klaviyo x DECJUBA

How to grow revenue through simple and personalised communication tactics



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klaviyo[™]

Power smarter digital relationships



Activate

your data in real time to better target, personalise, and measure all interactions

Connect

with customers through seamless email, SMS, mobile push, and review experiences

Guide

your marketing with built-in AI, automations, predictive analytics, and benchmarks

Grow

your audience, your customer lifetime value, and your total revenue







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Glossier. MERRELL



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smuggler°

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2,448 active Australian and New Zealand Consumers





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Insights to power smarter digital relationships with the consumers of today

DECJUBA

Grow / Protect / Engage

Grow: **DECJUBA Insider**

Email subscribers are 2 times more valuable

- Provide a loyalty program that gives the user reason to be subscribed
- Consistently provide benefits that can only be accessed by email subscribers



Grow: **DECJUBA Insider**

INSIDER WEEK

DECJUBA INSIDER

JACKETS

KNITS

27 MAY - 2 JUNE | IN STORE & ONLINE DECIUBA INSIDER WEEK

We're giving you even more reasons to love being a DECJUBA Insider. All week long, enjoy DECJUBA exclusive offers plus bonuses from some of our favourite brands. Quick - ends Sunday 2 June.

EXCLUSIVE BENEFITS. EXCLUSIVE TO INSIDERS

VIEW MY OFFERS

EARLY ACCESS TO PROMOTIONS

DECJUBA INSIDER FREE DELIVERY ON ORDERS OVER \$100*

DECLUBA INSIDER EXCLUSIVE I EARLY ACCESS 20% OFF LOG IN TO SHOP OR SHOW IN STORE TO REDEEM

Hurry, your first access to shop 20% OFF everything ends midnight!



EXCLUSIVE PRODUCT PREVIEWS

DECIUBA INSIDER

EARLY ACCESS | EXCLUSIVE PRODUCT PREVIEWS



The faux fur jackets you know and love are back, in new must-have colours and styles.

Shop first as a DECJUBA Insider.

SHOP NOW



PRODUCT TRIAL COMMUNITY

● INNER CIRCLE

WANT TO BE THE FIRST TO TRY OUR NEW CONTOUR DRESS:

INNER CIRCLE

BE A PART OF OUR FEEDBACK COMMUNITY TO TRIAL NEW PRODUCTS FIRST AND HAVE YOUR SAY

REGISTER NOW

CLICK A COLLECT SHOP NOW

PARTNER OFFERS & COMPETITIONS

DECJUBA INSIDER



WIN an experience with DECIUBA & The Australian Ballet valued up to \$1,500

A double pass to The Australian Ballet's Swan Lake, reinvented by Artistic Director David Hallberg A double pass to a VIP pre-show experience

Grow: DECJUBA Insider

- Key timings for acquiring new subscribers
 - Lead up to Black Friday (Peak trade)
 - January New Year, new me clean out mindset
- Achieved a +9% list growth YoY

Tip: Identify the time periods when your list starts to decline then plan your acquisition investment accordingly



Protect: Frequency Testing

How often does our database really need to hear from us?

OBJECTIVE

Maintain a healthy database & drive conversion

CHALLENGE

Introduction of one-click unsubscribe button

Remain top of mind for subscribers



Protect: Frequency Testing

- HYPOTHESIS | Maintaining current cadence to our most engaged customers while sending less to our lesser engaged customers will protect the database and maintain email revenue.
- **TEST FRAMEWORK** | Cohort test using Audience Breakdown tab to determine which segments provide the most value.



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List
Engaged 61-90 ✓ Segment ✓ View definition
 Opened Email at least once between 61 and 90 days ago OR Clicked Email at least once between 61 and 90 days ago Is in Newsletter Opened Email zero times between 0 and 60 days ago Clicked Email zero times between 0 and 60 days ago
Engaged 31-60 ✓ Segment ✓ View definition
 Opened Email at least once between 31 and 60 days ago OR Clicked Email at least once between 31 and 60 days ago Is in Newsletter Opened Email zero times between 0 and 30 days ago Clicked Email zero times between 0 and 30 days ago
Engaged 0-30
✓ View definition
 Opened Email at least once between 0 and 30 days ago OR Clicked Email at least once between 0 and 30 days ago Is in Newsletter

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List or Segment 🌲	Total Recipients =	Bounces =	Opens ÷	Clicks ‡
120 Days Engaged				0.82% 23 recipients
180 Days Engaged				0.76% 23 recipients
30 Days Engaged				0.88% 20 recipients
60 Days Engaged				0.88% 22 recipients
90 Days Engaged				0.83% 22 recipients

Protect: Frequency Testing

- HYPOTHESIS | Maintaining current cadence to our most engaged customers while sending less to our lesser engaged customers will protect the database and maintain email revenue
- **TEST FRAMEWORK** | Cohort test using Audience Breakdown tab to determine which segments provide the most value
- **RESULTS** | 90% of revenue was generated by a specific cohort, providing business case to reduce our email cadence

Tip: Find and protect your most valuable customers



Engage: Personalised & Dynamic Content

- Behaviour-based segmentation
 - Browsed categories or brands
 - In store, online and omni shopper
 - Average order value
- Utilise dynamic content product feeds to drive conversion
- Preferred channel eDM or SMS

Tip: Utilise your customer data to create a personalised experience



4 Day 0

Dual Strategy

Set Preferred Channel Flow

Allows the Preferred Channel setting to automatically re-calibrate based on a user's actions

Change # of event occurrences

Has Clicked Email at least once in

YES

Update Preferred Channel to

NO

the last 30 days.

+2 more conditions

Update Profile Property

EMAIL

("at least once") throughout
this flow to adjust the
channel preference threshold

Flow Filters:

Has not been in flow in the last 30 days

Change # of days settings throughout this flow to adjust how often the recalibration occurs - this should coincide with how often a customer sends to All Subscribers



When someone Active on Site

Has Clicked Email at least once in

YES

Update Preferred Channel to

Ų

NO

4 Day 0

the last 30 days.

+2 more conditions

Update Profile Property

BOTH

Live ▼

Flow Filters (1)

+2 More Conditions:

- OR Opened Email at least once in the last 30 days where Apple Privacy Open equals False
- AND Person is not suppressed for email
 - Update Profile Property
 Update Preferred Channel to SMS

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4 Day 0

+2 More Conditions:

- OR Opened Email at least once in the last 30 days where Apple Privacy Open equals False
- AND Person is not suppressed for email

Update Profile Property
Remove Preferred Channel

4 Day 0

Dual Strategy



Preferred Channel Flow Example:

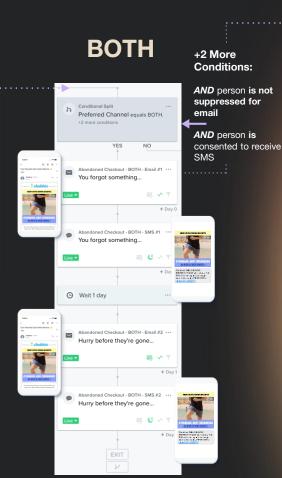
Abandoned Checkout

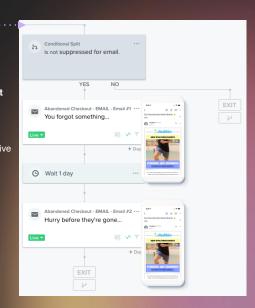
Flow Filters:

Placed Order zero times since starting this flow

AND has not been in this flow in the last 7 days







Engage: Personalised & Dynamic Content

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Thank you

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