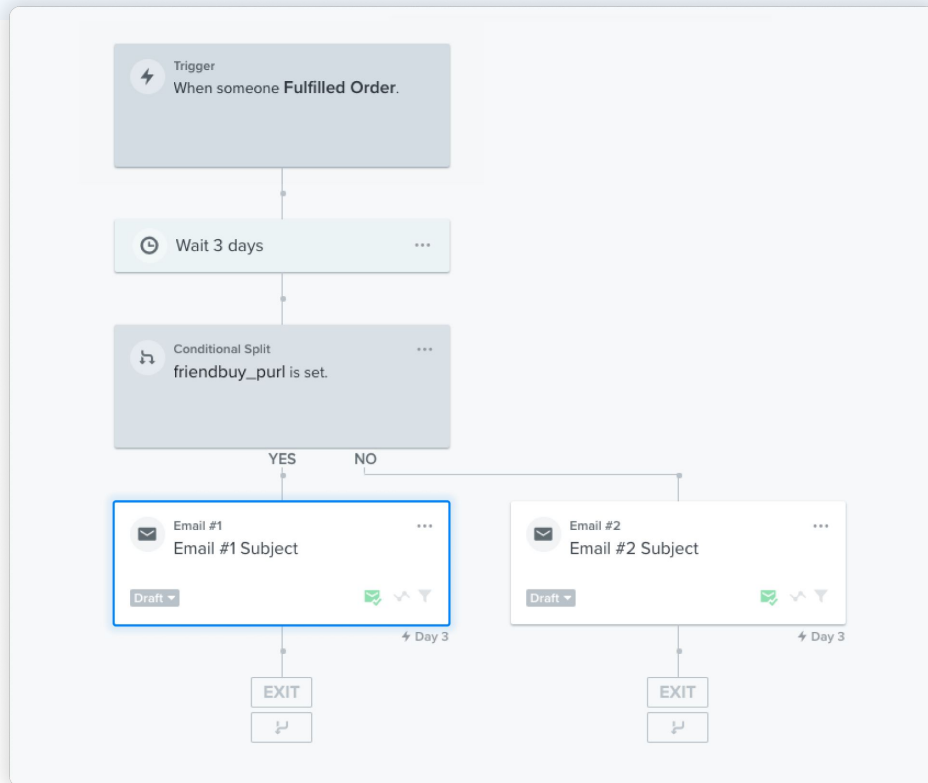
Send a triggered email asking for a referral post purchase



Order Confirmation Page

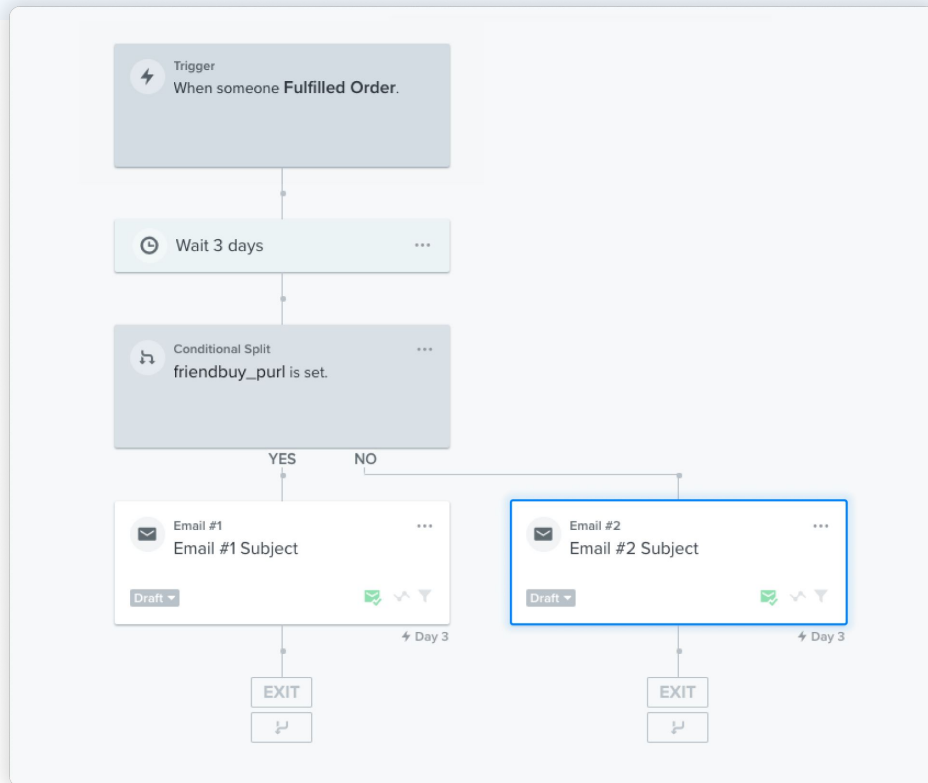
USE CASE #3

Send a triggered email asking for a referral post purchase



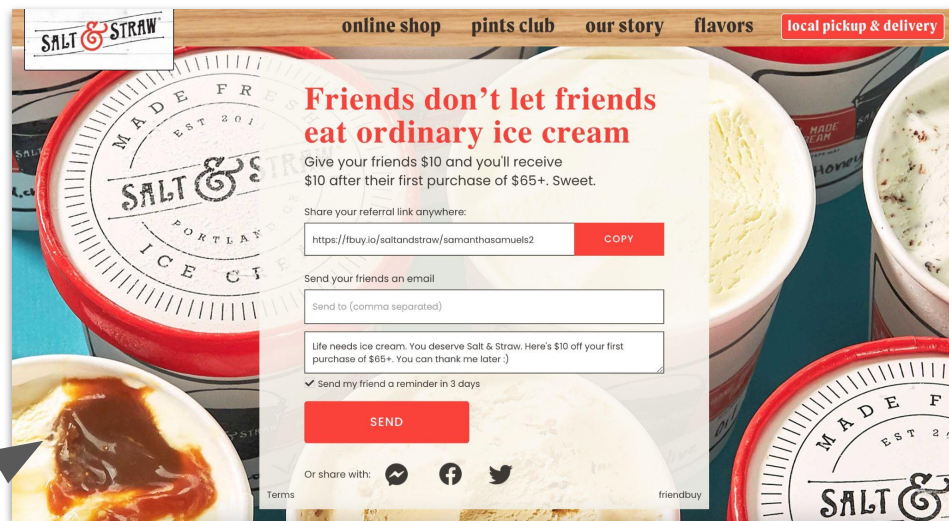
USE CASE #3

Send a triggered email asking for a referral post purchase



USE CASE #3

Send a triggered email asking for a referral post purchase





OKENDO

REVIEWS & UGC

Hello 🙋



“ Hey 🙋 I’m Rachel and I’m the VP of Strategic Partnerships at **Okendo**. ”

RACHEL TYERS

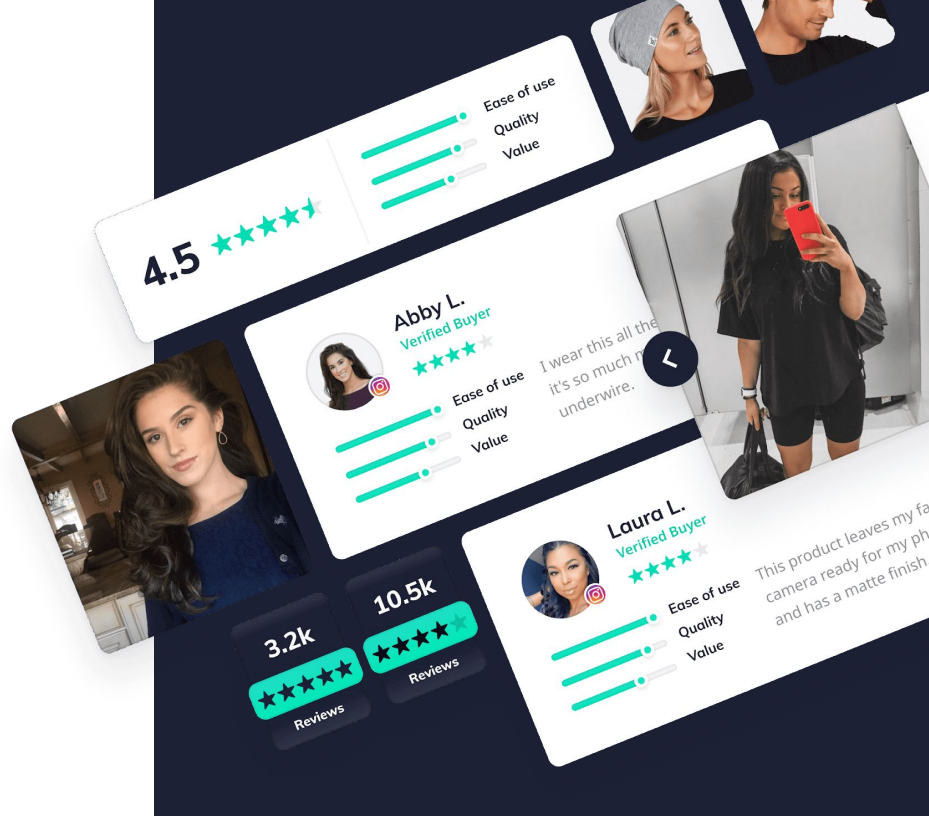
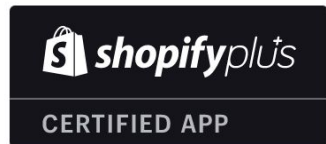
VP, Strategic Partnerships @
Okendo

10+ years experience in eCommerce & digital marketing, co-founder of headless eCommerce platform Nacelle, VP of Strategic Partnerships at performance marketing agency MuteSix, Facebook Blueprint certified media buyer.

Okendo

A Shopify marketing app for high-growth DTC brands.

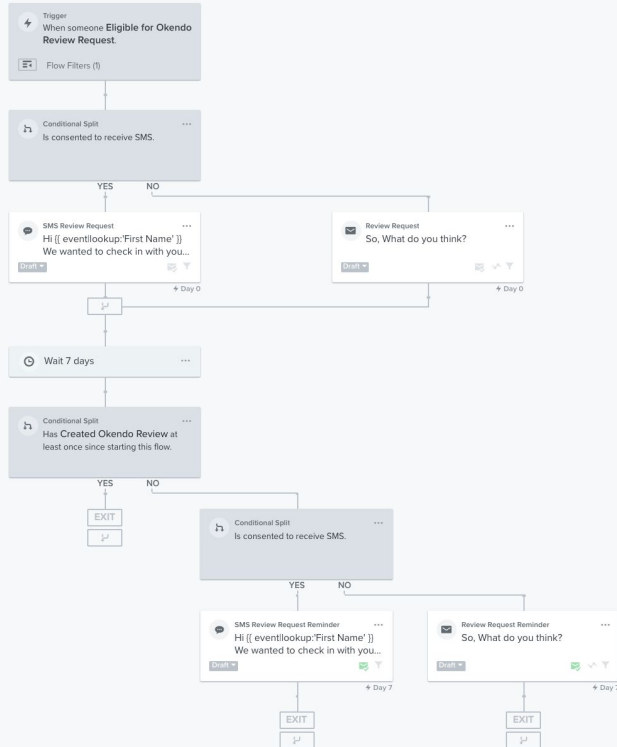
- ★ Best-in-class product ratings & reviews, customer photos/videos and Q&A.
- ★ Proven to help merchants increase conversion rate, AOV and CLTV.
- ★ 4,000+ fast-growing DTC brands including SKIMS, Netflix & Buck Mason






Brands with an active Okendo x Klaviyo integration see **100% higher average** Klaviyo Attributed Revenue than those without an active integration.

Send review request emails & texts directly from Klaviyo



BUCK MASON




Let's Hear It

★★★★★

Your 2 cents goes a long way. It gives us insight to how your Buck Mason clothes live and wear out in the real world—what works, what doesn't, and how we can make garments that serve you even better.

We're in this together, and we're in for the long haul.




☆☆☆☆☆


Navy Rib Cotton Cashmere Sealtar Turtleneck

LEAVE A REVIEW


OUR GUARANTEE



Hand-wearing quality



Free shipping on orders over \$100




Easy 365-day returns

@buckmason


107 N Larchmont Blvd, Los Angeles, CA 90004
help@buckmason.com (888) 988-5560 Unsubscribe

Bev

TELL HER HOW YOU REALLY FEEL
write Bev a love note!




spill the tea on all your adventures with Bev! we love to hear from YOU so leave us a photo or video review, or share on social - we'll send you \$10 off your next Bev order!




Bev Rosé

How many stars?


☆☆☆☆☆



SHOP CUTE MERCH









GIFT HER!



WHERE IS SHE?

MADE BY CHICKS

OUR STORY



FAQ

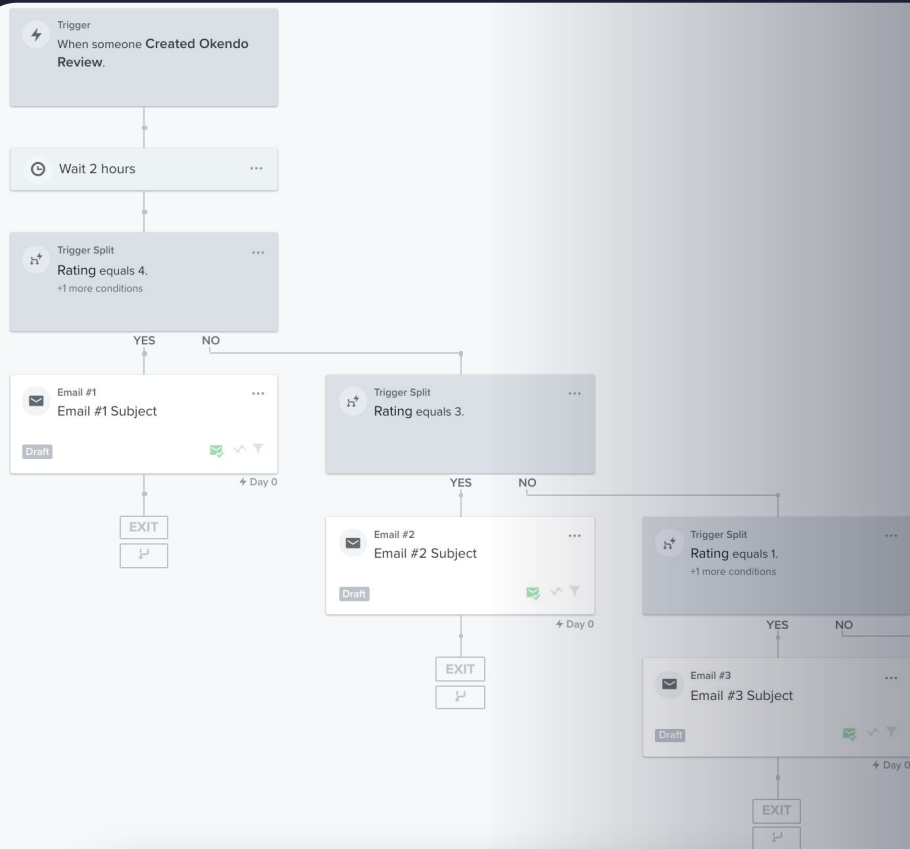
CONTACT US

21+ OWN YOUR FUN, OWN YOUR RESPONSIBILITIES

ALSO, IF YOU MADE IT THIS FAR DOWN THE EMAIL, I LOVE YOU!

© 2020 The Alisk Co. Bev Wine, Sebastopol CA
no longer want to receive these emails?

Build robust reviews sequences



★ Review requests

★ Reminders

★ UGC Reminders

★ Positive review follow up

- Refer a friend
- Increase Google reviews

★ Negative review follow up

- Automated customer support message
- Exchange offer

Success Story: Beginning Boutique







Laura Skirt Blush Print

\$39.95 USD

or 4 interest-free installments of \$9.99 by [afterpay](#) [More info](#)

★★★★★ 146 Reviews

SIZE

12

ADD TO BAG

Save

FREE EXPRESS SHIPPING AVAILABLE
[VIEW OUR SHIPPING POLICY](#)

Add This



Eclat
Eclat Silas Ring Set Gold
\$15.99
One size


DESCRIPTION

FABRICATION

SIZE / FIT

BEGINNING BOUTIQUE

DRESSES FESTIVAL NEW



Hi Penelope,

Thanks so much for your review. We're so glad that you love your new look!

Just an FYI, time's running out to use your 10% discount to add to your collection.

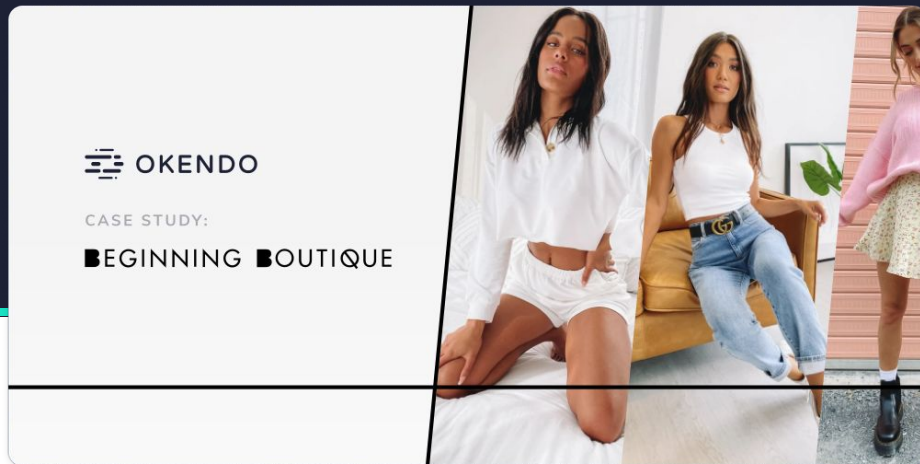
Here's Your Code:

OKRD-CODE

*Expires in 59 days

LET'S SHOP

Success Story: Beginning Boutique



37% increase
in Review Request Click
Rate



109% increase
in Review Rate from
Email



53% increase
in Coupon Code
Redemptions

Sync customer attributes & review events to Klaviyo



ILIA

LOG IN

BEST SELLERS

FACE

MULTI

LIP

EYE

TOOLS

GIFTS

FIND MY SHADE

ABOUT US

Jennyfer D.

★★★★★

10/08/2021

Verified Buyer

Reviewing

Bom Bom ST5

SKIN TYPE

Dry

SKIN TONE

Light

UNDERTONE

Neutral

CONCERN

Aging

AGE RANGE

45 - 54

Finally!

This is the first tinted moisturizer that I will wear. The others I have tried have an odd smell or are sticky and strange. This serum feels very nice on my skin and evens out my spots while having a significant SPF. This is fantastic!!

Was this helpful? YES 0 | NO 0

Name

Okendo: Customers with Dry Skin type

Definition

What someone has done (or not done)

Has Created Okendo Review

at least once

 over all time

where My Skin Type contains Dry

+ AND

Success Story: Wag



BS

Bekki S. 

 Verified Buyer



Reviewing

Hard Vegetarian
Dental Sticks (10
Pack)

 I recommend this product

Dog Breed

Mixed Breed

Dog Age

1 - 3 Years

Eating Habits

Easy going

★★★★★ 3 months ago

Loved it

My Staffy cross Labrador loves these dental sticks and I love the fact they're vegetarian. I don't feel like I'm giving her naughty treats and I can get more veggies into her diet.



Was this helpful?  0  0

WAG

RECOMMENDED FOR YOUR PUPPY



Yoghurt Drops
\$10.99



Kangaroo Cubes
\$15.99



Duck Breast
\$19.99



Puppy Pack
\$25.00

SHOP NOW

GREAT PACK FOR PUPPY TO TRY NEW THINGS!



"Sesame loved everything in it especially loved the moo tube and the kangaroo liver. The bully stick keeps him occupied and he gets tired out after 20-30 minutes and has a nap (perfect!). Great value and good quality products."

★★★★★ —MAREE F.

THE GOOD DOG CLUB

When you're as loyal as our doggos,
we treat you to the very best.

You have GOOD BILLS.

Success Story: Wag



 OKENDO

CASE STUDY:

WAG



64% increase

in Review Request Click
Rate



300% increase

in Placed Order Rate

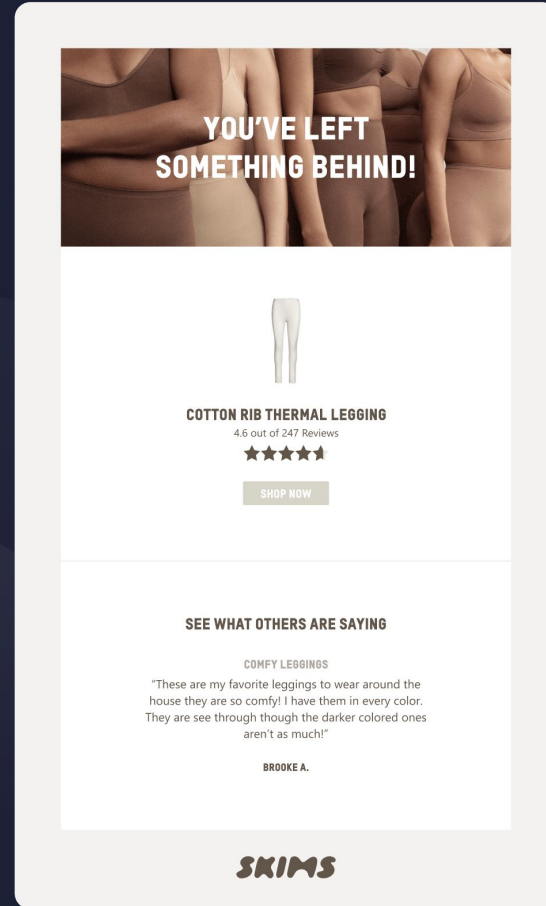


423% increase

in Revenue Per Recipient

Enhance emails with social proof

- ★ Abandoned cart emails
- ★ Cross sell / upsell emails
- ★ Product recommendation emails



Success Story: Nimble



Samantha D. 



Reviewing
Studio High Rise
Tight

Size Purchased: **M**
Usual Size: **M**
Height: **5' 3"**



My new favourite leggings - comfy, cosy and no shine!

This was my first Nimble purchase and I absolutely love these leggings. I think I've bought them. They're so comfy! And also thick enough that they're not see-through and more versatile. I also love the higher waist both for comfort and for hiding my tummy.

I bought the charcoal colour and am now thinking about getting the black and navy in full length. The 7/8 is great but hits me a little higher in the leg than I thought (different brand).

NIM
BLE

ONE
STEP
LEFT



High Rise 7/8 II

★★★★★ 166 Reviews

\$99.00

[GO TO MY CART](#)

You've almost reached the finish line. Return to your cart to get those new activewear feels.

Success Story: Nimble Activewear



6% increase

in Click-Through Rate



16% increase

in Average Revenue per
Recipient



74% relative increase

in Click-Through Rate



Get your first 90 days of Okendo FREE

Growth plan & above.
Offer valid until October 31st 2021

Email rachel.tyers@okendo.io or message
Rachel Tyers on LinkedIn to claim offer



LinkedIn profile QR code



Joe Vancena
Product Marketing

Choose an item to return

Returnable until October 23, 2021



Black Submarine

\$198.00



Field Jacket

X-Large

\$248.00



Niyol Sock

Small

\$7.00

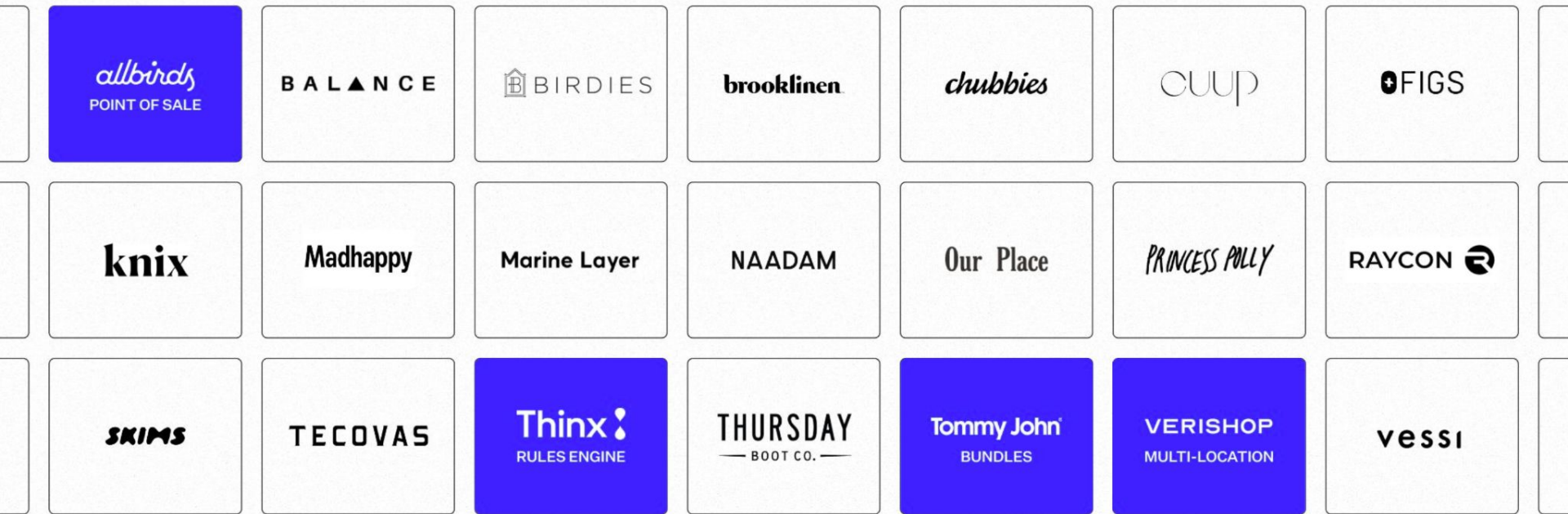


Wiley Frame

Tortoise

\$134.00

Loop is the best returns experience for more than
600 *customer-focused* ecommerce brands.



Loop is the best returns experience for *customer-focused* ecommerce brands.

EXCHANGES

Turns returns from a cost center to a profit center



LOGISTICS

Gets inventory back faster, saving on shipping



AUTOMATION

Gives brand teams back their time — without giving up control



INTELLIGENCE

Gets the insights brands need to level up



Impact of returns on LTV...

\$166

Customers with no return events

\$385

Customers with at least 1 return event

\$418

Customers with at least 1 exchange event

Date Filter

is in the last 12 complete months

Customers with a Loop Return vs. Without
How returns impact customer metrics.

Customers without a Loop Return ⓘ

Total Customers	Average Days to Second Order	Orders per Customer	Average Order Value	Total Spend per Customer
196,738	66.0	1.50	\$104	\$156

Customers with a Loop Return ⓘ

Total Customers	Average Days to Second Order	Orders per Customer	Average Order Value	Total Spend per Customer
33,447	54.77	2.07	\$126	\$261



Abandoned Cart

Goal:

Increase shopper *confidence*.

Increase email conversion rate.

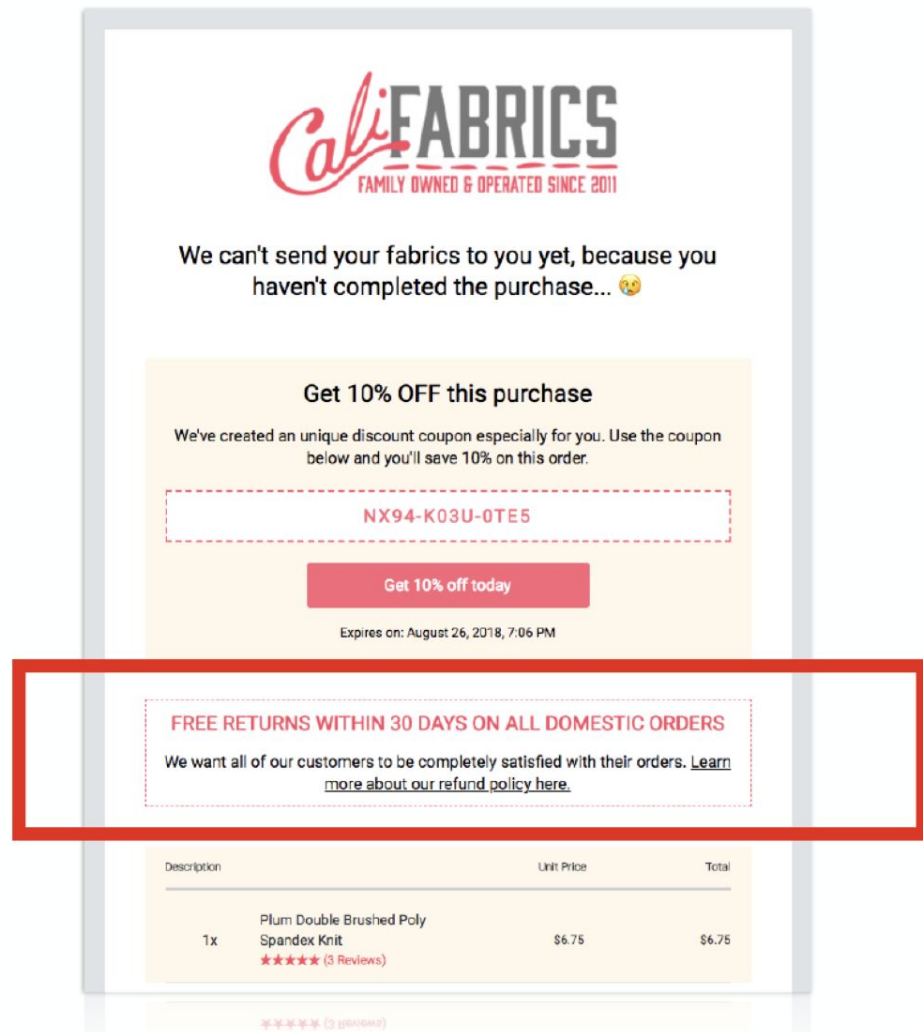
When

Inside your abandoned cart emails

Why

Easy returns increases confidence.

67% of shoppers check your return policy before they buy.



Refund Confirmation

Goal:
Reinvest in the *relationship*.
Convert refunds into new sales.

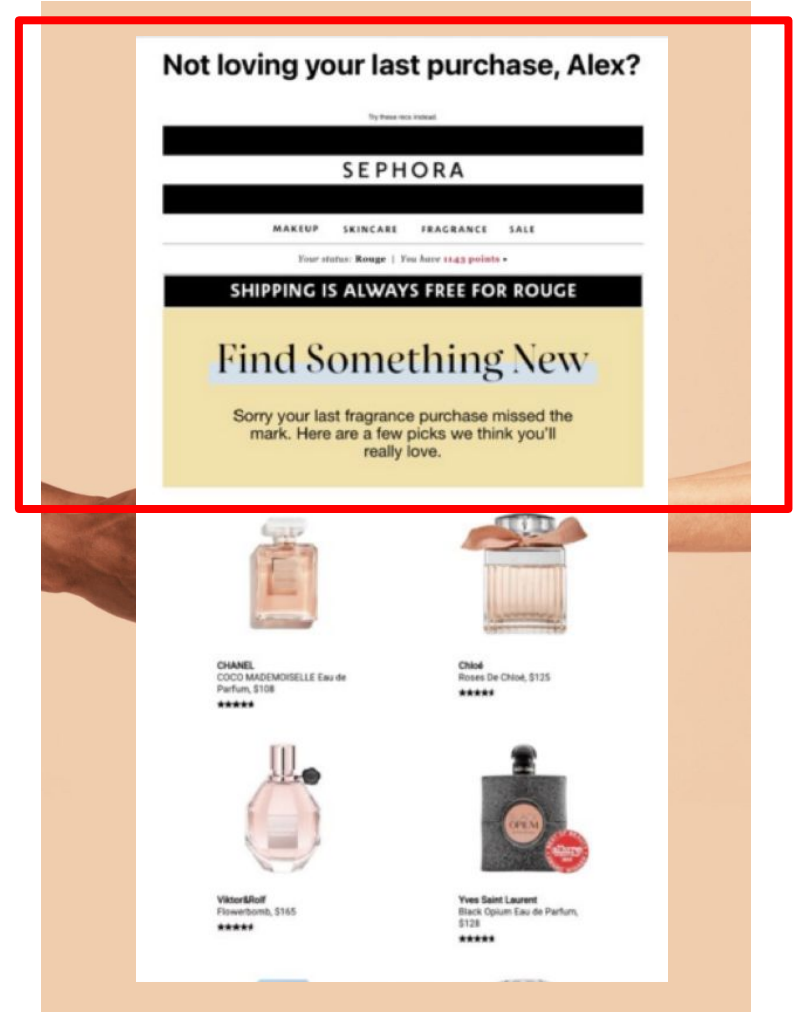
When

Immediately after the customer submits a refund

Why

Assume the customer simply purchased the *wrong product*.

Encourage them to find something they love.



All Return Touchpoints

Goal:

Use your *unique voice* as a strength.
Full control of the brand experience.

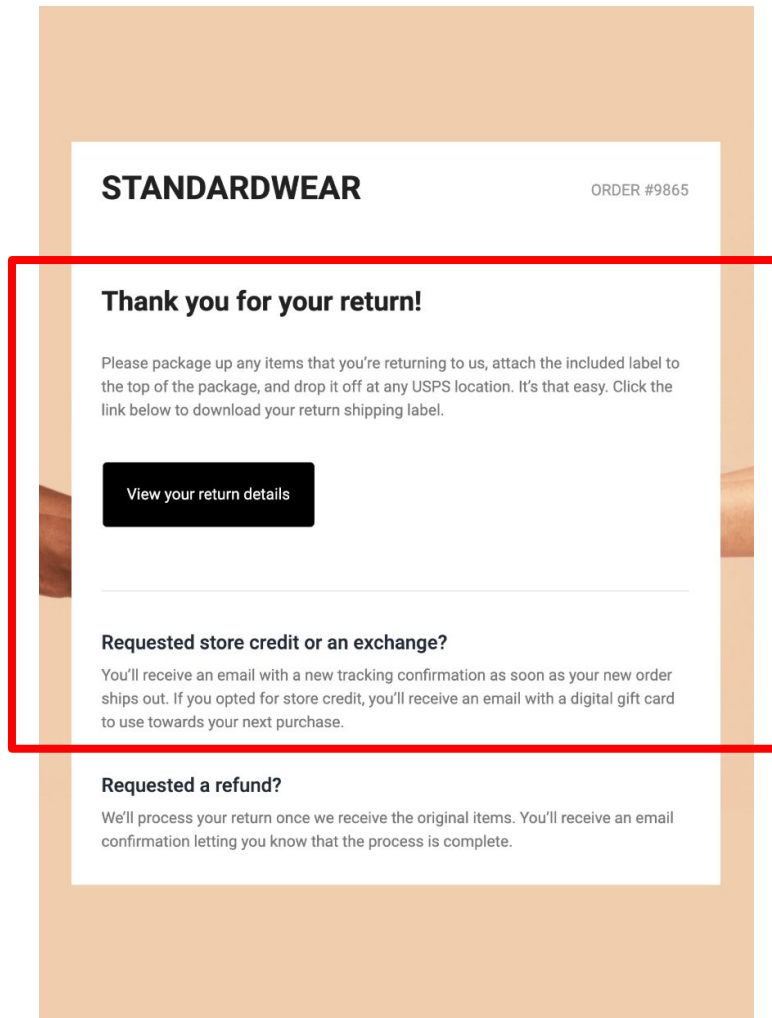
When

Immediately after
every return

Why

Use your unique tone of voice to continue the brand experience.

Use Klaviyo to customize content for different segments.



SUCCESS STORY

Loop + Klaviyo

adinareyter.com

roswellstudios.com

GOAL

Our agency partner, Roswell, wanted to drive new revenue for luxury jewelry brand Adina Reyter after customers submitted a return.

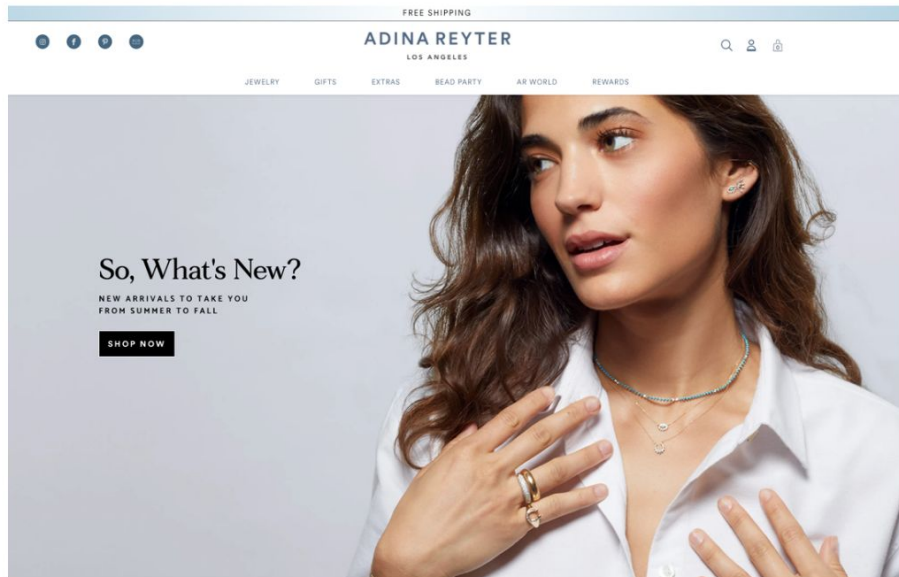
SOLUTION

Leverage Loop's Klaviyo integration to trigger timely post-purchase emails, encouraging customers to come back and find a new product they love

RESULTS

'Return Received' email drove **\$93.81 per recipient** in net new revenue — earning its spot as the top-performing post-purchase email flow

'Customer Winback' email drove **\$61.05 per recipient** in net new revenue







Metrics & Quick Actions

Kevin Lew | Technology Partnerships Manager

\$277M

FUNDING

ICONIQ GROWTH



BainCapital



SUMMIT PARTNERS

\$5.3B
PROCESSED

14k
MERCHANTS

20M
SUBSCRIBERS

98%
CUSTOMER
RETENTION

>100
PRODUCT
ENGINEERS

Customers doing big things...

powered by ReCharge



HARRY'S

MARS



LOLA



AMORE PACIFIC



LAVAZZA

Klaviyo & Recharge Integration

Wild

BEAUTY & PERSONAL CARE

6,000

Re-orders received before launch

100,000

Customers in the first 7 months



“The tech stack of Shopify and ReCharge demonstrated the power of subscriptions and helped boost Wild to the next level.”

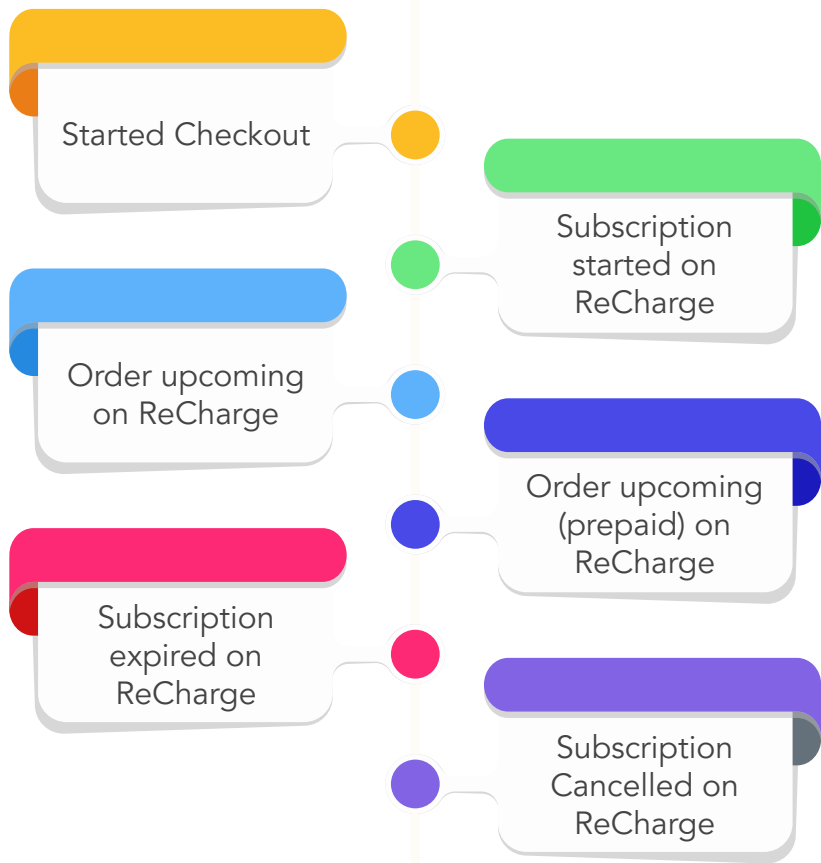
- Charlie Bowes-Lyon, Co-Founder & CMO



Recharge & Klaviyo Integration V2



- Create email flows leveraging Recharge metrics
- Use Quick Action URLs outside of Klaviyo Flows
- Segment subscription customers for Klaviyo campaigns and email flows leveraging Recharge customer properties
- Leverage recharge analytics and Klaviyo V2 to make marketing decisions that improve key store metrics and keep your business growing



V2 Metrics

Ex. Subscription expired on ReCharge



Subscription expired on ReCharge Jun 23, 2021 at 10:59 pm

Subscription expired on ReCharge Value: 1.00
cancellation_reason: None
expire_after_specific_number_of_charges: 2
external_product_id: 6797567754407
external_variant_id: 40188783427751
extra: {"id": 162994385}
is_prepaid: false
is_skippable: true
is_swappable: false
item: test turn off after 2 month subscription & one time ...
next_charge_scheduled_at: None
order_interval_days: 1
order_interval_frequency: 1
order_interval_unit: month
price: 1.0
product_id: 6797567754407
product_title: test turn off after 2 month subscription & one time ...
recharge_product_id: 1869382
shopify_product_id: 6797567754407
shopify_variant_id: 40188783427751
sku: None
status: EXPIRED
subscription_id: 162994385
variant:
variant_id: 40188783427751

V2 Custom Properties (rc)

Ability to segment customers based on their:

- active subscription count
- subscription variants
- cancelled subscription count

Ability to view all subscriptions data

INFORMATION

First Active May 27, 2021 at 1:11 p.m.

Last Active July 2, 2021 at 2:48 p.m.

Custom Properties

Accepts Marketing false

rc_active_subscriber true

rc_active_subscription_count 3

rc_active_subscription_variant_ids 32423998161001,39434287480937,32424123367529

rc_active_subscriptions_charge_count 32423998161001:0,39434287480937:0,32424123367529:0

rc_all_subscriptions

```
{'subscription_id': 165646845, 'status': 'ACTIVE', 'next_charge_scheduled_at': None, 'order_interval_frequency': '1', 'order_interval_unit': 'month', 'cancellation_reason': None, 'expire_after_specific_number_of_charges': None, 'product_title': 'Indoor Plant and Vase 20.00% Off Auto renew', 'recharge_product_id': 1477223, 'external_product_id': 4668254158953, 'external_variant_id': 32423998161001, 'price': '28.00', 'sku': '', 'is_prepaid': False, 'is_skippable': True, 'is_swappable': True}, {'subscription_id': 162943175, 'status': 'ACTIVE', 'next_charge_scheduled_at': None, 'order_interval_frequency': '30', 'order_interval_unit': 'day', 'cancellation_reason': None, 'expire_after_specific_number_of_charges': 2, 'product_title': 'Jessie test product Auto renew', 'recharge_product_id': 1857975, 'external_product_id': 6622798119017, 'external_variant_id': 39434287480937, 'price': '100.00', 'sku': '', 'is_prepaid': False, 'is_skippable': True, 'is_swappable': True}, {'subscription_id': 162651515, 'status': 'ACTIVE', 'next_charge_scheduled_at': None, 'order_interval_frequency': '1', 'order_interval_unit': 'month', 'cancellation_reason': None, 'expire_after_specific_number_of_charges': 1, 'product_title': 'Local Artisan Pots Auto renew', 'recharge_product_id': 1477228, 'external_product_id': 4668282765417, 'external_variant_id': 32424123367529, 'price': '25.00', 'sku': '', 'is_prepaid': True, 'is_skippable': False, 'is_swappable': False}, {'subscription_id': 156876640, 'status': 'EXPIRED', 'next_charge_scheduled_at': None, 'order_interval_frequency': '1', 'order_interval_unit': 'month', 'cancellation_reason': None, 'expire_after_specific_number_of_charges': 1, 'product_title': 'Local Artisan Pots Auto renew', 'recharge_product_id': 1477228, 'external_product_id': 4668282765417, 'external_variant_id': 32424123367529, 'price': '25.00', 'sku': '', 'is_prepaid': True, 'is_skippable': False, 'is_swappable': False}]
```

rc_cancelled_subscription_count 0

rc_cancelled_subscription_variant_ids

rc_cancelled_subscriptions_charge_count

rc_customer_hash 5567d1bc92e6132d

rc_customer_id 65735243

rc_external_customer_id 5185737490537

rc_first_charge_processed_at May 27, 2021 at 09:12 AM

rc_queued_charge_count 0

rc_queued_charges

Use Cases

- Welcome on "Subscription started on ReCharge"
- Manage and/or Upsell on "Order upcoming on ReCharge"
- Winback on "Subscription cancelled on ReCharge"
- Marketing Campaign to all active subscribers
- More complex example: when inventory is out of stock for a particular variant, provide customers with an alternative variant for the next order
- In Depth Setup Guide
- And many more...

What are Quick Actions?

- Standard URLs that can be sent to customers so that they can quickly perform a variety of actions
- Seamlessly perform an action on an account with 2-step passcode authentication, without logging into the customer portal
- Variables set for each Quick Action link, ensuring that the action is performed on the right subscription, creating a highly personalized experience for the customer
- Recharge Quick Actions can be [included in Klaviyo Flow emails](#) to send out multiple notifications at one time.

Available Quick Actions

- Reactivate a canceled subscription
- Skip next order
- Swap current subscription
- Add a one-time product to the next order
- Ship now next order
- Apply discount to next order
- View portal page
- Reactivate subscription and apply discount code
- Reactivate subscription and add one-time product

Quick Actions Pro Tips

- Shopify merchants using the Recharge Checkout or the Shopify Checkout can use Klaviyo Flows to send notifications containing Quick Action links using Klaviyo variables.
- Can also use Klaviyo Campaigns to send Quick Action links
- Quick actions do not work with Bigcommerce and for Klaviyo SMS yet
- Individual Quick Actions links apply only to the customer hash included in the link
- We do not recommend merchants create individual Quick Actions links for each of their customers. Instead, we recommend that merchants use Klaviyo Flows with Quick Actions to send out multiple notifications using the metrics stored on Klaviyo.
- [In depth setup guide](#)

The power of a loyalty-led email marketing strategy

Jordan Bouchier-Lee
Technology Partnerships Manager



About us

- Data-driven customer loyalty and engagement platform
- Over 10K merchants worldwide
- £15 return for every £1 spent with LoyaltyLion



Jordan Bouchier-Lee
Technology Partnerships
Manager



SKINNY DIP



ASTRID & MIYU

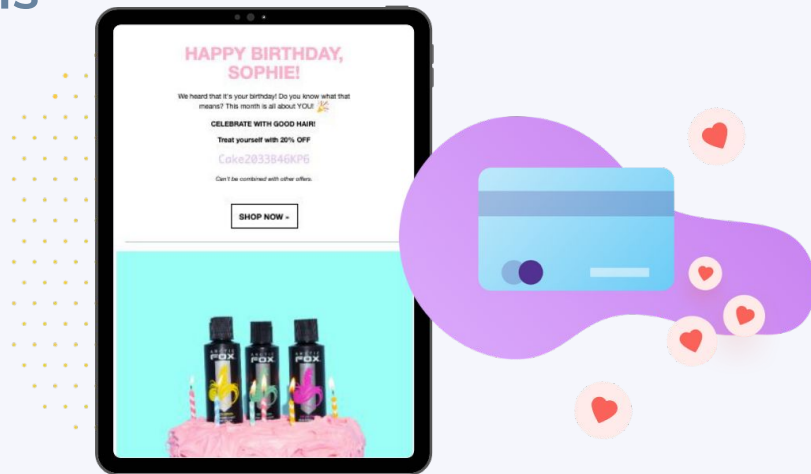
What we're going to cover:

- How you can use loyalty data to power your Klaviyo email marketing strategy
- New integration feature: Klaviyo triggers
- Use cases
- Success stories



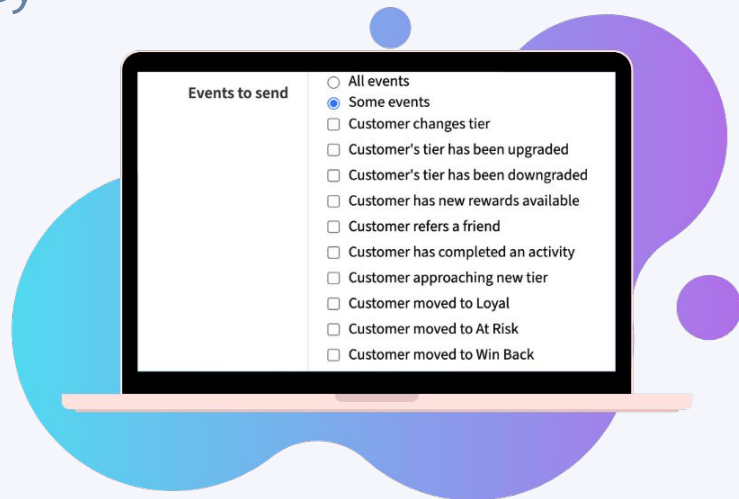
Why use LoyaltyLion and Klaviyo together?

1. Use your **rich loyalty data** to **personalize your email marketing campaigns**



Why use LoyaltyLion and Klaviyo together?

2. Trigger **hyper-personalized flows** within Klaviyo throughout a customer's journey



LoyaltyLion x Klaviyo

1. Personalize every email touchpoint you have with your customer

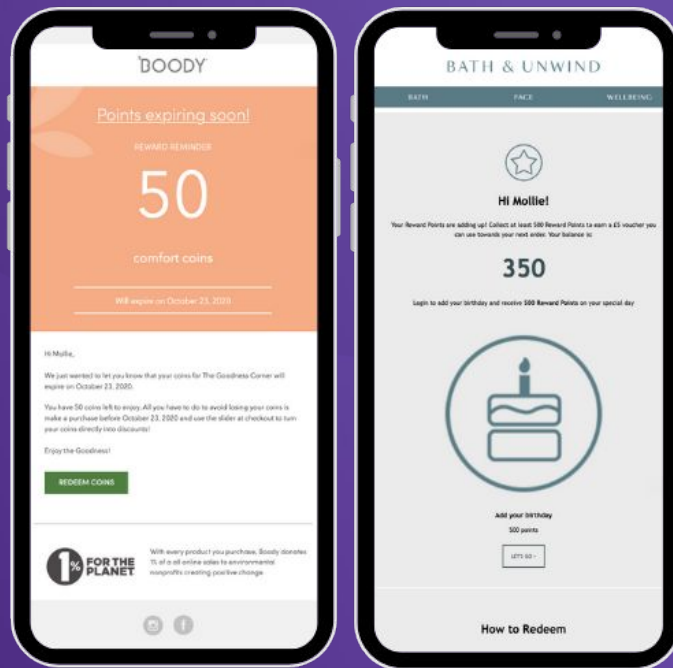
- Own your segmentation
- By loyalty status and/or current loyalty tier



LoyaltyLion x Klaviyo

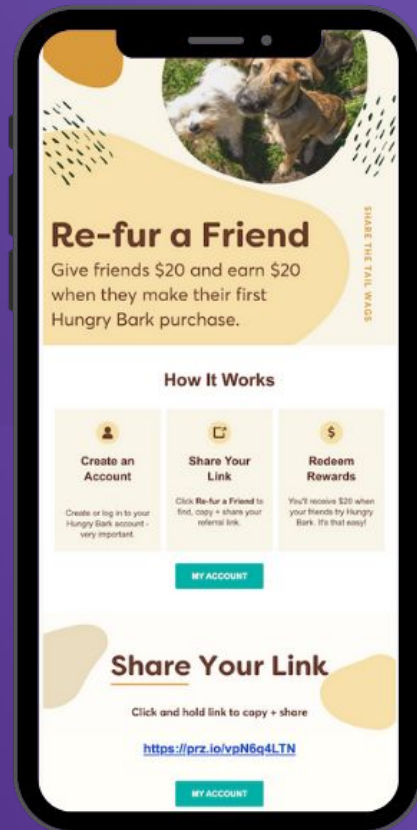
2. Increase retention by keeping customers up-to-date on their loyalty program

- Reward redemption email
- Point balance email
- Point expiry email

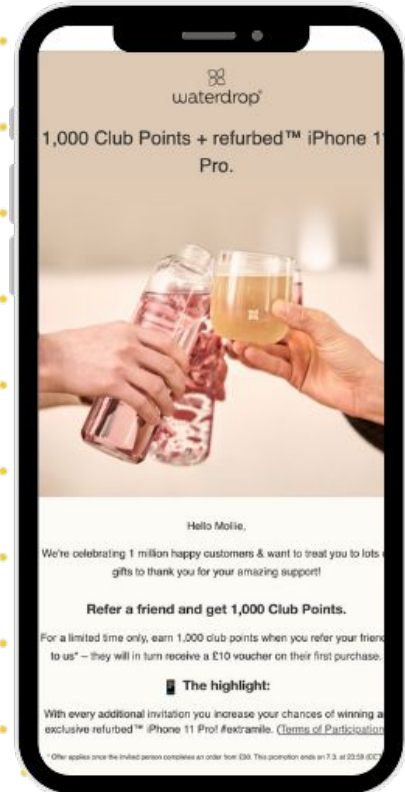
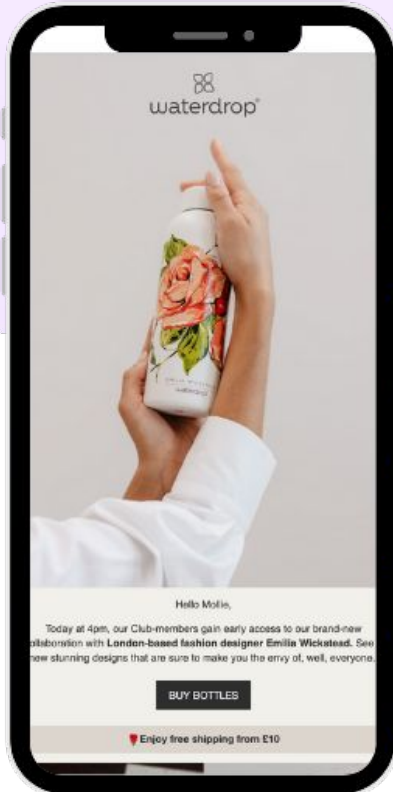
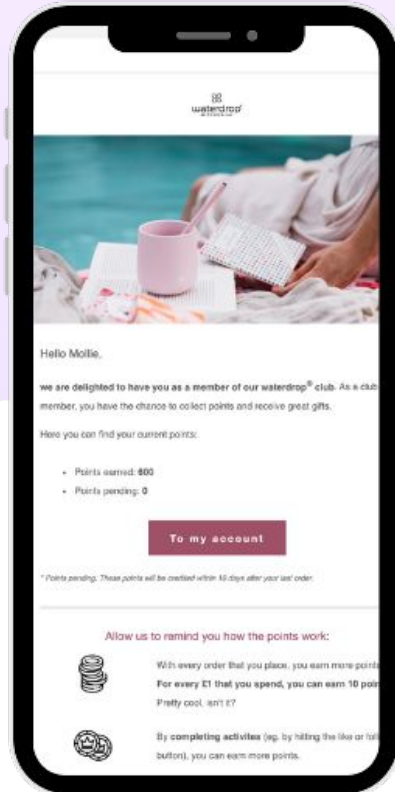


LoyaltyLion x Klaviyo

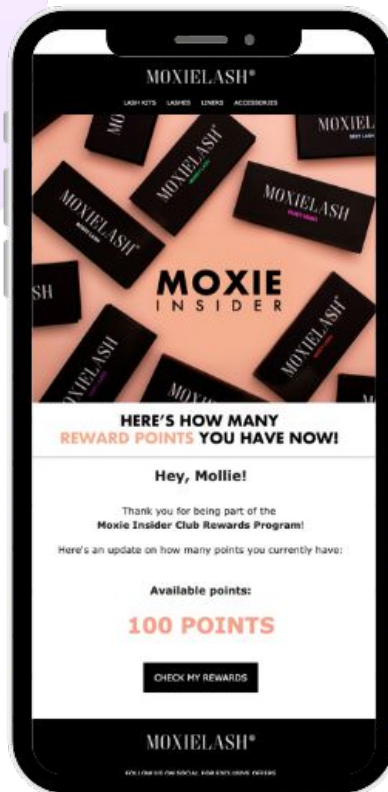
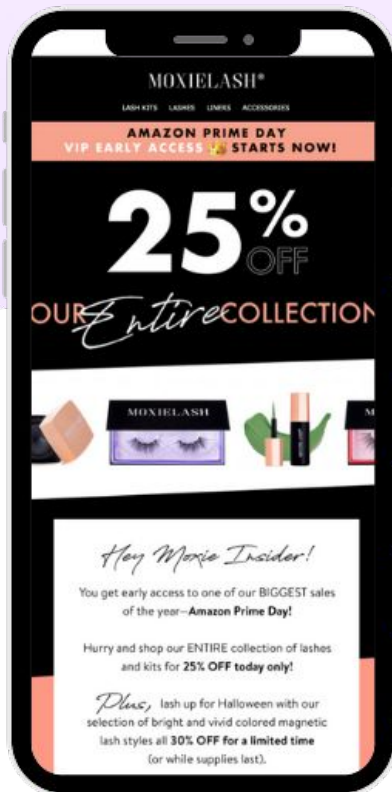
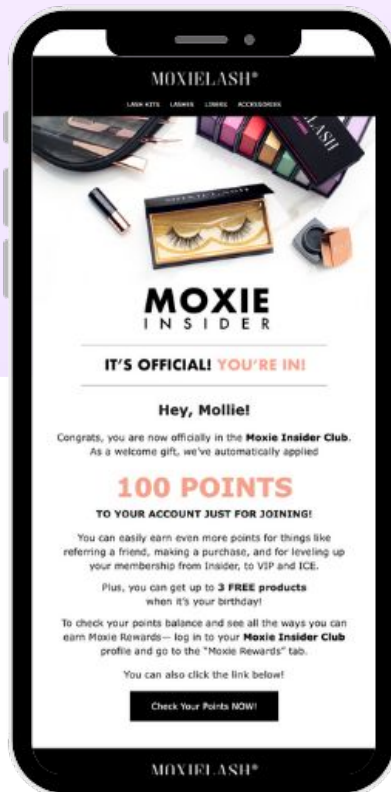
3. Level-up customer acquisition by automating your referral strategy



Success story: Waterdrop



Success story: MoxieLash



Thanks for listening!
Any questions? Get in touch



Jordan Bouchier-Lee

Technology Partnerships Manager

jordan@loyaltylion.com