

klaviyo<sup>™</sup>



## The rise of customer-first marketing

Customer centric growth in a cookie -less world

**Klaviyo is a unified customer platform**  
that helps leading brands personalise  
communications to their customers at scale,  
easily acquire new ones, and use their own  
data to drive revenue.



# The cookie-less Future

01

Technology  
advanced over time,  
but privacy didn't.

Today's consumers have more buying power than ever before — and they're demanding data privacy.

# Causing marketers to shift their strategies



**Nik Sharma**

@mrsharma



Whether you're in B2B or B2C, focus heavily on your existing customers.

Too many companies overspend on resources to acquire more customers.

Produce content, experiences, and reiterate the WHY to remind them why they became a customer.

Happy customers bring you new customers.

6:32 PM · Feb 6, 2022



434



Reply



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**Kristen LaFrance**

@kdlafance



DTC 1.0 sell products direct on paid channels- "the golden era" or growth at all cost

DTC 2.0 build community, then sell product- the shift towards retention

DTC 3.0 foster community, connect, sell product, enact change- commerce shifts culture

We're entering 3.0- you ready?

1:37 PM · Jun 14, 2021



67



Reply



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Less  
stalking,  
more  
talking



The new ecommerce  
marketing playbook

02

Customer-first marketing is a strategy that puts the wants and desires of your customers behind every experience you create.

## DTC was built for customer-first marketing

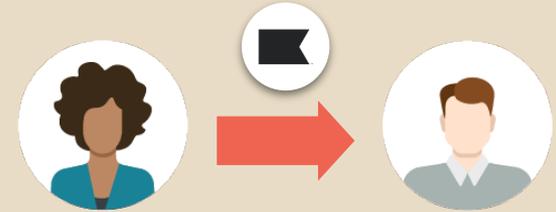
### Wholesale



### Marketplaces



### Direct to Consumer



✓ 1:1 customer relationships

✓ Ownership of customer data

✓ Complete control over experience

## Three components of customer-first marketing



01

### People

Who you're building a relationship with and learning insights from



02

### Customer-First Data†

The insights you learn from the people who have agreed to share



03

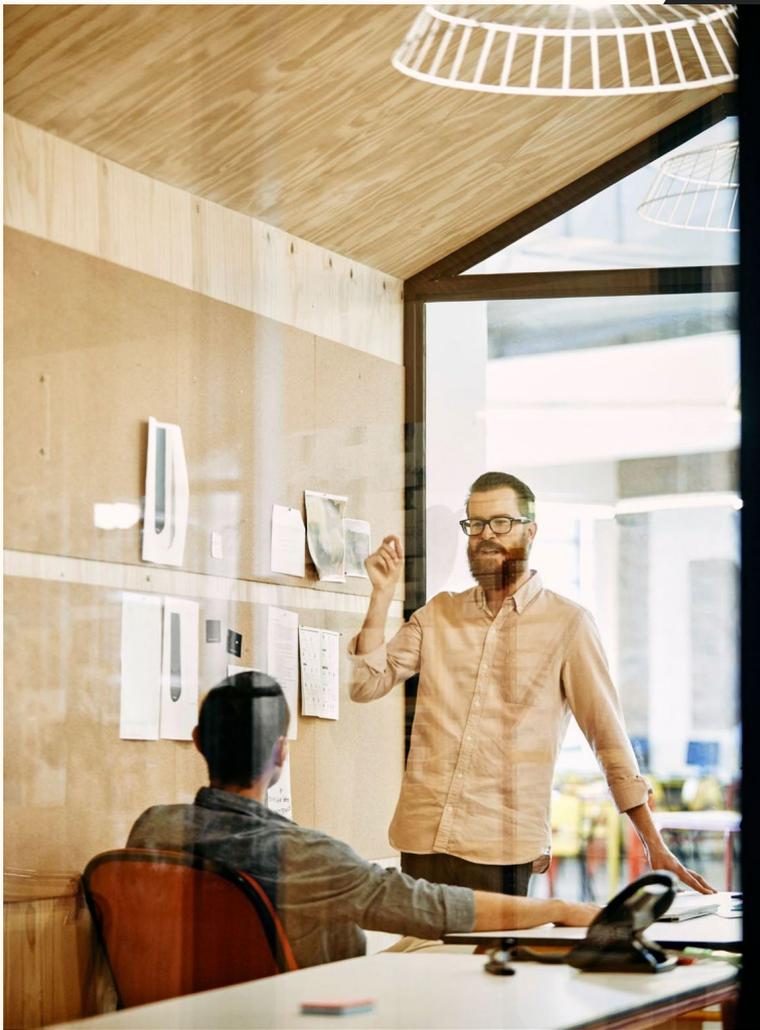
### Experiences

Marketing moments that were inspired by the data and has been tailored for each person

## 5 phases of customer - first marketing



Go from guessing what  
your customers want to  
truly and deeply  
understanding what  
**they need.**



## 5 phases of customer-first marketing

01 Goal Setting

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02 Inspiration & Architecture

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03 Implementation & Data Mining

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04 Measurement & Automation

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05 Repetition

# 01

## Goal Setting

Before you do anything else, you first need to determine what your goals are. Ultimately you should **know what you want to do with your research before you set out to do it.**

- Identify opportunities for improvement
- Develop both broad and narrow goals
- Consider your ideal outcome

While developing broader goals is a good place to start, it helps to have an idea of **how you want to achieve those goals:**



**Increase traffic**

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Identify new marketing channels to try, or invest in existing channels



**Improve onsite conversion rate**

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Increase newsletter opt-ins, or decrease cart abandonment rate



**Increase retention rate**

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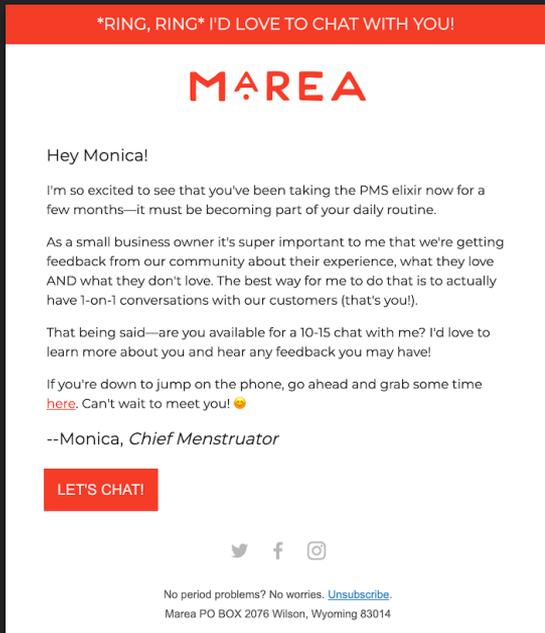
Increase repeat purchase rate or increase average order value



# 02

## Inspiration & Architecture

The inspiration phase is where you learn directly from the people you're marketing to (*surveys, interviews, quizzes*) to deeply understand who they are. The key is to look for patterns within insights.



### SEGMENTS TO CONSIDER

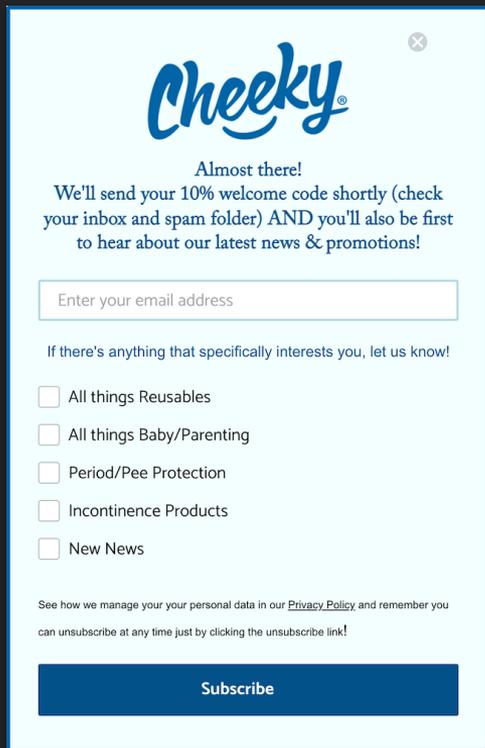
- Loyal customers
- One-time purchasers
- Subscribers who haven't purchased
- Lapsed or unhappy customers

*Pro tip: you can build these segments in Klaviyo and reach out directly to setup a call.*

# 03

## Implementation & Data Mining

Take your customers' feedback and use it to bring new experiences to life for your brand. During this phase, you'll also identify what **data you'll leverage** to craft these experiences—or begin to collect it.



**Cheeky**

Almost there!  
We'll send your 10% welcome code shortly (check your inbox and spam folder) AND you'll also be first to hear about our latest news & promotions!

Enter your email address

If there's anything that specifically interests you, let us know!

- All things Reusables
- All things Baby/Parenting
- Period/Pee Protection
- Incontinence Products
- New News

See how we manage your your personal data in our [Privacy Policy](#) and remember you can unsubscribe at any time just by clicking the unsubscribe link!

**Subscribe**



The image displays three vertical panels representing different versions of a welcome email. Each panel starts with the Cheeky logo and a 'We want to help!' header. The first panel is titled 'FEEDING Cheeky?' and features a 'SHOP NOW!' button. The second panel is titled 'Pee us or Trust us?' and features a 'SHOP NOW!' button. The third panel is titled 'LET your wee right!' and features a 'SHOP NOW!' button. Each panel includes various product images and text blocks, demonstrating how the email content is personalized based on the user's selected interests.



### CUSTOMER EXAMPLE

#### CHEEKY

- After interviewing customers, discovered some content was perceived as inappropriate or triggering
- Set up a signup form that allows shoppers to choose what items they're interested in hearing about.
- Based on how a shopper responds to the signup form, they'll receive one of three different versions of Cheeky Wipes' welcome emails

# 04

## Measurement & Automation

This phase is where you measure the success of experiences, iterate, then automate – with the ultimate goal of creating wide-reaching experiences that feel like they've been personally tailored to each individual recipient

*Personalization is about understanding what someone wants, when they want it, and how they want to receive it.*



### SEGMENTATION IDEAS

- Demographic
- Geographic
- Acquisition source
- Browsing / cart history
- Purchase history
- Predicted data



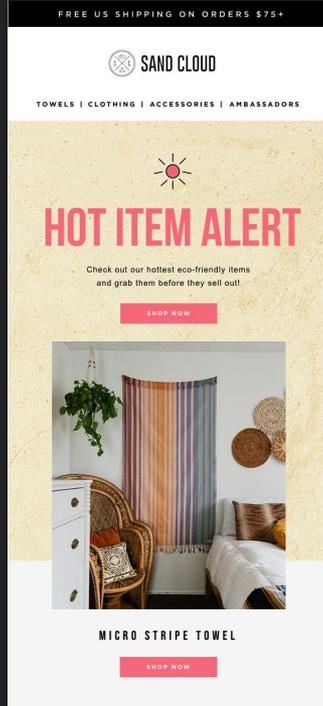
### WHAT TO PERSONALIZE

- Imagery
- Subject lines
- Timing
- Channel
- Messaging
- Product recs / positioning

# 04

## Measurement & Automation

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### CUSTOMER EXAMPLE

#### SAND CLOUD

- Using location data, the brand positioned their product for different uses based on the region's weather for that time of year
- On the left, you'll see the image that was used for customers in warmer climates. On the right, the beach towel has been exchanged for an eye catching tapestry – to appeal to colder climates in the winter



# 04

## Measurement & Automation

Once you figure out how best to segment your audience, **apply those thoughtful groups to automations** you have set up.

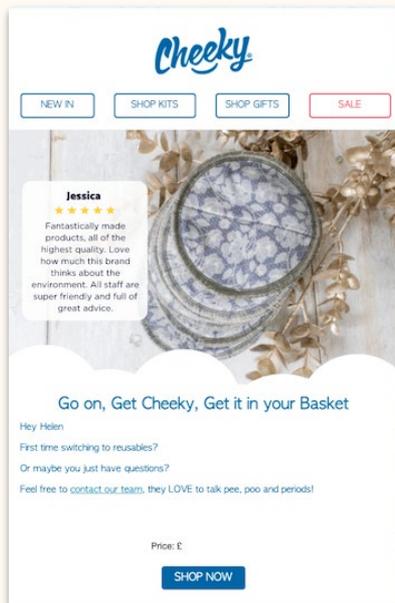


### PERSONALIZING FLOWS

#### Browse Abandonment

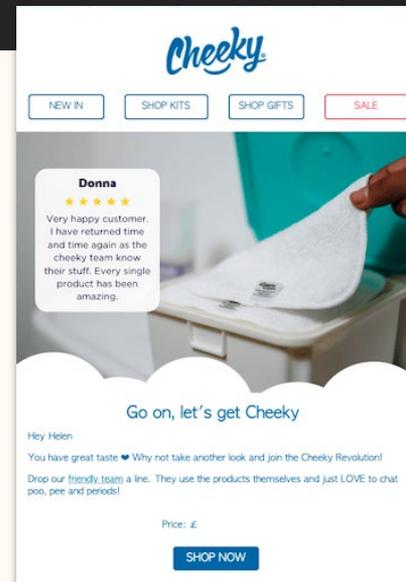
##### *Conditional splits to consider:*

- Times product was viewed
- Price of items viewed
- Number of items viewed
- First-time vs. repeat purchaser
- Recency of purchase
- Average order value



← **If someone only views 1-2 products**, the brand includes a customer review that speaks to the high quality of the product the browsed

**If someone views multiple products** → while on their website, Cheeky Wipes includes a customer review from someone who's placed multiple orders in their browse abandonment email.



# 04

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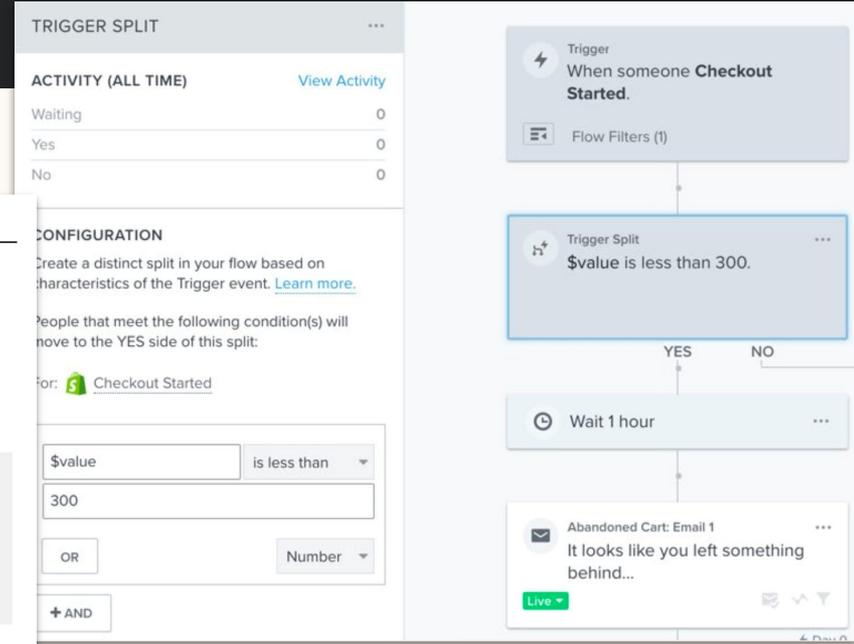
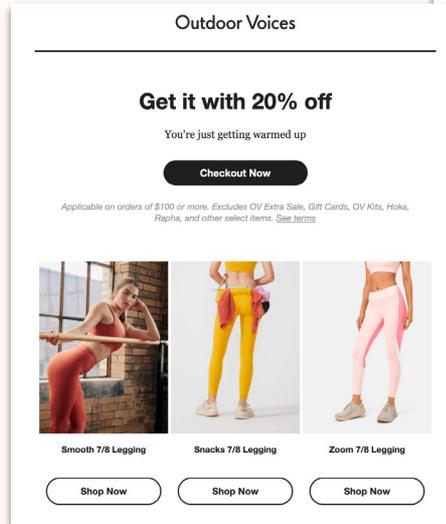


### PERSONALIZING FLOWS

#### Cart Abandonment

##### Conditional splits to consider:

- First-time vs. repeat purchaser
- Cart value
- Number of items



# 05

## Repetition

*Never stop talking to customers and never stop researching their wants, needs, and desires*

This phase is where marketers **begin the entire process over again**, and on a regular basis, to continue to improve their marketing effectiveness, retention, and brand loyalty.



### COLLECT ONGOING FEEDBACK

- Surveys
- Two-way messaging
- Community engagement
- Customer support
- Owned channels

## Summary + how to learn more



### Cookie-less future

The third-party data landscape is unclear and a privacy-first mindset is growing in prominence.



### Power to the people

The new frontier of acquisition is nurturing your community and leveraging your current customer base



### Connect with customers

Customer-First Marketing is about organizations built from the ground up for their customers, not their bottom line. Learn from them and optimize experiences with them in mind.



### Decide what data matters

Customer-First Marketing starts with getting to know your customers and designing experience prototypes based on those conversations.

*Check out the full guide:*



[klaviyo.com/marketing -resources/customer -first -marketing](https://klaviyo.com/marketing-resources/customer-first-marketing)

klaviyo<sup>®</sup>



Mange tusind tak!