

# In need of stability, scalability, and efficiency: why KURU Footwear switched to Klaviyo

CATEGORY: APPAREL AND ACCESSORIES PLATFORM: SHOPIFY PLUS

---

If you're selling online, your tech stack is "an ecosystem of technology that allows your business to operate efficiently," explains Preston Van Dyke, head of growth at [KURU Footwear](#).

And it's crucial for your marketing strategy to be the blueprint upon which you design that stack.

"When you understand all the various means you have to go to market and maintain the customers you acquire," Van Dyke says, "you can figure out which orchestration of technologies best suits those go-to-market and marketing needs."

# The KURU team needed something "that would enable us to be proactive rather than constantly reacting."



KURU had previously worked with both Bluecore and Listrak, but Sean McGinnis, founder of KURU, recalls his team had "massive issues with deliverability" on Bluecore —"we were constantly rearming IPs every couple of weeks."

And while McGinnis was impressed by the level of service Listrak provided, the user experience was "clunky," and integrations were a sore spot. "It was an absolute pain in the ass to try to get some of these systems to talk to one another," McGinnis says.

Klaviyo, by comparison, is "more modern in terms of both integrations and our ability to build flows really swiftly," McGinnis says.

**”  
Klaviyo is more modern in terms of both integrations and our ability to build flows really swiftly.**

Van Dyke agrees that the strength of Klaviyo's email and SMS integrations—particularly its built-in integration with Shopify Plus—was a major factor in making the switch. But so was the ability to unify email and SMS in one platform.

For a short time, KURU was exploring SMS marketing with Attentive. "But as we started moving into an entirely new ecommerce ecosystem, we started looking more concertedly at our owned media technology as well. Ultimately, it appeared that Klaviyo would be a better solution because of the harmony between SMS and email," Van Dyke explains.

In the future, KURU plans to use Klaviyo to launch more robust campaigns and automations that survey customers about not only their customer experience and product satisfaction, but also their reason for purchasing a KURU shoe in the first place.

"Was it for pain? Was it for a career? We plan to roll out automations that hit each customer on a monthly basis based on that original purpose for purchasing," Van Dyke explains.

For example, "if they say they bought our shoes for plantar fasciitis pain, we'll ask them to rate their pain on the day they purchased it, and again a month later."

Hopefully, those numbers improve—but either way, "that gives us data on our product line and how it's working for a particular pain type," Van Dyke explains. "And if we don't see it improve, we'll build out automations that provide recommendations on stretches, on exercises, on other activities."

"Our mission as a brand is to eliminate foot pain, whether that's from buying our shoes or not," Van Dyke adds. "We don't view ourselves as just selling shoes. We are providing footwear that helps people get back to their lives."

**”  
Our greatest excitement in leveraging Klaviyo, is to really build 1:1 connected experiences with our customers that get them back on their feet and doing the things they love.**

KURU's "greatest excitement in leveraging Klaviyo," Van Dyke says, "is to really build 1:1 connected experiences with our customers that get them back on their feet and doing the things they love."

