

MH DIGITAL

Kaiyo

Email Marketing Management & Strategy

Kaiyo brought us on to help take their email marketing to the next level on Klaviyo built on top of a custom integration with their site. As a two sided marketplace with ever-changing inventory, Kaiyo needed creative ways to leverage email as volume of particular items is always limited.

Built on a great relationship with the Kaiyo development team, we created new data feeds and flows to source related products and better segment offers based on interests, cart values, and brands - we have sustainably grown Kaiyo's revenue through email and better enabled the features and backend processes they built to shine through on email.

A collaborative strategy and testing plan has led to increases in revenue, engagement, and new opportunities to explore across the board beyond 2020.

KAIYO
Shop Sell FAQs

On the Blog
Bringing Palm Springs Design Home

For mid-century modern aficionados, few places in the US capture the style's aesthetic like Palm Springs, California. But in this pandemic era, the days of jostling for a relaxing design-heavy vacation are on pause. As an alternative, we suggest bringing a taste of the desert home with the right décor.

Read the story

Shop the Story

The Inside Blush Three Cushion Sofa
Save 23%
\$3,088 \$1,444
Shop

Koleksiyon Plan Chaise with Desk
Save 75%
\$2,595 \$631
Shop

West Elm Acrylic Shade Floor Lamp
Save 14%
\$349 \$298
Shop

Desiron Betty Floor Grand Mirror
Save 68%
\$4,639 \$1,553
Shop

Rove Concepts Mid-Century Bench
Save 37%
\$688 \$375
Shop

World Market Weston Mid-Century Table
Save 34%
\$499 \$329
Shop

Show Off to Save \$25
Meet Penny. She is loving this bright West Elm Denmark Loveseat from Kaiyo.

Follow and tag @getkaiyo on Instagram to show off your secondhand finds. If we use your photo, you could save \$25 on your next order.

Forgetting something?
It looks like you left this item in your cart, but don't worry - we saved it for you.

Article Sven Sofa
\$1,399 \$388

Great finds sell out fast, so complete your order to avoid missing out.
If you need help, give us a call at (646) 844-8585 from 9AM - 6PM ET.

Continue Shopping

You're so close!
Spend \$1,099 or more and get fast, free delivery on your next order.

Shop now

Shop items under \$250

BDI Furniture Avion Media Cabinet \$1749 \$194

Storehouse Sleeper Sofa \$1400 \$143

West Elm Modern Wing Chair \$699 \$140

Shop more under \$250

Shop by category

Kaiyo Results

The Bottom Line

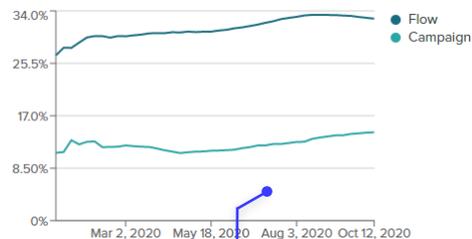
110%

Increase in Avg Monthly Orders attributed to Email

20%

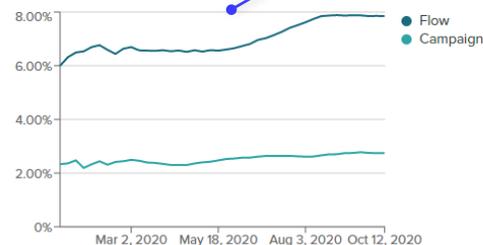
Increase in Avg Monthly Website Traffic attributed to Email

Open Rate by Attributed to Message Type

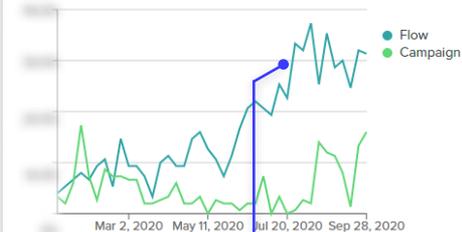


Grew Open & Click Rates through better segmentation and more behavioral based Flow messaging while maintaining average monthly email volume.

Click Rate by Attributed to Message Type

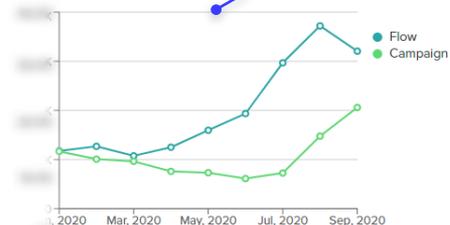


Total Purchase by Attributed to Message Type

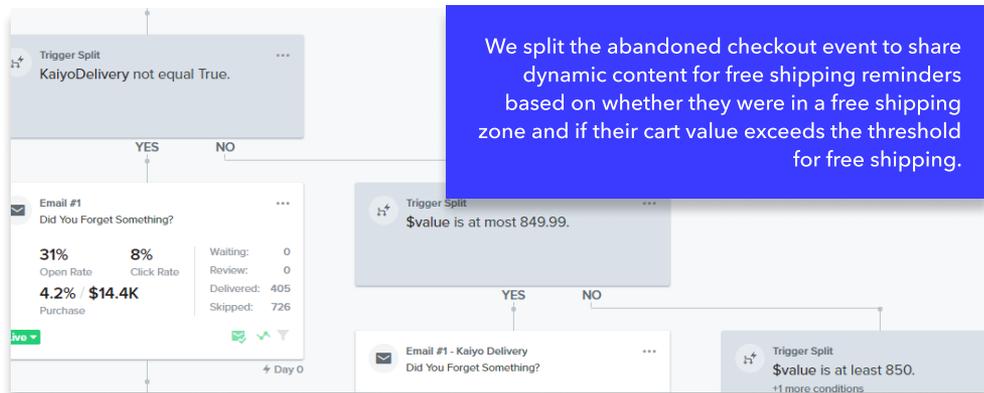


New/Optimized Flows drove increase in website activity and purchases allowing for more sustainable and efficient use of one-off email campaigns.

Total Active on Site by Attributed to Message Type



Kaiyo Strategy



We split the abandoned checkout event to share dynamic content for free shipping reminders based on whether they were in a free shipping zone and if their cart value exceeds the threshold for free shipping.

We added extra context to events to dynamically show the number of other views and favorites of items within the email to drive scarcity and more immediate purchases.

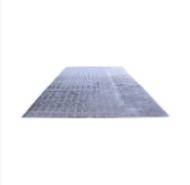
AllModern Boutwell Reversible Sectional Sofa with Chaise

~~\$1460~~ **\$1210**

You favorited this, but so have **14** other people. Get it now before it's gone!

[Shop now](#)

Finds Under \$250

		
Unique Loom Jennifer Del Mar Area Rug	Freestyle Accent Chair	Hillsdale Furniture Queen Headboard
\$1000 \$126	\$1500 \$156	\$1500 \$192

[Shop More Under \\$250](#)

We created custom coded feeds for different product price ranges to help shoppers round out their cart to qualify for free shipping.