

Bloom Nutrition sees 68.4% YoY bump in Klaviyo-attributed revenue after adding SMS

CATEGORY: HEALTH + BEAUTY PLATFORM: SHOPIFY COMPANY SIZE: MID-MARKET

Bloom Nutrition makes easy-to-use, tasty health supplements packed with key probiotics and antioxidants. Co-founded by Forbes 30 under 30 honorees Mari Llewellyn and Greg LaVecchia, the brand is a huge player on social in the health and wellness space, with more than 800K followers across TikTok and Instagram. Bloom's diverse marketing channels extend beyond social, too — the brand runs owned marketing efforts on email and SMS.

68.4%

YoY jump in Klaviyo-attributed revenue in 2022

45.4%

YoY growth in abandoned cart flow revenue in 2022

44%

above the top benchmark conversion rate on SMS welcome flow

Why choosing Klaviyo SMS over Attentive was a “no-brainer” for Bloom



Challenge

In summer 2021, Bloom Nutrition had a thriving email marketing program running in Klaviyo, dispatching beautiful, highly designed flows and campaigns.

That premium look came at a price, though: producing emails took time. Personalizing them required even more in-house design resources, especially as Bloom's email audience swelled to a mix of true fans, new fans, and leads.

The marketing team wanted to send quick, simple messages to their top customers, based on their browsing behavior and purchase history. Enter: SMS marketing.

“There were things that were easier to execute with SMS,” says Brodie Kelley, director of marketing at Bloom Nutrition. “When we’re just dealing with copy and maybe a GIF, it allows us, from the production side, to be more flexible.”

Solution

The team started shopping for SMS providers, looking at companies like Attentive. But Klaviyo, an outstanding partner they already trusted, quickly won out. Combining email and SMS in Klaviyo's marketing automation platform was “a no-brainer” from a bandwidth perspective, Kelley says: It made it easier to build multi-channel flows and measure performance.

Results

- 68.4% YoY jump in Klaviyo-attributed revenue in 2022
- 45.4% YoY growth in abandoned cart flow revenue in 2022
- 44% above the top benchmark conversion rate on SMS welcome flow

Strategy

Since starting with Klaviyo SMS, Bloom Nutrition has continually optimized their SMS-only welcome flow to maximize conversions.

Today's version starts with a casual message from Bloom's co-founder—“Hey, it's Mari...”—followed by a Klaviyo contact card, a new feature “that's been huge,” says retention marketing specialist McKenzie Evans.

The opening text from Mari came out of extensive A/B testing. It outperformed a text in the brand voice—a finding Bloom has used to upgrade email campaigns, too.

Two more ways SMS lifts email:

- Adding a text to the abandoned cart flow improved conversions.
- Storing data from both channels in one place allows for more personalized nudges and messages.

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I work with our paid marketing channels, and the stuff we do through Klaviyo is the most powerful and effective retargeting that we do. You have more direct access to your customer base, and a robust system for building segments and viewing profiles, allowing you to target exactly who you want.

Brodie Kelley, director of marketing, Bloom Nutrition

