

# Is your customer journey broken?

## 5 reasons why B2C customer journeys end, and ways to fix them

Disconnected customer journeys have a high cost—businesses risk losing \$3.8 trillion in global sales. Small fixes can translate to big revenue gain. Improving the customer experience by just 1% can generate more than \$1 billion in revenue.

Here's how to audit your B2C customer journey to discover where you may be losing customers.

klaviyo<sup>™</sup>

The only CRM built for B2C

# Awareness and acquisition

## Common break

**Ineffective lead capture** due to lacking a presence or paths to conversion on channels where your target audience is active.

## Metrics to track

- Visitors by channel
- Form conversions

## Solutions

### Form optimizations

- ❑ Use multi-step **forms to gather first-party data** that you can use for segmentation later.
- ❑ Optimize form design, targeting, and display time to maximize conversions.

### List growth tools

- ❑ **Collect subscriber info** via web, mobile, SMS, and ads.
- ❑ Integrate your ecommerce platform with a **B2C CRM** to centralize customer data.

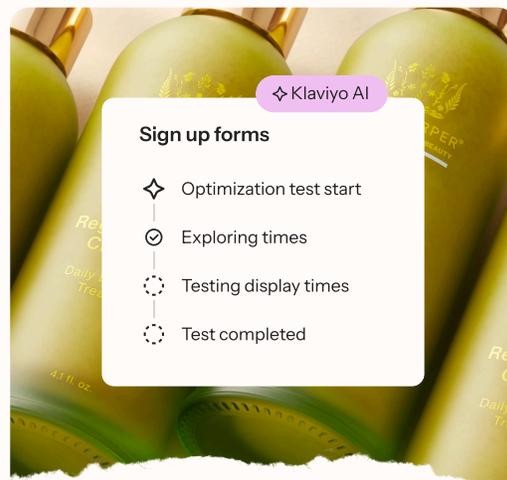
### Targeted ads

- ❑ Build **lookalike audiences** of your best customers.
- ❑ **Sync audiences across platforms** like Facebook and Google so targeting is always on-point.

## Real results

### Tata Harper signups spike after form display optimizations with Klaviyo AI

**Tata Harper** skincare's marketing was fragmented across systems. After consolidating marketing efforts in Klaviyo and testing 20 variations of sign-up forms on email and SMS—powered by Klaviyo AI—and picking a winner, they **increased submissions by 65%**.



# Consideration

## Common break

**Inconsistent messaging** across channels due to disjointed tools, siloed data, and disconnected customer profiles.

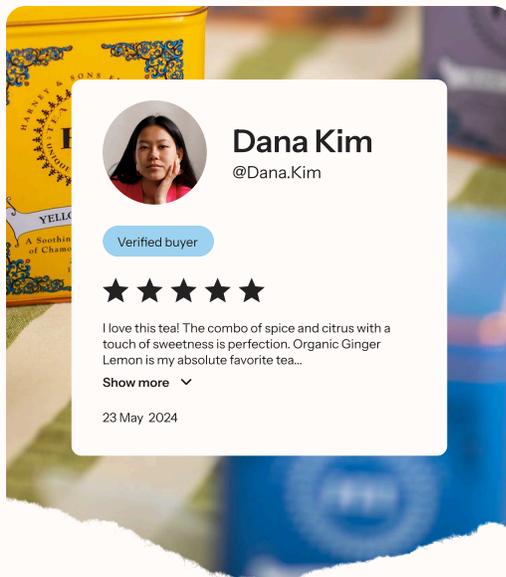
## Metrics to track

- Engagement rates
- Customer channel preferences

## Solutions

### Cohesive omnichannel strategy

- **Integrate data and communications across channels** like email, SMS, push, web, and ad platforms.
- Drive one consistent conversation across all brand channels.



## Real results

### Harney & Sons drives 114x ROI with consolidated, cross-channel marketing using Klaviyo B2C CRM

**Harney & Sons** struggled to connect with their audience—their fragmented tech stack was working against them. But once the team brought their retention tools into Klaviyo, they saw the incredible revenue benefits of investing in a streamlined tech stack—**114x ROI in their first quarter** using Klaviyo.

“**Klaviyo makes everything so much more streamlined. Reviews can go directly into emails, and RFM segmentation from Marketing Analytics plugs right into all of the channels.**”

MICHELLE WILLIAMS, EMAIL SPECIALIST



# Decision and conversion

## Common break

**Abandon carts** due to generic messaging that does not address segment-specific needs.

## Metrics to track

- Conversion rate
- Cart abandonment rate

## Solutions

### Unified customer data platform

- Aggregate (and activate) all customer data in one place with **Klaviyo Data Platform (KDP)**.
- Align customer-facing teams around a unified customer data source.

### AI-driven segmentation

- Create segments with a simple description of who you want to reach.
- Group subscribers based on behavior and preferences.

### Personalization

- Tailor on-site messaging to subscriber history.
- Send abandonment flows with limited-time promotions or education.

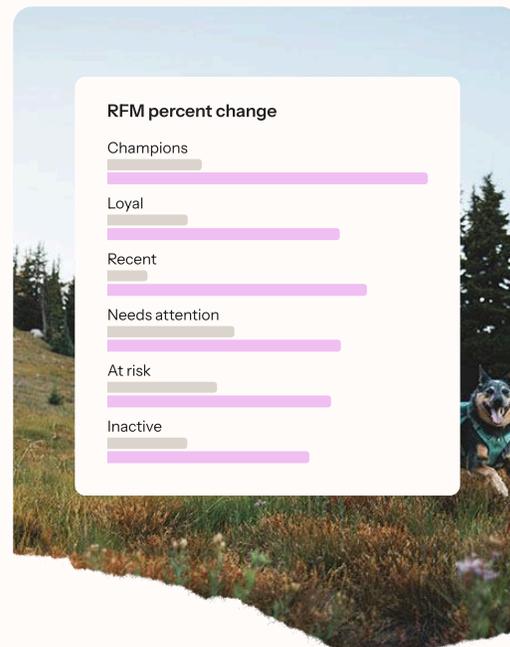
### Automated flows

- Remind subscribers about the items they've left behind.
- Customize 70+ high-converting, multi-channel flows from **Klaviyo's template library**.
- Send a nudge within 24-48 hours to stay top of mind without being intrusive.

## Real results

### Ruffwear uses targeted discounts to improve conversions

Using the Advanced Klaviyo Data Platform's RFM segmentation, **Ruffwear** targets at-risk customers with personalized retention flows. The brand's discount rate has **dropped 10% YoY**, while overall revenue has grown 9%.



# Post-purchase experience

## Common break

**Poor customer service** due to disconnected service and marketing platforms that leave support teams without a full view of customer data.

## Metrics to track

- First response time
- Average handle time
- First contact resolution
- Resolution time
- Customer Satisfaction Score (CSAT)
- Net Promoter Score (NPS)
- Customer reviews and sentiment

## Solutions

### Unified customer hub

- Consolidate personalization, merchandising, and self-service support in a **Customer Hub**.
- Empower customers to track orders, manage returns, and get help on their own.

### Reviews

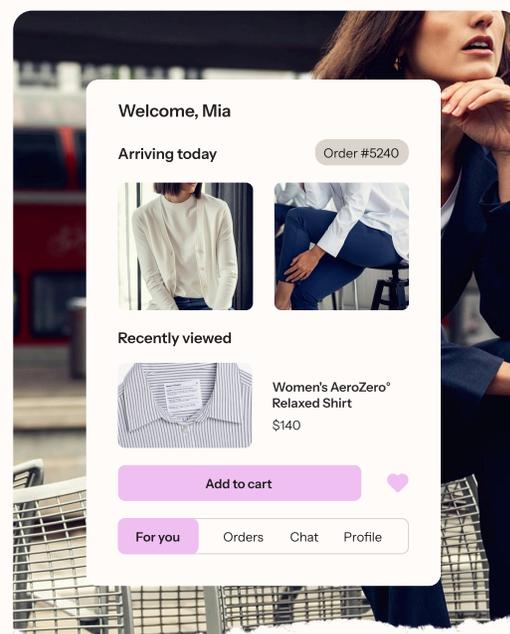
- Request feedback after customers see value.
- Highlight positive reviews to build trust with future customers.

## Real results

### Ministry of Supply empowers customers to self-serve

**Ministry of Supply's** signed-in customer experience was “not bespoke in any way,” says CEO Aman Advani. After adopting Klaviyo Customer Hub to consolidate customer account information and enable self-serve support, the brand has deflected **650+ support interactions** and requests for basic information.

### Ministry of Supply°





# Retention and optimization

## Common break

**Mismanaged lifecycle marketing** due to subpar analytics, generic communications, and a lack of incentives that keep customers coming back.

## Metrics to track

- Repeat purchase rate
- Customer lifetime value (CLV)
- Customer retention rate
- Churn rate
- Loyalty program engagement

## Solutions

### Predictive analytics for customer retention

- Segment customers based on spending potential.
- Personalize messaging based on characteristics like demographics or location.

### Integrated loyalty program

- Forrester predicts that customers will increasingly want to use loyalty programs and be rewarded for returning in 2025.
- Build your tier system that rewards your most loyal customers.

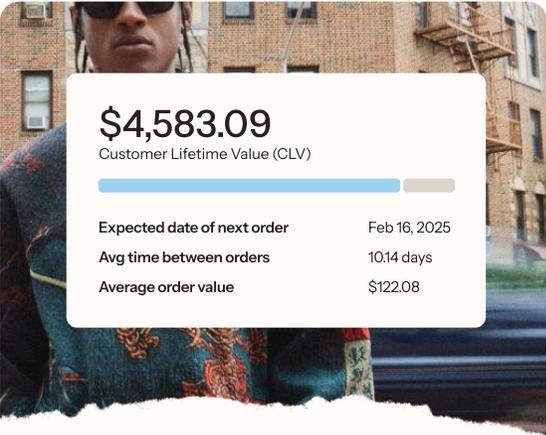
## Real results

### Jordan Craig supercharges email revenue with AI-powered “next best action”

**Jordan Craig** switched to Klaviyo to centralize and activate their data. Today, Klaviyo’s AI analytics predict a customer’s next order date, directing the brand’s email cadence for 40+ segments—and they’ve seen 54% YoY growth in email revenue as a result.

“**In evaluation, we looked at how much data we could store in each platform. Some only store data for 6 months, some store for a year. Klaviyo stores data forever.**

ROB VARON, DIRECTOR OF MARKETING





The only CRM built for B2C

# Optimize the entire customer journey with Klaviyo B2C CRM

Klaviyo B2C CRM brings together your marketing, data, service, and analytics in a single platform. Powered by the Klaviyo Data Platform and built-in AI, it's faster and easier than ever to create personalized, lasting customer relationships.

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Taking care of customers that have been close to us for so long is why we're still in business. We need to communicate meaningfully and reward our customers that keep coming back.

EMERIC HARNEY, DIRECTOR OF MARKETING



[Explore the platform](#)

Want to see more real-life examples of brands that have nailed their customer journey with Klaviyo?

Use your \$100 gift card to experience Klaviyo customers like these



Ministry of Supply°