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Case Study: How Swanky Optimised Klaviyo Email Campaigns for MyClothing

Optimising your Klaviyo email campaigns boosts attributed revenue and increases customer retention. Learn how Swanky's in-house Klaviyo experts created and implemented campaign flow improvements for MyClothing's Shopify store.

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Are you looking to get the most out of your Klaviyo account and boost ROI?

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MyClothing, a leading online retailer of school uniforms, was facing inefficiencies with their email campaign process. They needed a faster, more effective way to design and build campaigns.

Swanky's Growth Accelerator team was engaged to design easy-to-update email templates, resulting in a 75% reduction in campaign build time and a 25% increase in YoY Klaviyo attributed revenue during their peak season.

This case study will explore the solutions we implemented and the results generated in more detail.

The challenge

Peak season, from July to September, is an important trading period for MyClothing. The brand needs to maximise its return on investment (ROI) for all marketing channels during these months.

Email marketing is proven to yield a high ROI across industries and thus was one of MyClothing's key focuses to boost performance.

Prior to Swanky's engagement, MyClothing's email campaigns were designed and built from scratch for every new campaign. This led to inefficient use of time and inconsistent branding that didn't match their updated website – a key consideration when the brand aimed to send multiple campaigns a week during peak period.

Moreover, it prevented them from engaging with customers effectively and made it difficult to reach revenue targets. They needed to streamline the process to maintain brand consistency and generate campaigns quickly without compromising on quality.

The solution

Creating modular email templates to increase efficiency

A core reason for the inefficiencies MyClothing were facing was the fact they needed to design a new email for every campaign. This involved technical skill and design time, limiting who could support email marketing.

To combat this, our in-house Klaviyo experts developed modular email templates that could be easily built and updated quickly in Klaviyo. Each campaign now uses drag and drop template blocks that can be refreshed with images, copy and prices as necessary, without requiring technical knowledge or lengthy design involvement.

Sections were designed in line with MyClothing's branding, making it easier to maintain a consistent look and feel across all campaigns. They also put email design best practices and are mobile-friendly as a priority, since an average 75% of MyClothing's emails are opened on mobile.

Additionally, all templates were subjected to a thorough quality assurance (QA) process. This meant there was less opportunity for mistakes and less time needed on QA for each new campaign.

The blocks we designed included:

- email headers and footers;
- shop by product/category sections;
- reviews section using reviews from Trustpilot;
- hero section with image, heading, and call to action (CTA) button;
- dynamic product feeds based on best selling products/product number's/ recently viewed items;
- discovery section providing greater detail about specific products or topics;
- editable CTA button that can be used in any part of the email; and
- a unique selling point (USP) section.

One example of our modular template design in use.

A second example of our modular template design.

Updating the Klaviyo welcome series automation

First impressions matter. Whether you are a brick-and-mortar store or an ecommerce-only brand, your initial engagement with customers is vitally important.

For this reason, developing an optimised welcome flow for new customers who consent to email marketing is a good investment of time. This can establish trust early on in the user journey and lead to loyal customers who return to make purchases, increasing customer lifetime value (CLTV) and in turn decreasing customer acquisition costs.

Swanky's Klaviyo specialists redesigned MyClothing's welcome series automation using the new templates and following best practice. The result was a 22% YoY increase in placed order rate from automations during peak season.

Screenshot of one email from the updated welcome email flow for MyClothing.

The results

The implementation of our streamlined email templates reduced the time spent on campaign creation by up to 75%. This allowed MyClothing to launch more frequent campaigns, which directly contributed to a 25% increase in YoY revenue from Klaviyo. This, combined with the aforementioned increase in orders, made for a successful project outcome.

With these efficiencies in place, other benefits included being able to respond quickly to market trends and stock levels, leading to more timely and relevant campaigns.

Alongside this, with the ease of use, more team members were able to upskill and utilise Klaviyo. The benefits of this are two-fold:

1. Campaigns aren't limited by people's knowledge or availability.
2. Different, new perspectives can contribute and create exciting campaigns.

Boost your email marketing ROI

Making the most of your email list is a valuable exercise for any ecommerce brand. It's widely considered a cost-effective marketing channel across industries and can unlock significant untapped revenue for your brand.

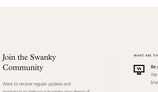
Swanky is an official Klaviyo partner, with expertise in a range of services including migrations to Klaviyo, account implementation, platform audits, list growth, optimisation and more. Get in touch today to discuss how our email marketing experts can boost growth for your business.

CASE STUDY | EMAIL MARKETING | KLAVIYO | MARKETING | MYCLOTHING

ABOUT THE AUTHOR

Sarah Hanney

In her role in Swanky's email marketing team, Sarah enjoys working with a variety of clients, becoming an expert in their niche and thinking creatively about how to engage their audience in fresh and exciting ways.



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