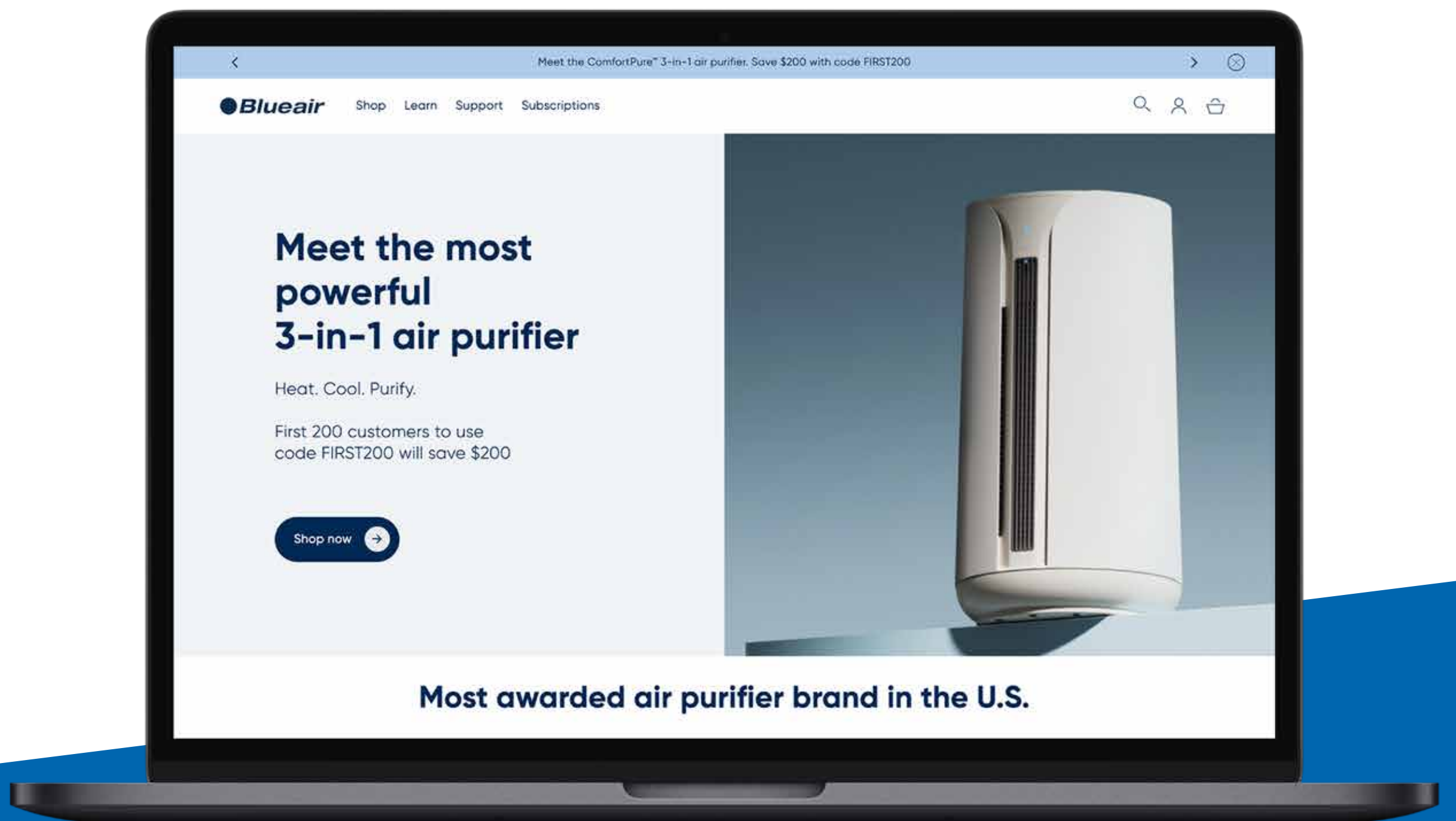


# NetSuite-Klaviyo Integration Boosts Blueair's Marketing Capabilities

# Client Overview



Website:  
[www.blueair.com](http://www.blueair.com)

Type:  
B2B, B2C

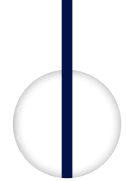
Industry:  
Air Purifiers & Filters

Platform:  
NetSuite ERP, Klaviyo

Business category:  
Retail

Here's how we did it.

# The Challenge:



1

Blueair aimed to integrate their NetSuite instance with Klaviyo for enhanced marketing capabilities.



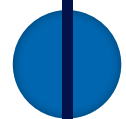
2

The integration would allow seamless data sharing between NetSuite and Klaviyo.



3

This would enable more effective use of customer data for targeted marketing.



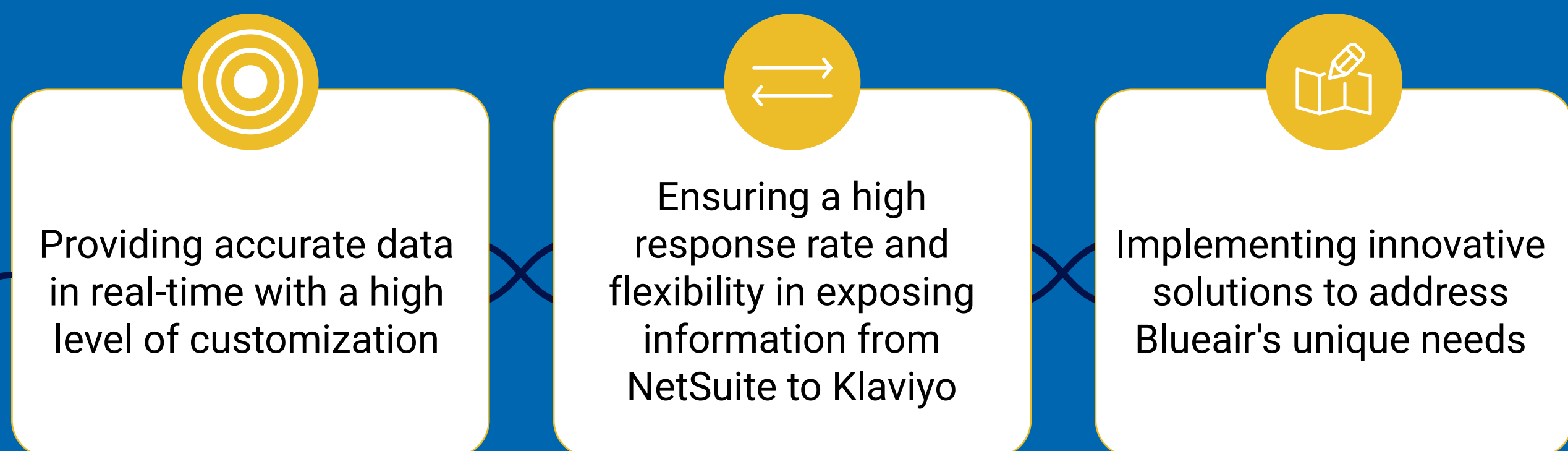
4

The goal was to drive personalized campaigns across Blueair's product range.

# What we did:

Tavano Team's primary goal was to deliver a fast and smooth implementation process while maintaining constant communication with Blueair.

The team adopted a strategic approach focused on:



# Innovative Solutions

Tavano Team implemented a unique and innovative solution to meet Blueair's specific requirements:

1

Tavano Team developed a system to send Subscription Custom Records from NetSuite to Klaviyo, providing information for more accurate marketing strategies.

2

This solution was particularly valuable for Blueair's diverse product range, which includes various models and filter types.

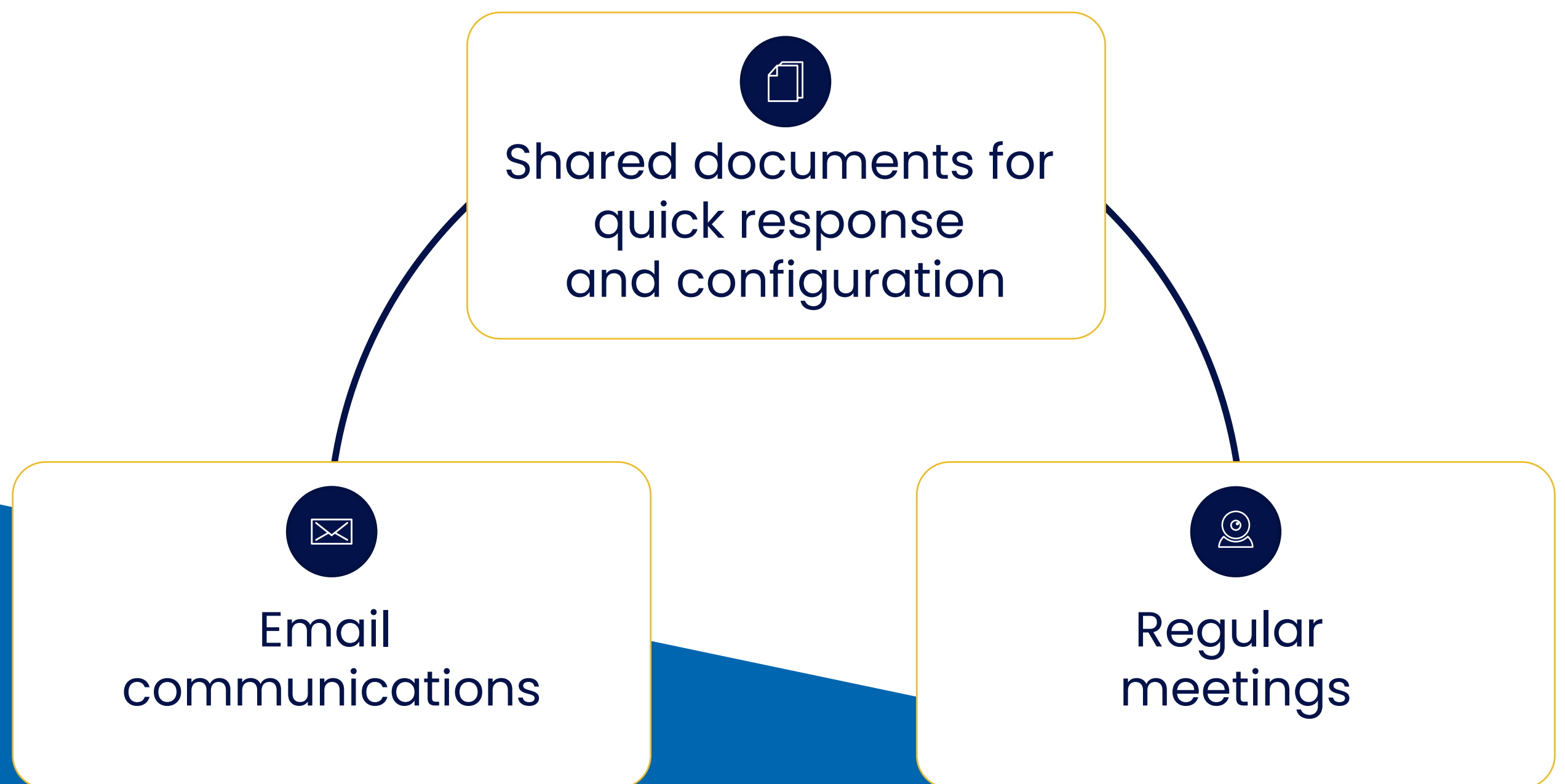
3

This solution was designed to enhance Blueair's marketing capabilities and improve customer engagement, especially for their subscription-based filter replacement services.

# Collaboration and Communication

The project's success was largely due to effective collaboration between Tavano Team and Blueair.

Communication channels included:



# Outcomes and Improvements

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



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

The improvements enable Blueair to create more targeted marketing campaigns, boosting customer engagement and sales. Enhanced data flow supports personalized strategies for their diverse air purifier models and filters.



## About

# ● *Blueair*

Blueair is a leading manufacturer and retailer of air purifiers, with 27 years of experience in the industry.

As the most awarded purifier brand in the U.S., Blueair has established itself as a trusted name in air quality solutions.

Operating on a B2C2B (Business-to-Consumer-to-Business) model, Blueair caters to both individual consumers and businesses seeking high-quality air purification systems.

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# **WE DRIVE 25X ROI**

## **FOR COMPANIES RUNNING ON NETSUITE**

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