

Honeylove sees 195% YoY bump in email + SMS revenue after consolidating both in Klaviyo

CATEGORY: APPAREL + ACCESSORIES PLATFORM: SHOPIFY PLUS COMPANY SIZE: MID-MARKET

Honeylove is an apparel company born on an EDM stage.

Founder Betsie Larkin spent years as a dance music vocalist, touring and performing in suboptimal shapewear. It rolled down. It squeezed where it shouldn't. She started Honeylove to create a better alternative—and the first product went viral.

Today, the company catalog ranges from shapewear to sculpting athleisure apparel and intimates.

195%

YoY growth in Klaviyo-attributed revenue

65.3%

QoQ growth in revenue from flows in Q4 2022

41%

jump in welcome flow conversion rate

How Honeylove created a “beautiful experience” with Klaviyo flows



Challenge

Honeylove had foundational flows set up in Klaviyo before Mandi Moshay joined the team as director of ecommerce, and they were ready for testing and optimization. But they were mostly email-only.

With email on Klaviyo and SMS on Postscript, multi-channel flows were hard to build seamlessly. And SMS flows barely existed—the channel was mostly campaigns.

"With Postscript, we couldn't get real-time data on email engagement to better segment our SMS messages," Moshay says.

Solution

Honeylove had foundational flows set up in Klaviyo before Mandi Moshay joined the team as director of ecommerce, and they were ready for testing and optimization. But they were mostly email-only.

With email on Klaviyo and SMS on Postscript, multi-channel flows were hard to build seamlessly. And SMS flows barely existed—the channel was mostly campaigns.

"With Postscript, we couldn't get real-time data on email engagement to better segment our SMS messages," Moshay says.

Results

- 195% YoY growth in Klaviyo-attributed revenue
- 65.3% QoQ growth in revenue from flows in Q4 2022
- 41% increase in welcome flow conversion rate

Strategy

In Q4 2022, Moshay started implementing a more cohesive email and SMS strategy. Klaviyo's benchmarks, aggregated from an anonymized cohort of Honeylove's 100 most similar peers on the platform, helped Moshay find Honeylove's biggest growth opportunity: upgrading key flows.

Moshay tackled this by:

- Integrating SMS into email flows: Honeylove's welcome flow now includes multiple SMS messages—so even if a double subscriber opts out of email midway through, they still get all essential info.
- Highlighting sculpting apparel and intimates: Key flows now highlight Honeylove's full product line, emphasizing everyday apparel like bras and outerwear alongside shapewear.
- A/B testing updates: In Klaviyo, Moshay can easily A/B test tweaks to flow tweaks, and see what measurably lifts KPIs like click rate and place order rate.

”

“I've worked in dozens of email platforms and SMS platforms, and two things set Klaviyo apart. One, the customer support from people deeply fluent in the platform. Two, Klaviyo consistently iterates on functionality and user experience. Working with Klaviyo, it feels like we are only limited by our imagination and we don't end up blocked by the technology.”

Mandi Moshay, director of ecommerce

