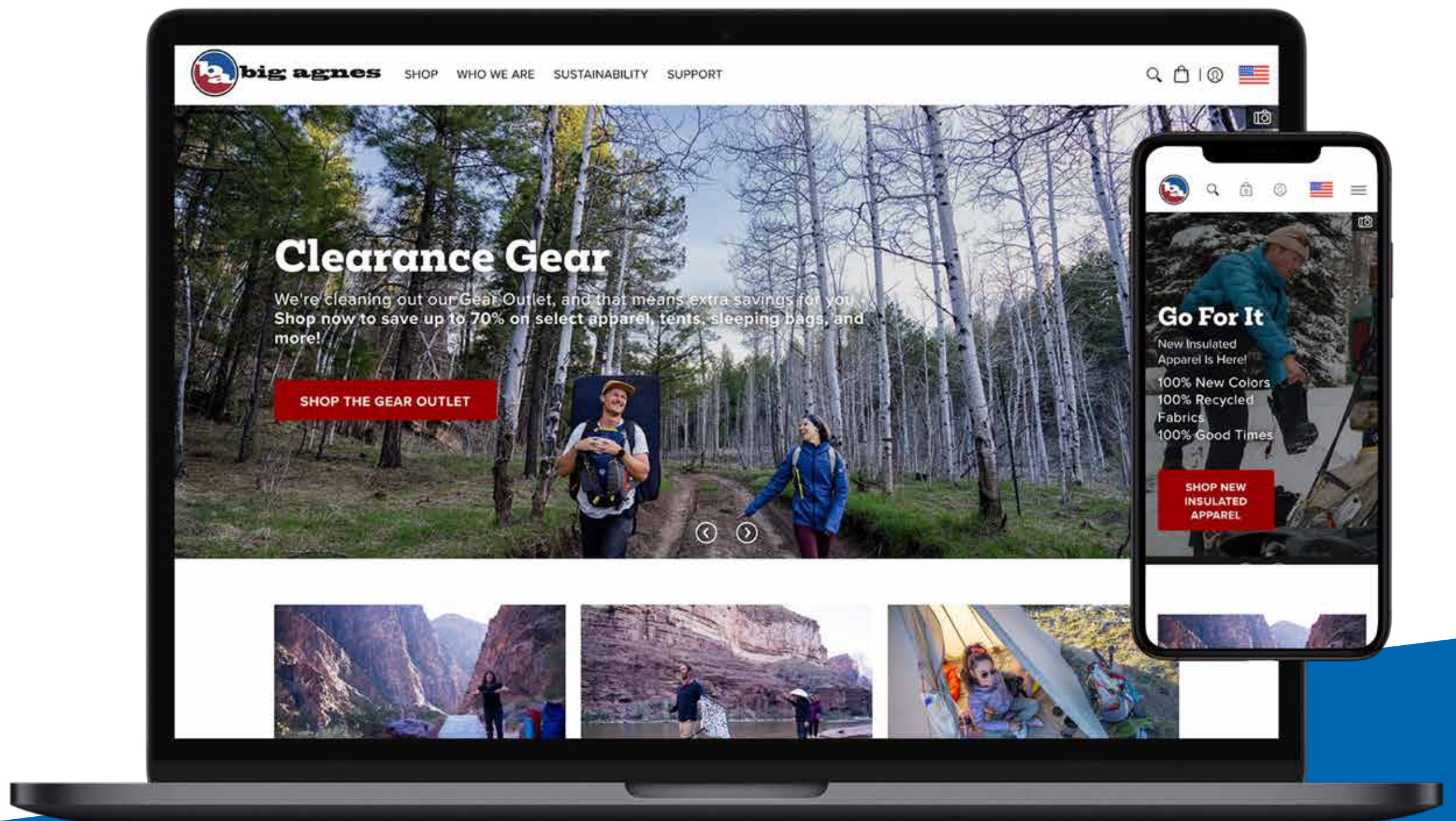


Enhancing Marketing Strategies with Tavano Team's NetSuite-Klaviyo Connector



Client Overview



Website:
bigagnes.com

Type:
B2B, B2C

Industry:
Outdoor Gear

Platform:
NetSuite ERP, Klaviyo

Business category:
Retail

The project aimed to integrate NetSuite with Klaviyo, including custom data from NetSuite. Tavano Team completed the implementation within a one-month deadline, showcasing our efficiency and expertise.

Here's how we did it.

The Challenge:

1

Big Agnes aimed to improve their marketing strategies.

2

They decided to connect their NetSuite instance with Klaviyo, a marketing automation platform.

3

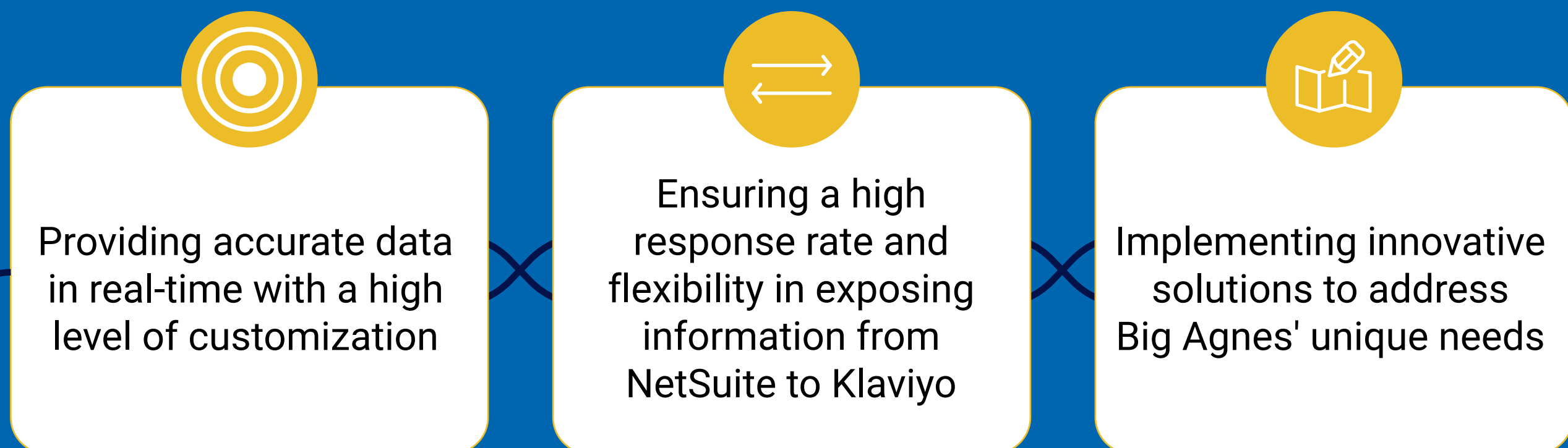
The company needed a solution to leverage customer data more effectively.

4

They sought to create more targeted, personalized marketing campaigns.

What we did:

Tavano Team's primary goal was to deliver a fast and smooth implementation process while maintaining constant communication with the client. The team adopted a strategic approach focused on:



Innovative Solutions

Tavano Team implemented several unique and innovative solutions to meet Big Agnes' specific requirements:

1

2

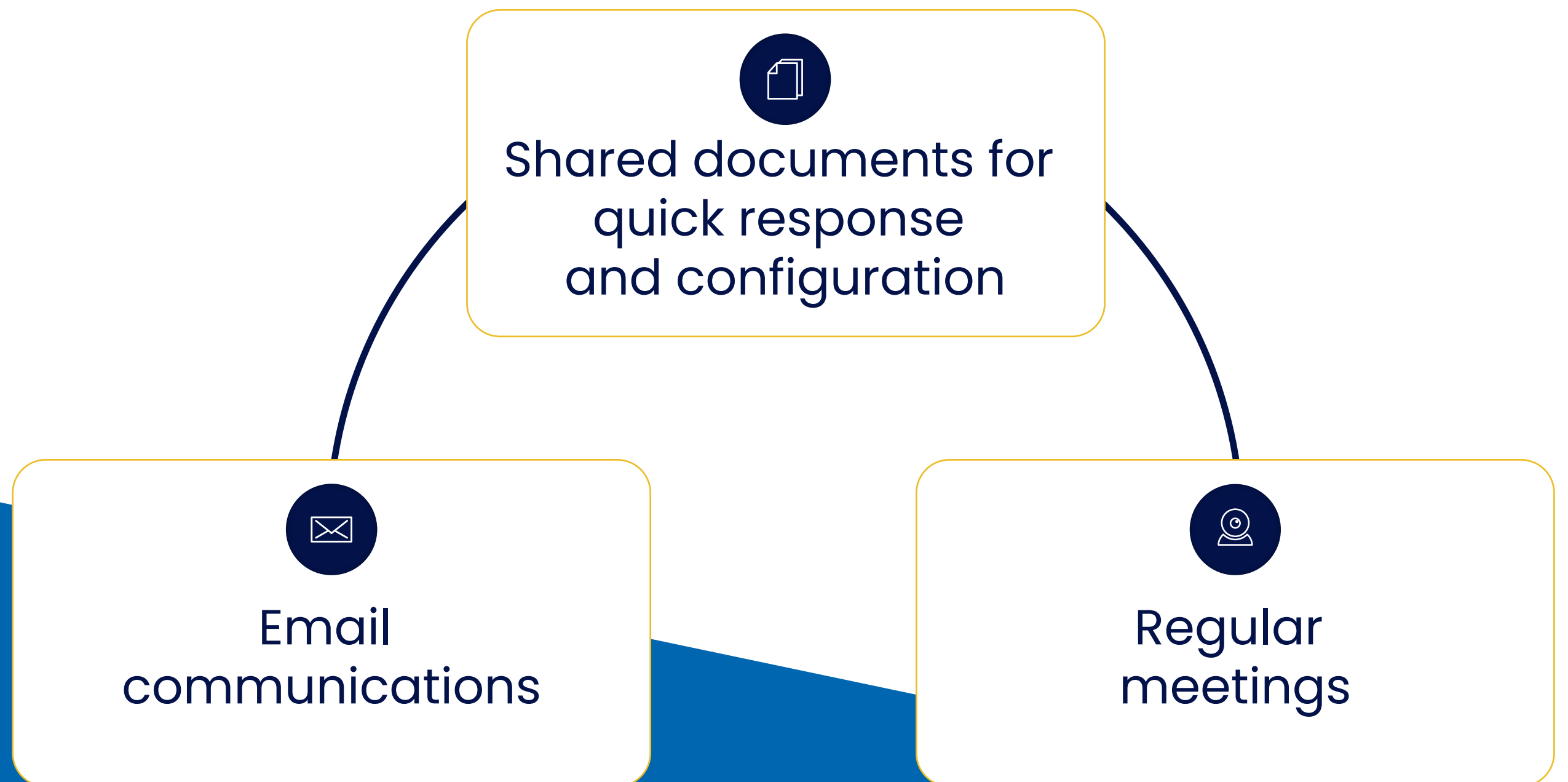
Implemented an Elite Customer Program notification system

3

Created custom metrics to reflect changes and keep customers informed of their status

Collaboration and Communication

The project's success was largely due to effective collaboration between Tavano Team and Big Agnes. Communication channels included:



Outcomes and Improvements

The implementation of the NetSuite-Klaviyo Connector yielded significant benefits for Big Agnes:



Seamless connection between NetSuite and Klaviyo, established without data loss



Custom information now flows smoothly, ready to be used in Klaviyo marketing initiatives

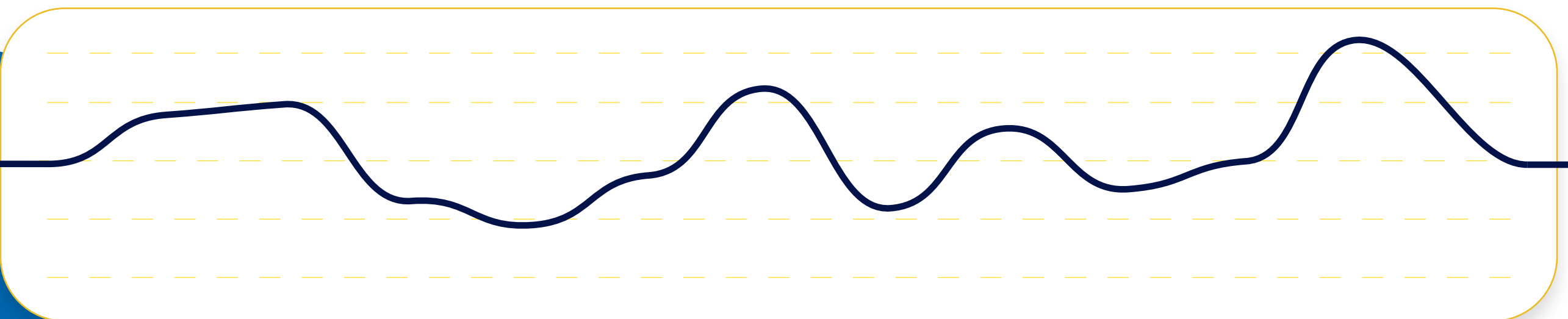


Improved communication with end customers



More reliable data from NetSuite for marketing purposes

These improvements have positioned Big Agnes to create more targeted and effective marketing campaigns, potentially leading to increased customer engagement and sales.





About



Big Agnes, known as the "Mother of Comfort," is a renowned outdoor gear company with over 20 years of experience in the industry.

They specialize in manufacturing and selling comfortable, durable, and lightweight camping equipment, including sleeping bags, tents, sleeping pads, and more.

As a leader in both B2C and B2B retail within the outdoor gear sector, Big Agnes has established itself as a go-to brand for outdoor enthusiasts.

Client satisfaction

The success of the project is reflected in the positive feedback received from Big Agnes. Alex Geller, a representative from the company, scored Tavano Team 9/10 in a Support Survey when asked how likely they would be to recommend Tavano Team. The high score was attributed to the "high level of communication" maintained throughout the project.

WE DRIVE 25X ROI
FOR COMPANIES RUNNING ON NETSUITE

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