

 **REBUY** + klaviyo[™]

Email & SMS Personalization Playbook



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Your Clients' Omnichannel Strategy

It's imperative that ecommerce merchants have a strong omnichannel strategy in today's fast-moving and tech-saturated market. Those with a proven email and SMS marketing approach can rely on these channels to be consistent revenue generators for their business.

 **Email marketing drives an ROI of \$44 for every dollar spent, higher than any other channel**

 **62% of consumers have subscribed to texts from a brand**

Increased consumer screen times and the widespread use of mobile devices have put brands in a unique position to instantly connect with shoppers.

While the barrier to communicate with customers is extremely low, modern personalization expectations present a new obstacle – How can agencies help their clients offer targeted messaging, at scale, that consumers will immediately connect with?

The Rebuy integration for Klaviyo offers 3 distinct features to **easily personalize your clients' email and SMS marketing efforts**:

1. **SMS Opt-In** 
2. **Reorder Landing Pages** 
3. **Data-Driven Product Offers** 



SMS Opt-In

Why SMS?

As consumers migrate more of their shopping activities from desktop, researchers are predicting that **mobile ecommerce sales will make up \$710 billion of total industry sales in 2025** – double what the ecommerce industry reached in 2021. If SMS is not part of your clients' omnichannel strategy, it's time to rethink things.

To put things into perspective, let's compare the average open rates and average click-through rates (CTRs) of email versus SMS:

	Average open rates	Average CTRs
Email	15-20%	4.5%
SMS	98%	36%

One of the first steps when scaling SMS for your clients' omnichannel strategy is to **build a list of engaged customers that are willing to receive your clients' messages**, which can be difficult due to restrictions on third-party data.

Rebuy's SMS Opt-In feature offers an easy solution → 



Using Rebuy to Grow Subscriber Lists

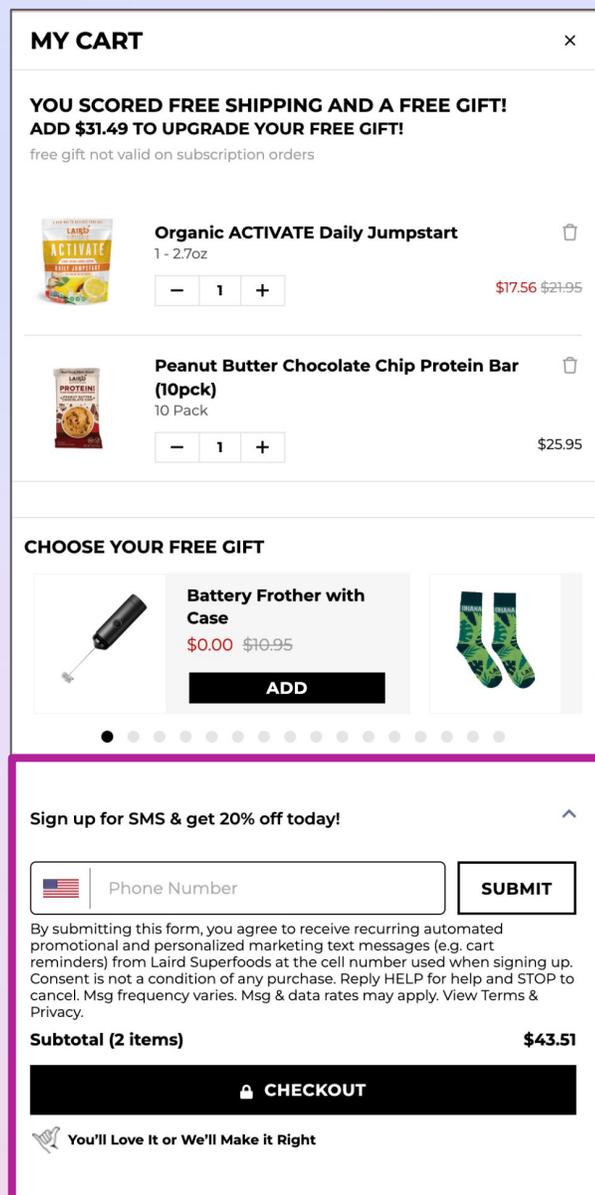
The Klaviyo x Smart Cart integration drives SMS opt-ins through a designated cart widget, simplifying the collection of phone numbers so that you can focus more on increasing conversions.

No data privacy issues or third-party tracking blocks to deal with – Rebuy’s Smart Cart App guarantees your clients’ full ownership of the collected information.

The SMS Opt-In feature unlocks your clients’ ability to easily access customer first-party data. With the power to build a growing list of shoppers who want to be in the loop, ecommerce merchants can expect to:

- Drive more sales and conversions 
- Increase customer lifetime value (LTV) 
- Boost AOV with loyal, repeat customers 

 Ready to grow your clients’ subscriber lists?
Read [our documentation](#) to get started!



Reorder Landing Pages

Why Reorder Landing Pages?

As customer acquisition costs (CAC) continue to rapidly increase, agencies and marketers are shifting their focus to customer retention. Considering that it's now **6-7x more expensive to acquire a new customer than it is to retain an existing customer**, this strategy change is imperative.

The need for a cohesive retention marketing strategy is clear:

- **CAC has increased 60%+** over the last 5 years
- **Repeat customers are 9x more likely to convert** than first-time store visitors

While a reliable customer retention strategy will increase conversions and reduce costs, it is important to note that the customer repurchase timeline is lengthy and can take just as much effort as new customer acquisition.

Rebuy's Reorder Landing Pages provide a straightforward path to turn one-time buyers into lifelong brand advocates 

 **An average repeat customer spends more 31 - 36 months after their first purchase than in the immediate, following 6 months**

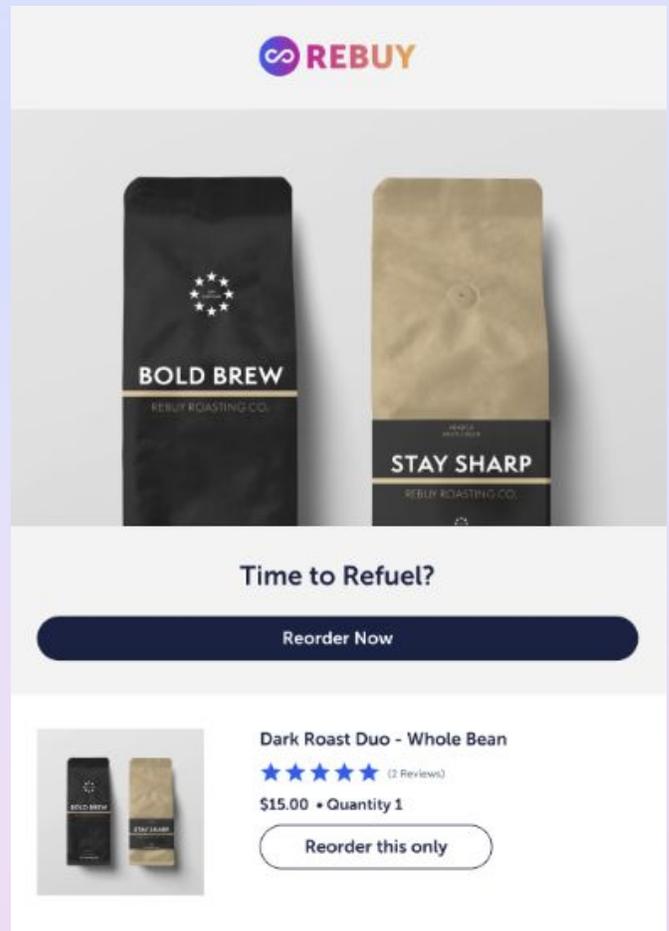


Using Rebuy to Retain Customers

Reorder Landing Pages simplify repurchasing actions and support the personalization of customer retention strategies.

Add Reorder Landing Pages directly to Klaviyo flow emails to help your clients engage with customers through proactive replenishment campaigns.

Build a reorder campaign strategy that fits your clients' needs with exclusive personalization features:



- **Frictionless checkout:** surface a pre-built cart with the customer's recently purchased items, along with relevant cross-sells that can be added to increase AOV 🛒
- **Announcement bar:** strategically promote discounts, special offers, new products, or loyalty programs 📣
- **Free shipping motivation:** incentivize customers to add products to their reorder with a free shipping progress bar 📦
- **Switch-to-Subscription:** offer a Switch-to-Subscription option to drive recurring revenue and boost LTV ↻



Reorder Landing Pages enable you to create personalized reorder opportunities that make it a no-brainer for customers to repurchase. When used in Klaviyo flow emails, ecommerce merchants can expect to:

- **Cut down on marketing costs and CAC** ✂️
- **Reduce the number of churned customers** 📉
- **Increase sales and customer LTV with repeat customers** 💰

Who Benefits From Reorder Landing Pages?

Reorder Landing Pages are valuable for almost every type of ecommerce brand, but they perform particularly well for **merchants who are selling consumables, or products that can be replenished.** Some industries that can benefit include:

- **Food & beverage** 🍎
- **Health & nutrition** 💪
- **Beauty & fitness** 🧴
- **Pet supplies** 🐶

While this feature is great for CPG brands, most of your clients can likely find value in using Reorder Landing Pages to develop a successful customer retention strategy that personalizes the post-purchase experience and drives repeat purchases.

📄 *Ready to optimize your clients' customer retention strategy?*
Read [our documentation](#) to get started!



Data-Driven Product Offers

Why Data-Driven Product Offers?

Personalized communication is a crucial piece to any merchant's email strategy. Tailored messaging has become so normalized that if a brand is *not* catering their communication, they might be losing out valuable customer engagement.

- 71% of consumers now expect personalized communication from brands they are subscribed to

Getting customers to engage with your clients' marketing campaigns is only one piece of the puzzle – delivering relevant and timely product recommendations is another.

The expectation that both messaging *and* product offers will be personalized to each individual customer can certainly seem like a daunting task. After all, who has the time?

Paired with your clients' Klaviyo email campaigns, Rebuy's data-driven product offers make personalization a breeze 🛍️

💡 86% of consumers reported that personalization impacts their purchasing decisions



Using Rebuy to Personalize Offers

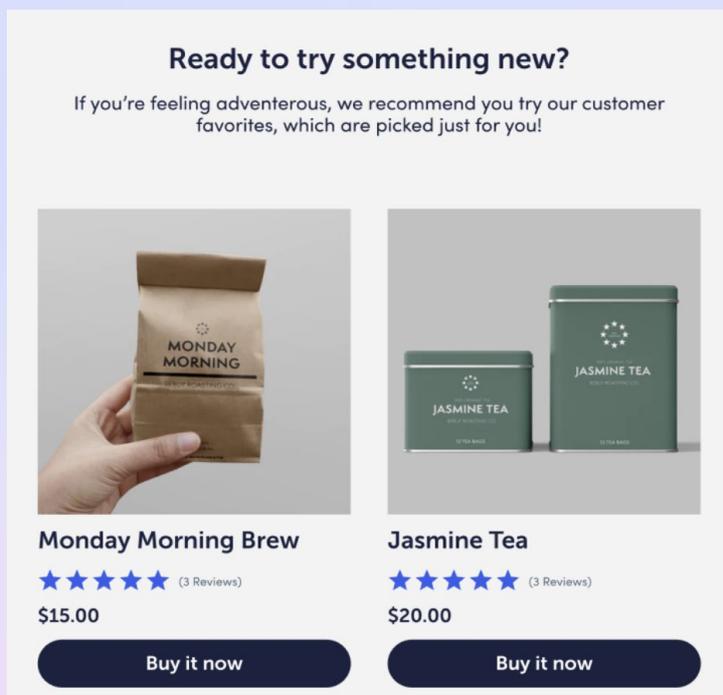
Data-driven product offers empower your clients to surface personalized upsells and cross-sells through email. After turning on the integration, the Rebuy dashboard will automatically create a Klaviyo event each time an order is placed.

Upon creation of the event, you'll be able to add product recommendations to your clients' emails using event variables.

Event variables can be applied to surface personalized recommendations directly in Klaviyo's dynamic blocks. Our [help document](#) has a list of common event variables that you can reference to get started.

Data-driven product offers simplify the process of delivering personalized upsells and cross-sells. Through Rebuy's integration for Klaviyo, ecommerce merchants can expect to:

- **Boost AOV with targeted upsells** 🚀
- **Drive more sales and conversions through cross-sells** 📈
- **Increase LTV with relevant offers for repeat customers** 💰



How to Optimize Personalized Offers

When configuring a new Klaviyo event, you'll be prompted to select the desired Data Source(s) to fuel the offers that are surfaced.

Here are some common tactics and Data Source(s) that can be used:

- **Best sellers**
 - RETURN "Top Sellers" Endpoint
- **New products**
 - RETURN "Specific Products" with hand-selected items
 - RETURN "Collection" with a hand-selected collection type, if new products are sorted by collection
 - RETURN "Products with Tags" with a hand-selected tag type, if new products are sorted by product tag
- **Similar or related products**
 - RETURN "Similar Products (AI)" Endpoint
- **Frequently bought together**
 - RETURN "Specific Products" with hand-selected items
 - RETURN "Collection" with a hand-selected collection type

Important to note, this is certainly not the full list of potential Data Sources to leverage. Rebuy's [expansive list of endpoints and rule filters](#) allow you to **personalize offers based on AI endpoints and/or custom rules**.

 *Ready to personalize your clients' product offers?
Read [our documentation](#) to get started!*



Omnichannel Personalization

As consumers are exposed to more personalization tactics such as promotional marketing messages and loyalty programs, the need for an omnichannel strategy that achieves personalization across all platforms is essential.

Personalization goes beyond just knowing a customer's name or purchase history – it involves **understanding their preferences and behaviors to create a personalized experience that resonates with them.**

 **62% of consumers stated that a brand will lose their loyalty if they were to deliver an un-personalized experience, up nearly 20% from the previous year**

Implementing personalization in your clients' omnichannel strategy will not only improve the customer experience, but will also help to drive more sales, increase conversions, and boost brand loyalty.

*Got questions about the Rebuy + Klaviyo integration? **Click the button below**  We're here to help and want to ensure your clients are getting the most out of their integration experience.*

Schedule time with your Partner Manager

