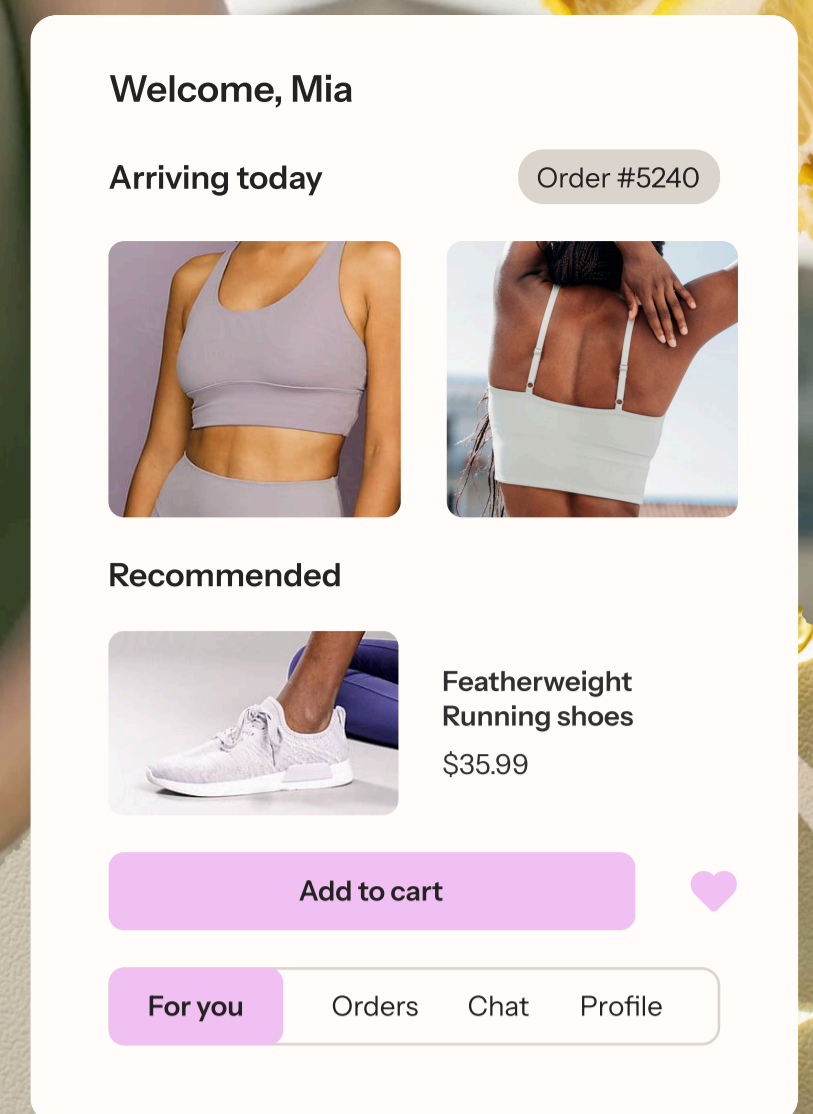


klaviyo

INTRODUCING CUSTOMER HUB



What is Customer Hub?

Customer Hub transforms your Shopify store into a powerful, all-in-one customer experience center seamlessly built on top of your existing storefront. Now in public beta, it combines shopping, support, and personalization into a unified, signed-in experience, giving customers everything they need in one place.

What your customers get:

Personalized customer accounts:

- Works harmoniously with Shopify Customer Accounts 1.0 and 2.0, surfacing all information directly within the Hub for easy access
- Customers log in as usual and see their personalized Hub for an enhanced experience
- A single destination for order tracking, returns, personalized offers, and favorite products

Dynamic offers and personalization:

- Personalized product recommendations based on past purchases and browsing history to drive more 'add to carts'
- Easy access to items they've looked at before, so they don't have to start browsing again from scratch
- Unique coupons on a shopper's "For you" page, so they never miss an offer.

Help when they need it:

- Quick answers to common questions without waiting for support
- Self-service options for order tracking, repurchasing, returns, and more
- Live agent available when they need extra support
- Access to a pre-sales AI Agent to answer product questions — built right into your storefront. COMING SOON

Why you need Customer Hub

It drives sales: Early beta customers are seeing shoppers spend more through Customer Hub accounts compared to guest checkouts.

No extra work required: Customer Hub uses the customer data you already have in Klaviyo.

Everything works together: Marketing, personalized shopping, and support are all in one place in Customer Hub.

It's incredibly easy to set up: If you're on Shopify, you can switch on and configure Customer Hub in minutes.

It plays nice with others: Easily integrate with the platforms you already know and love—from helpdesk and returns to OMS, subscriptions, and loyalty.

Full customer context: SMS and web chat messages flow seamlessly into Klaviyo's Unified Inbox, equipping agents with full customer context for faster, more personalized service.

Real benefits you'll see:

More revenue: Increase average order values and unlock incremental revenue with personalized experiences—tracked in real-time dashboards.

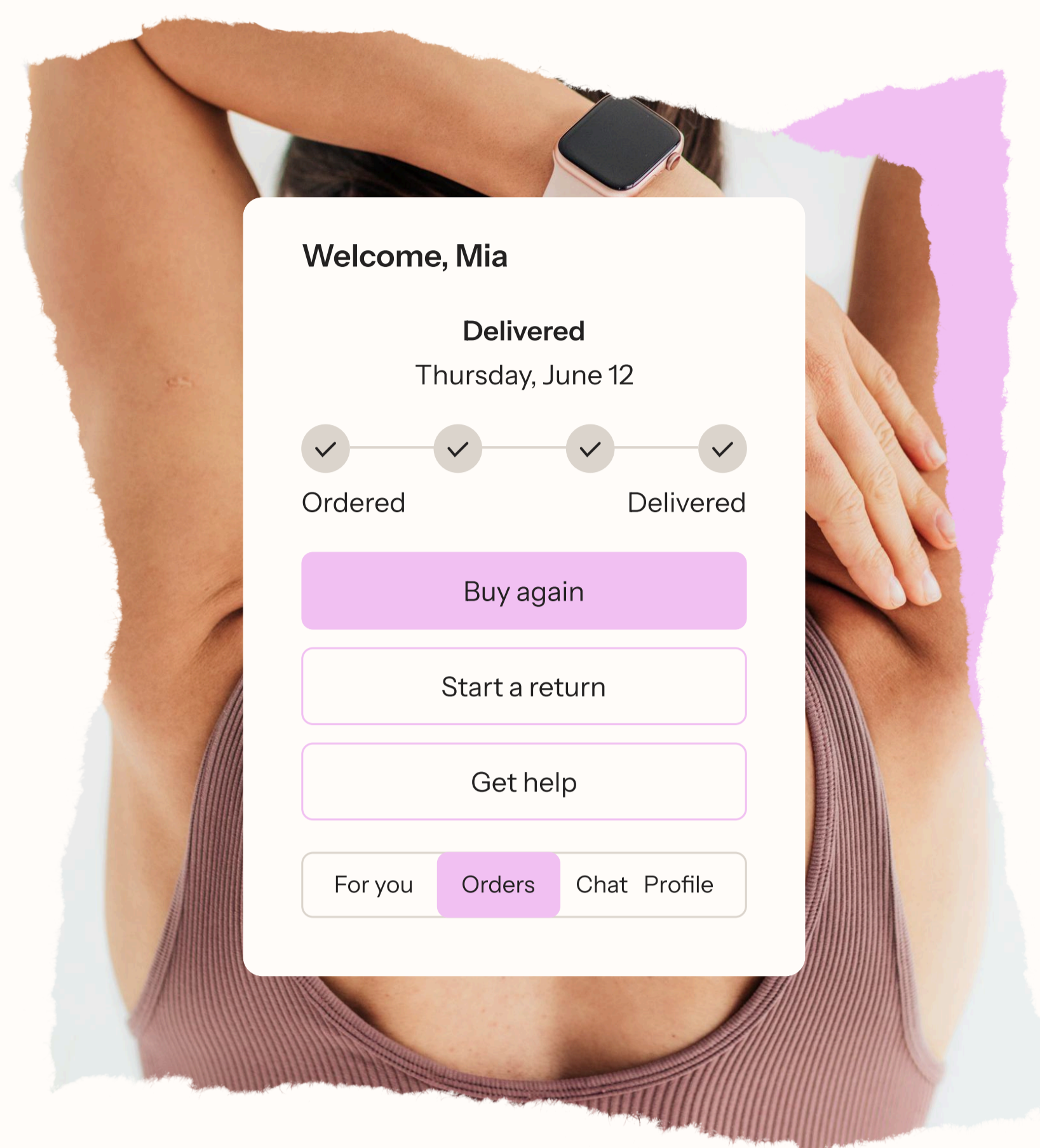
Fewer support tickets: Empower customers to self-serve for common questions like “Where’s my order?”, freeing agents to focus on high-value interactions.

Happier customers: Deliver a consistent, personalized experience across every touchpoint to boost satisfaction and loyalty.

Better insights: Gain a better understanding of your customers to improve their overall experience.

Deeper personalization: Enrich customer profiles with Customer Hub data to power more targeted segments, flows, and campaigns.

More signed-in shoppers: Grow your marketing lists and deliver highly personalized omnichannel messaging.



Who this is for:

- Brands with Shopify stores that want to boost customer lifetime value and improve their customer experience
- Brands with English-language websites ready to transform their customer experience
- Brands drowning in basic support questions
- Brands that want to offer Amazon-level personalization
- Anyone who's tired of switching between multiple tools to provide great CX



We see Klaviyo Customer Hub becoming what we think of as the future of shopping—a very curated one-to-one experience, unlike traditional ecomm, which is one to many. It's not just our customer service tool—it's one-to-one access to Ministry of Supply. That's really powerful.

Aman Advani, Co-founder and CEO
Ministry of Supply°