

Highly-Converting Omnichannel Personalization

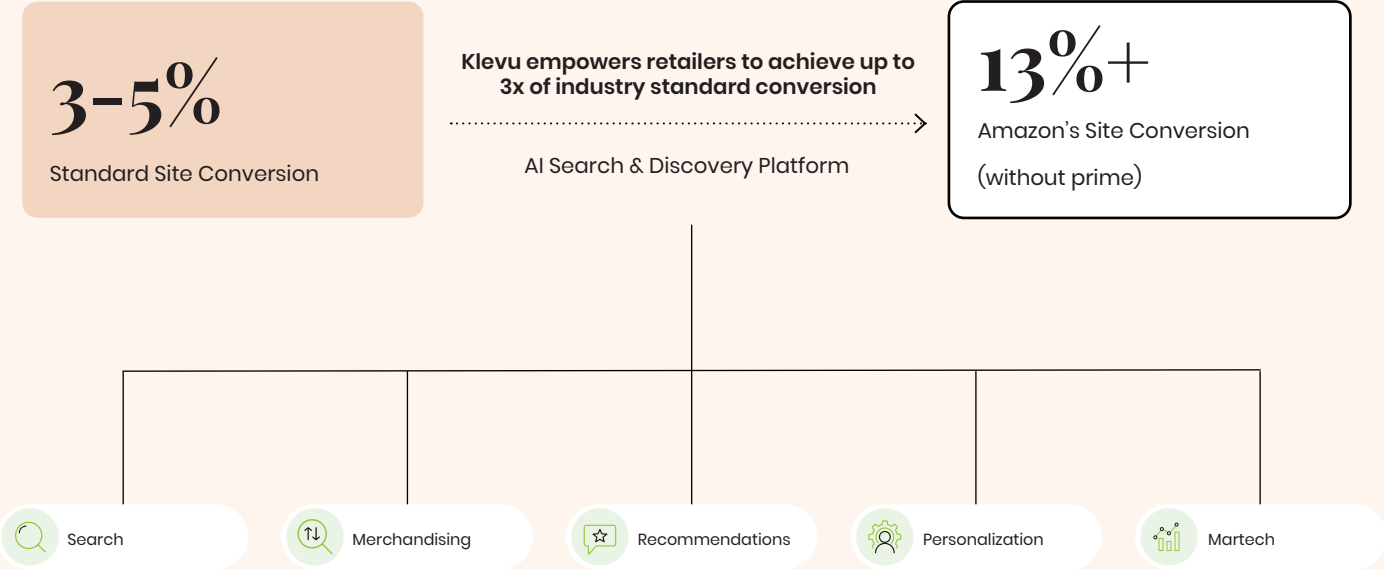


It's much easier to double your business by doubling your conversion rate than by doubling your traffic.

– Jeffrey Eisenberg, author “Call to Action” & “Waiting For Your Cat to Bark”



Relevance drives revenue





Extract search data to use in segmentation

Use Klevu data to trigger flows in Klaviyo, whether it's for starting search campaigns or other topical campaigns, Klevu data can enrich your customer's email and SMS experiences, and save you time and effort.



Trigger automated abandoned search messages

Use Klevu to query their recent search term, and recommend products to them, all built within the Klaviyo interface.



Inspire shoppers to spend more on what they like

Inspire shoppers with Klevu AI product carousels. Dynamically personalize emails or SMS messages with Klevu-AI-driven product recommendations from search.



Use Klaviyo Segments to personalize your website product recommendations banners

Use any segment in Klaviyo within Klevu Product Recommendations to provide a personalized and dynamic web experience for your customers.

Prerequisites for Klevu <> Klaviyo integration

- A merchant has an **active Klaviyo account** with onsite tracking enabled
- They are a **Klevu customer, on Personalized plan**
- Klevu Smart Search is **integrated on frontend** using one of the following methods:
 - Klevu Template JS (JSv2) – setup done **directly through the connector**
 - ◊ APIs or Headless SDK – integration possible, needs to be done by merchant/agency



Set up segments in Klaviyo
to align to your conversion goals

Building segments in Klaviyo that align with your conversion strategy



Segment by engagement

Divide your audience by how they interact with your site. How often they browse and buy.



Segment by affinity

Divide your audience by their interest in different product types and categories.

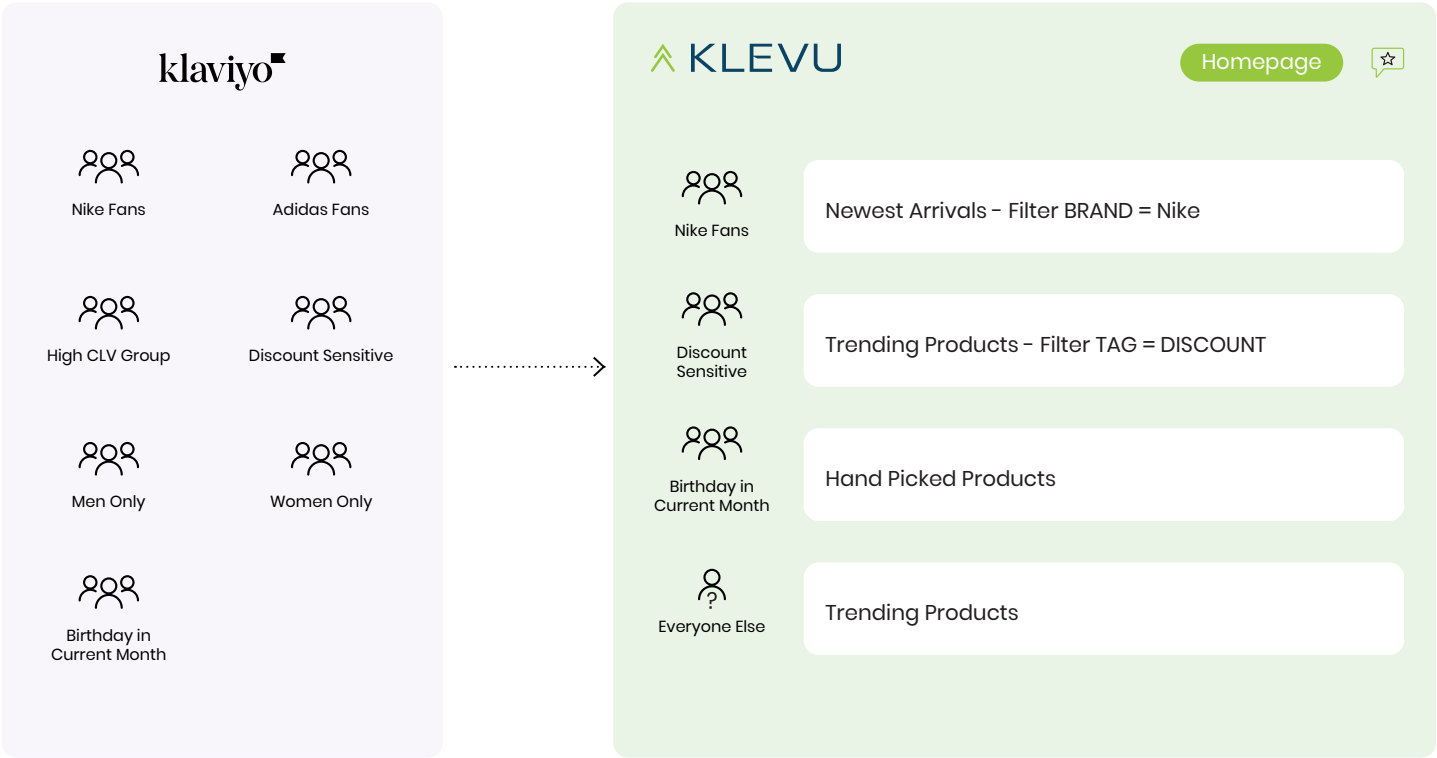


Segment by affinity and engagement

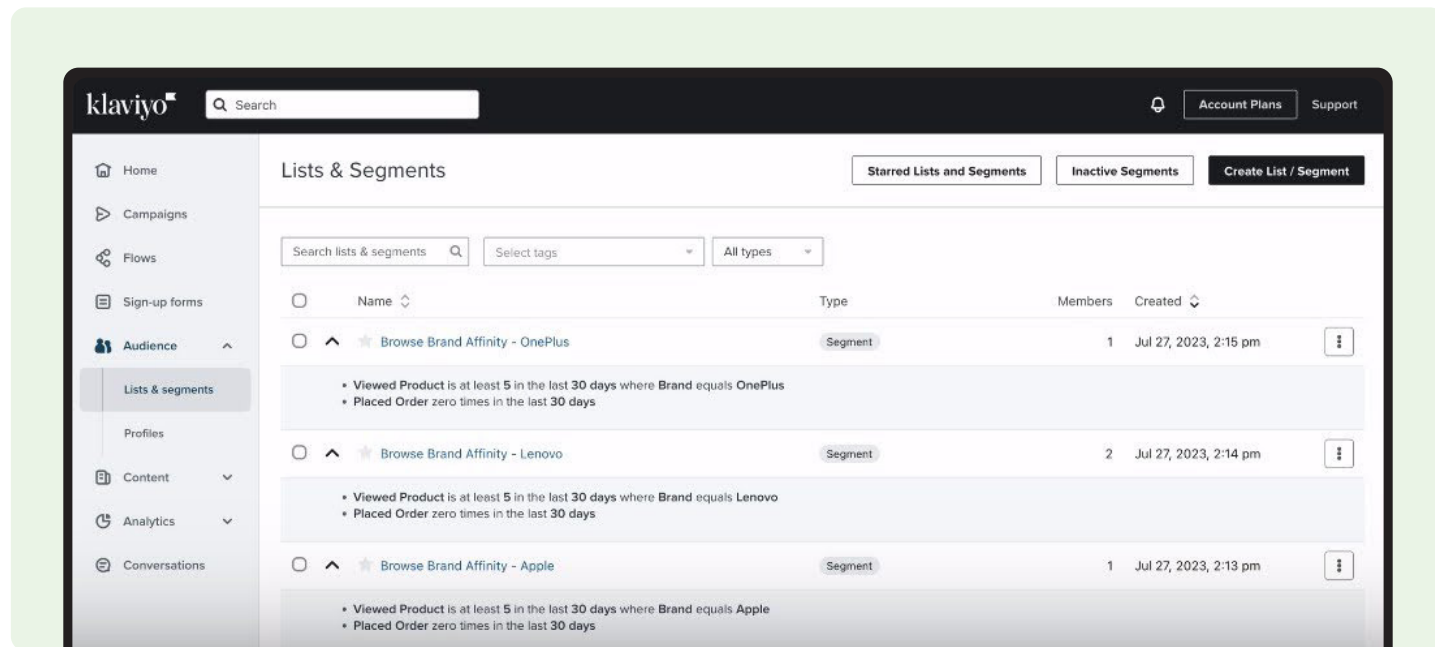
For your most important segments, combine the two methods.
So you end up with your affinity segments, broken down by engagement.

Segment Support in Smart Recommendations

Klevu's Use Case with Segmentation



How to sync segments from Klaviyo?



How to sync segments from Klaviyo?

The screenshot displays the Klaviyo API Key management interface. On the left is a navigation sidebar with links to Home, Campaigns, Flows, Sign-up forms, Audience (with a sub-menu for Lists & segments and Profiles), Content, Analytics, and Conversations. The main content area is titled 'Private API Key Name' and shows a key named 'Reading Klaviyo Segments in to Klevu'. Below this, the 'Select Access Level' section offers three options: 'Custom Key' (selected), 'Read-Only Key', and 'Full Access Key'. A blue informational box states: 'Learn how to apply Scopes to your Private API Key. Scopes protect the data in your account and limit what third parties can have access to.' To the right, a table lists API Scopes and their access levels.

API Scopes	No Access	Read Access	Full Access
Accounts	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campaigns	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Catalogs	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data Privacy	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flows	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
List	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Metrics	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profiles	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Segments	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Segment targeted Recommendations Banners

Once segments are synced from Klaviyo, the merchant can start creating recommendations targeting specific customer groups.

The image displays two overlapping screenshots of the KLEVU merchant interface, illustrating the steps to create segment-targeted recommendations.

Top Screenshot: Shows the 'Smart Recommendations' section. The 'Logic' dropdown is open, showing segments like 'Engaged (30 Days)', 'Browse Brand Affinity - OnePlus', 'VIP Customers', 'Browse Brand Affinity - Apple', and 'Potential Purchasers'. The 'Set Action' dropdown is set to 'Configure Recommendation...'. The 'Title' field is 'Enter Title' and the 'Product Threshold' is '1'. A 'CREATE RULES' button is visible.

Bottom Screenshot: Shows the 'Configure Recommendation' form. The 'For' dropdown is set to 'Potential Purchasers'. The 'Set Action' dropdown is set to 'Configure Recommendation...'. The 'Logic' dropdown is set to 'Newest Arrivals'. The 'Title' field is 'Newly Launched Products'. The 'Maximum Products to Show' is '10' and the 'Product Threshold' is '1'. A 'CREATE RULES' button is visible. Below this, a banner is shown with the 'For' dropdown set to 'Browse Brand Affinity - Lenovo' and the 'Set Action' dropdown set to 'Hide Banner'. A 'SAVE & INTEGRATE' button is at the bottom.

Example Segmentation & Product Recommendations Strategy: Beauty

	Loyal Customers	Lapsed Loyal Customers
Interested in lipstick (buyers AND browsers)	<ul style="list-style-type: none">• Show New Arrivals in the lipstick category• Show lip care	<ul style="list-style-type: none">• Show bestsellers in the lipstick category• Show an offer on lipstick line or bundle
Foundation browsers (no purchase of foundation)	<ul style="list-style-type: none">• Show top rated foundations• Show primer or powder + foundation bundle	<ul style="list-style-type: none">• Show top rated foundations• Show an offer on foundation line or bundle

Example Segmentation & Product Recommendations Strategy: Homeware

	High Rollers	Espresso Shot
Interested in Living Room (buyers and browsers)	<ul style="list-style-type: none">• Show new arrivals in Living Room items, at over average order value, and/or with an attribute for style or luxury	<ul style="list-style-type: none">• Show a bundle offer or free shipping with a buying time window to convince them to buy now.
Interested in Lighting (not yet purchased)	<ul style="list-style-type: none">• Show trending items in Lighting, with high AOV• Show a special VIP offer on lighting category	<ul style="list-style-type: none">• Show a bundle offer or free shipping with a buying time window to convince them to buy now.

Accessories / Bags

The Cambridge Satchel Co.

The Cambridge Satchel Co customer return to the website 4-5 times before making a purchase. The brand needed to provide a personalized experience on the website using the intel from Klaviyo segments to align with their email marketing strategy.

The brand already uses Klevu AI Search, Category Merchandising and Product Recommendations. Cambridge Satchel Co implemented segmented product recommendations banners on the homepage, category page and the cart page.

Over a short time, since launching the Klevu <> Klaviyo integration in November 2023, these segmented product recommendations delivered 16% higher click through rates and 64% higher conversion rates when compared to other product recommendations banners on the website.

The brand will continue to experiment with placement and strategy for segmented and unsegmented product recommendations as well as implement the Abandoned Search flow in Klaviyo.



16%

Increase in click through rates on segmented product recommendations

64%

Increase in conversion rate from segmented product recommendations

34%

Increase in site visits where customers have used search

3X

Conversion rate for shoppers that are using search across the UK, US and EU



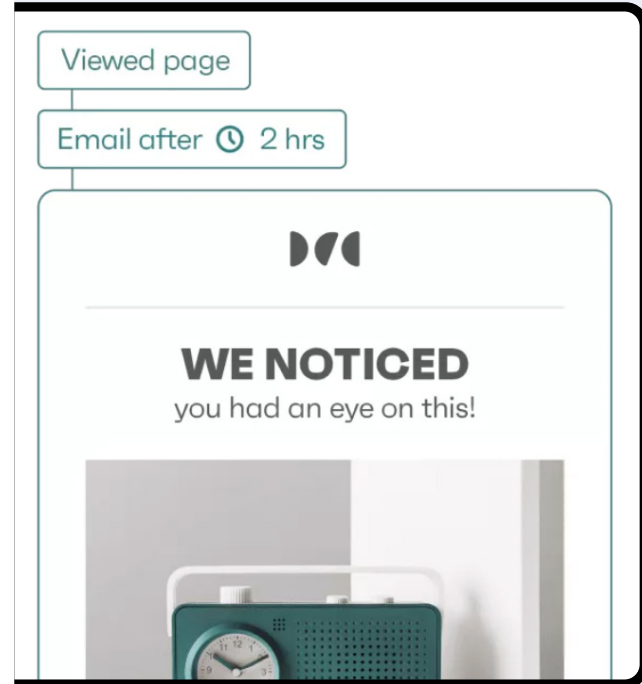
Email and SMS tips in Klaviyo using Klevu Search Events

Abandoned Browse

Browse abandonment occurs when a user leaves your website without adding items to their cart or initiating the buying process.

The purpose of a browser abandonment email is to remind the user of the products they viewed and encourage them to return.

- Don't remind people they are being tracked.
- Use the data to make your emails more personalized.
- Don't lie about scarcity.
- Try to avoid bait and switch subject lines.
- Don't add to the noise they are already getting to their inbox, instead choose your time window well.



ASOS

New in Dresses Shoes

Oh hello again...

Sure, first impressions count, but second impressions are what really matter. Take another look at the styles you were checking out earlier...

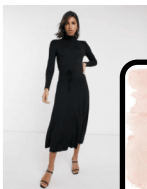
Inspo for you



Ted Baker wilderness tie neck blouse in ivory
£119.00



Closet London pleated detail wrap dress in black
£55.00



Warehouse high neck dress tie waist in black
£46.00



Only denim smock dress in black
£38.00



ASOS DESIGN pleated shoulder pencil dress
£35.00



Y.A.S high neck plisse dress with lace cuff in black
£35.00

SEE WHAT'S TRENDING

AMOUR VERT

You have great taste.

We thought you might want to take a second look.



Abandoned Search

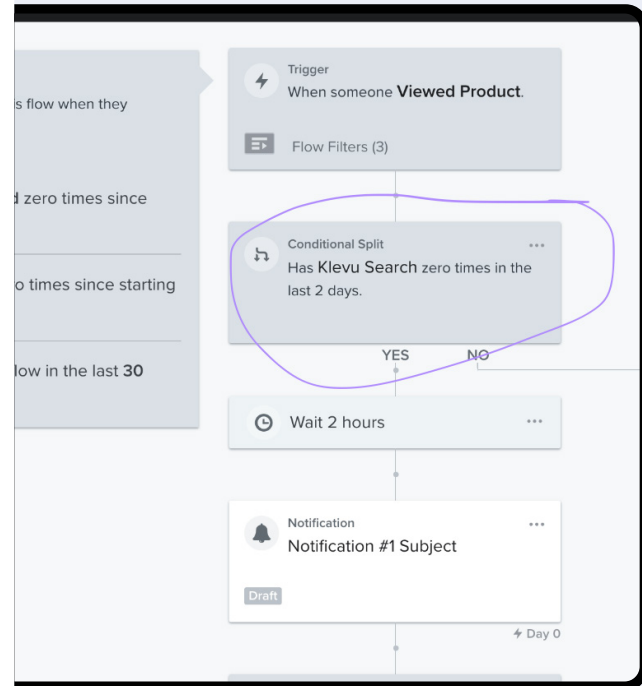
Similar to Abandoned browse, but this is when a shopper searches for something and then clicks a product, which reveals a higher level of intent.

Shoppers who search are 3-5x more likely to purchase, and search conversion rate can be up to 35%!

You can use both Abandoned Search and Abandoned browse together, you just need to ensure that shoppers go into Abandoned Search instead of Browse when they do a search.

In an Abandon Browse flow in Klaviyo, put in a conditional split so that if someone has done a search within the past 2 days, they go into the Abandoned Search flow instead.

Each flow has an option for a trigger window. Set your trigger window for Abandoned Search to half of what it is in Abandoned Browse. So if a shopper is only eligible for Abandoned Browse every 10 days, set your Abandoned Search to 5 days.



Food & B2B

Craft Company

Problem:

Search abandonment can happen for a number of reasons, and retailers like the Craft Company were losing revenue from their highest intent buyers through search abandonment.

Solution:

PAASE set up the Klevu <> Klaviyo automation that targets Klevu search abandonment, and created a specific abandonment series of emails. It is not only driving high revenue, and is one of the most powerful flows for Craft Company.



76%

Click to conversion rate from email

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6%

Found revenue from the Klevu search abandonment trigger and flow in Klaviyo

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YOU'VE EARNED IT

Continue shopping with free shipping and free returns.
And take up to 30-50% off select Hike & Lifestyle.

Take Another Look



Bull Run 8" Brown

[VIEW PRODUCT](#)



Bull Run Moc Toe 6" Black ST

[VIEW PRODUCT](#)

Smartwool.



go far. feel good.



Stop
Searching.
Start
Exploring.

This Merino wool gear is soft—like, really soft. It's perfect for everything from back trails to surfing the web. So, click the link below for all-day, everyday comfort.

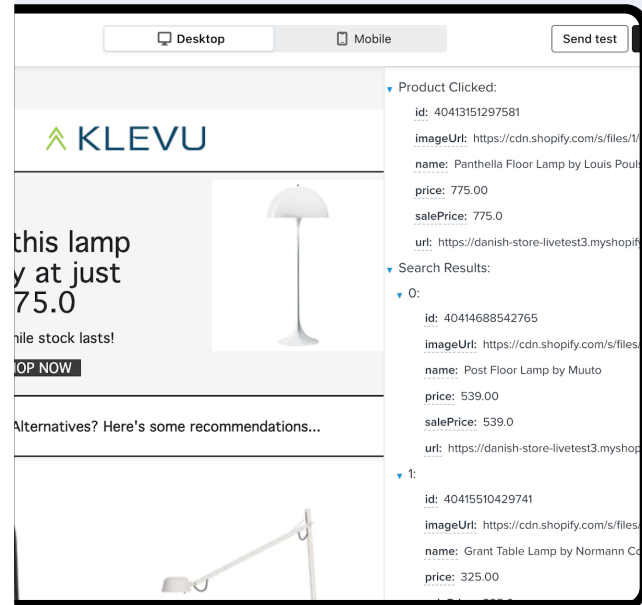


Subject Lines

- Don't let them slip away
- Here's something you'll love
- Unlock exclusive deals for your browsed items
- Just for you: special discounts on your favorites
- Ready to pick up where you left off?
- Complete your purchase and enjoy free shipping
- Come back for a surprise discount!
- Last chance to grab your favorites
- It's not too late to get what you want
- We've extended an offer just for you

Building out Emails and SMS templates

- Build out your Abandoned Search email or SMS template using any of the data points that Klevu sends to Klaviyo
- Abandoned Search emails can be more akin to Abandoned Cart, make them specific to the product and/or topic.
- Feature other items that were recommended within the search results, not just the product they clicked
- Within the Abandoned Search flow itself, you can set rules about when customers go into the campaign, so if you have a template with 3 product recommendations, make sure there are products to be recommended.
- You can do a split within the Abandoned Search flow to show one template for one product, and one template for multiple products.



Competition



Combining onsite search and CMS products open up potential for even more vertical integration

Klevu's AI and NLP-powered discovery suite includes on-site Smart Search, Smart Category Merchandising, Smart Recommendations and a Personalization Engine, enabling ecommerce websites to deliver shopping experiences powered by real-time shopper intent. Klevu seamlessly integrates with Klaviyo and we've seen some great results from abandoned search campaigns.

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Brands want more web personalization based on data in their CDP/Marketing Automation tool

- Klevu recommendations allows merchants to configure image banners for both desktop and mobile. This is highly useful for promotions, new product launches etc.
- The Klevu <> Klaviyo integration allows these banners can be tailored for specific audiences using the Klaviyo Segmentation feature to create a personalised web experience for customers.

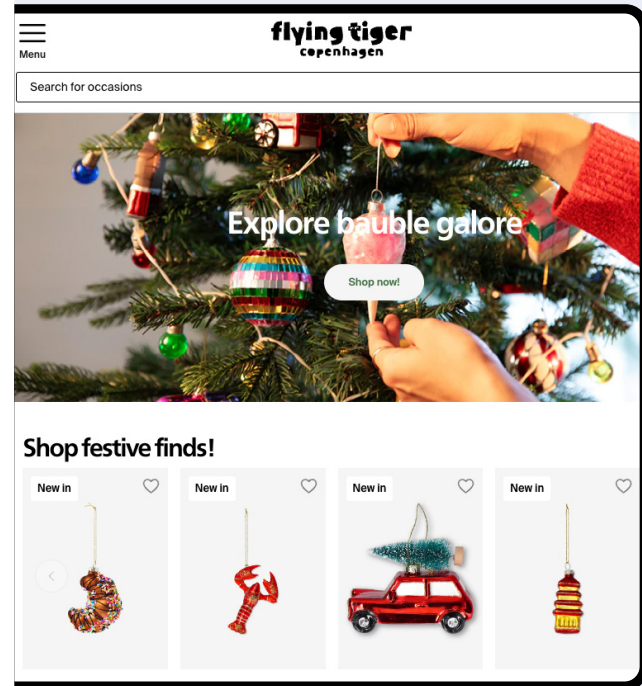




UX tips for product recommendations

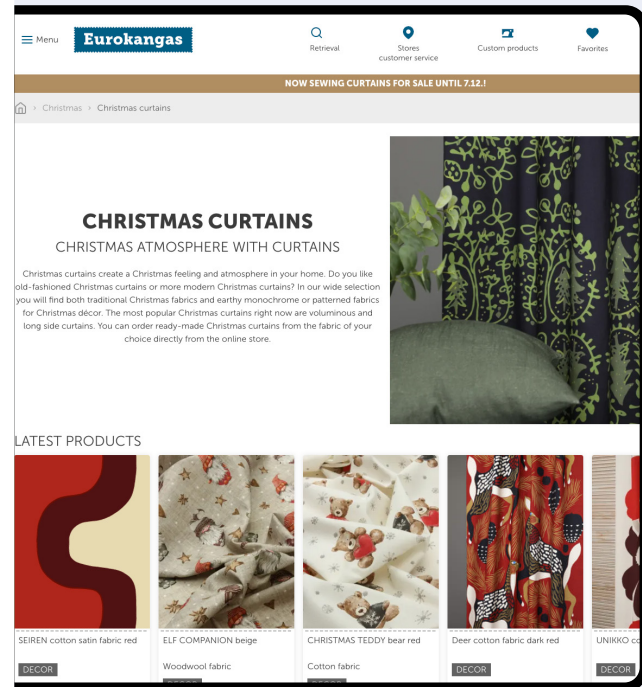
Homepage

- Place a product recommendations block just below your hero image on the homepage.
- By making the content within it dynamic, you can show different products to different segments of your customers
- Also show another unsegmented banner further down the page which is highlighting products that the business wants to promote – new or trending.



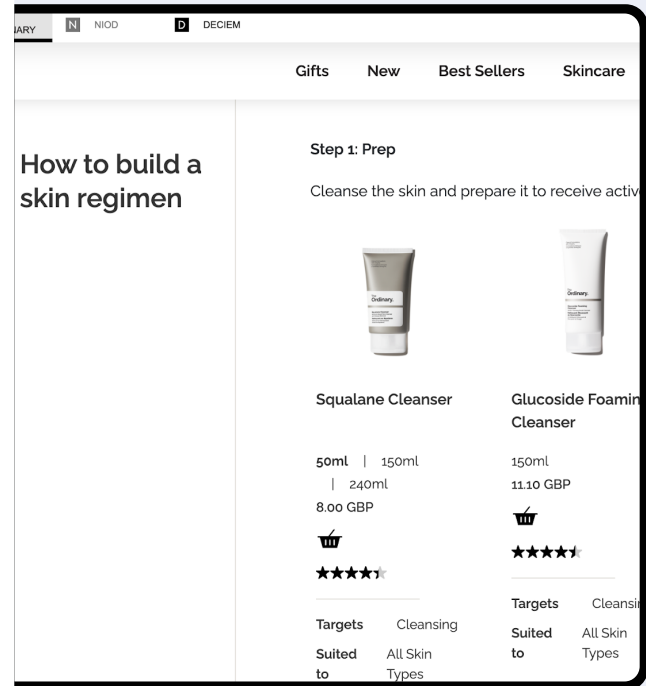
Category Page

- If your category pages are more editorial, follow a similar strategy to the homepage, but with the added filter of only showing items from that category.
- If your category pages are listing pages, try adding a product recommendation banner to the top or the bottom of the product listing.



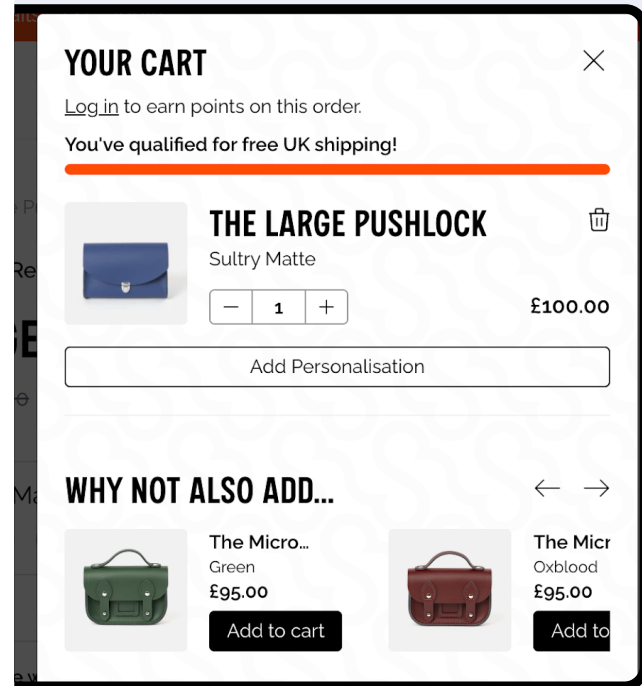
Product Detail Page

- Show one subtle segmented product recommendation banner above the fold. For new visitors that may be coming from Google Shopping, this will give them alternatives they may like. For returning customers, make it a content block that shows a special discount code just for them.
- Further down the page, show more standard product recommendations such as also bought with and recently viewed . Don't shy away from putting multiple product recommendations on the PDP for shoppers that get to the end of the page.
- Or get creative and use your brand knowledge to craft multiple product recommendations into a useful too. Like The Ordinary's Skin Regimen builder on PDP.



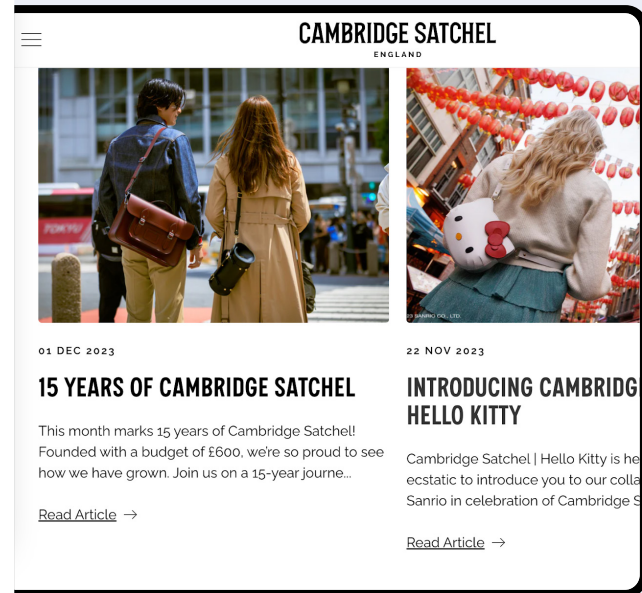
Cart

- Don't forget the mini cart!
- On the cart page, make sure the items in the cart product recommendations don't require much thought, and can be added directly to the cart without going to the PDP.
- Place them above the cart items so they are hard to miss.
- Consider one segmented banner near the checkout button that shows different discount codes or offers that can be applied to the cart directly, and another one with add on items.



Content

- Blog posts, journals or other content pieces on an ecommerce website are so powerful. So, use product recommendations within them that represent the content.
- You can put custom logic within the product recommendations banner to show items in stock with a specific attribute, so that even if a specific item in that blog post goes out of stock or gets discontinued, the recommendations will remain relevant and buyable.
- Showing content within search results and weaved into product listing pages is also a very good practice, and helps tell your brand story.



Any questions?



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Get started

klevu.com/klaviyo

