

MH DIGITAL

Kaiyo

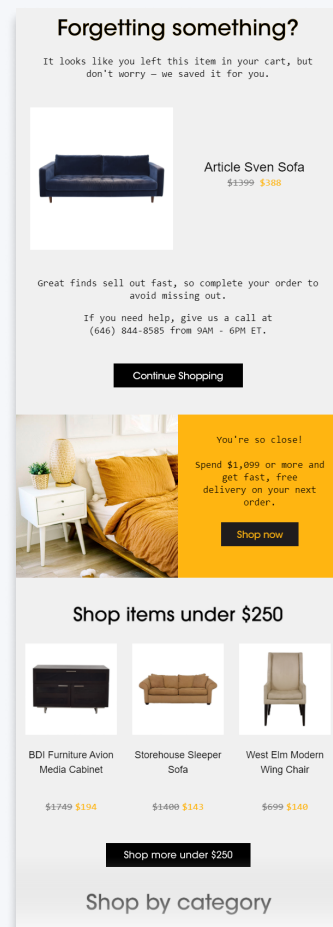
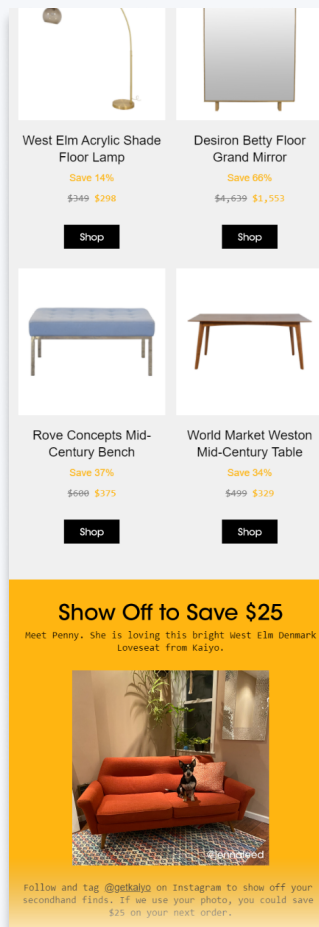
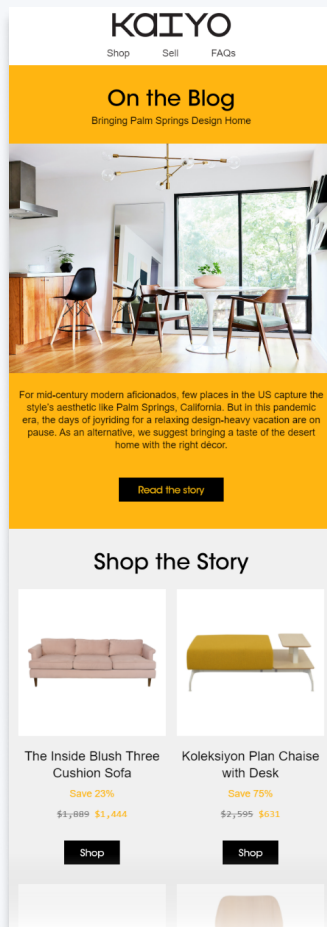


Email Marketing Management & Strategy

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.



Kaiyo Results

The Bottom Line

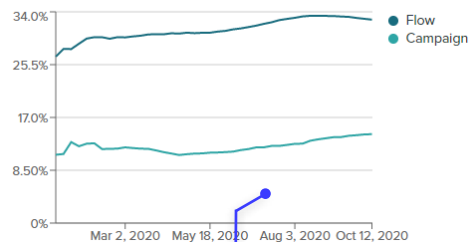
110%

Increase in Avg Monthly Orders attributed to Email

20%

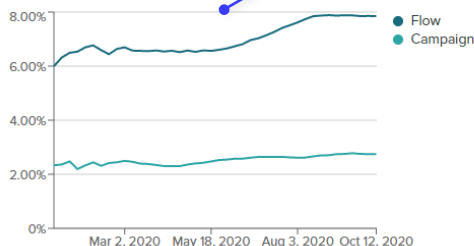
Increase in Avg Monthly Website Traffic attributed to Email

Open Rate by Attributed to Message Type

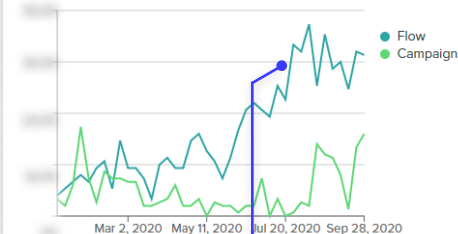


Grew Open & Click Rates through better segmentation and more behavioral based Flow messaging while maintaining average monthly email volume.

Click Rate by Attributed to Message Type

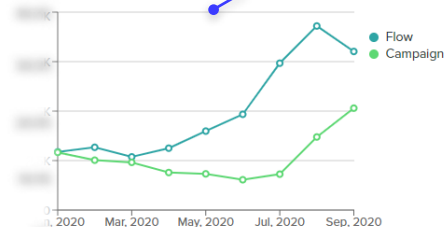


Total Purchase by Attributed to Message Type

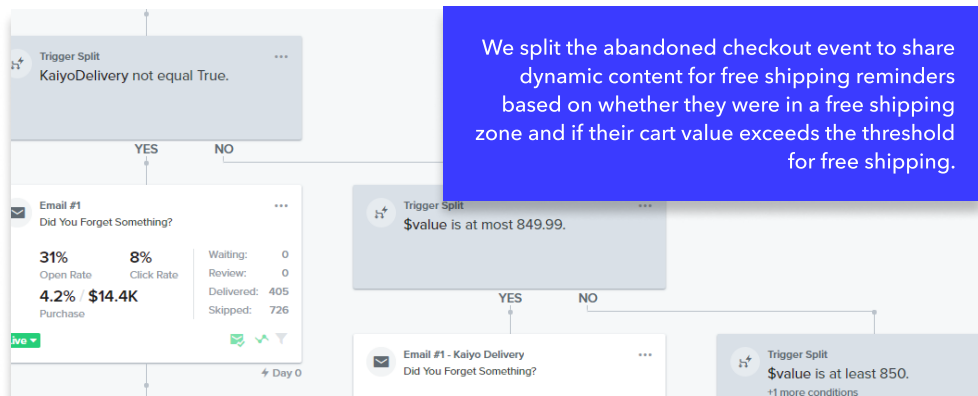


New/Optimized Flows drove increase in website activity and purchases allowing for more sustainable and efficient use of one-off email campaigns.

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

~~\$1000~~ **\$126**



Freestyle Accent
Chair

~~\$1500~~ **\$156**



Hillsdale Furniture
Queen
Headboard

~~\$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.