## MH DIGITAL

# Kaiyo



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The

**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.

KOIYO Shop Seil FAQs			It looks like you left	something?	
On the Blog Bringing Palm Springs Design Home	e de la constante de la consta	,	don't worry – w	we saved it for you.	
	West Eim Acrylic Shade Floor Lamp Save 14% \$349 \$208 Shop	Desiron Betty Floor Grand Mirror Save 66% \$4,699 \$1,553 Shop		Article Sven Sofa 51399 \$388	
micrentary modern africandos, few places in the US capture the le's aesthetic like Palm Springs, California. But in this pandenic	<b>I</b>		avoid m If you need hel (646) 844-8585	tt, so complete your order to issing out. p, give us a call at from 9ΑΝ - 6ΡΜ ΕΤ. ue Shopping	
the days of loyiding for a relaxing design-heavy vacation are on use. As an alternary, we suggest through a task of the desert home with the right decor.	Rove Concepts Mid- Century Bench Save 37% 5660 \$375 Shop	World Market Weston Mid-Century Table Save 34% \$499 \$329 Shop		You're so close! Spend \$1,000 or more and get fast, free delivery on your next order. Shop now	
		Show Off to Save \$25 Neet Penny. She is loving this bright West Elm Denmark		Shop items under \$250	
	Loveseat f		<b>F</b>		
e Inside Blush Three Koleksiyon Plan Chaise Cushion Sofa with Desk				ouse Sleeper West Elm Modern Sofa Wing Chair	
Save 23% Save 75%   \$1,989 \$1,444 \$2,555 \$631   Shop Shop Shop		ependeod		488 \$143 \$699 \$148 are under \$250	
	secondhand finds. If we use	Follow and tag @getkalyp on Instagram to show off your secondhand finds. If we use your photo, you could save \$25 on your next order.		Shop by category	

## **MH DIGITAL**

## **Kaiyo Results**

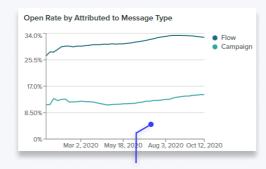
### **The Bottom Line**

110%

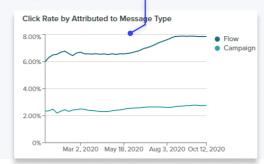
Increase in Avg Monthly Orders attributed to Email

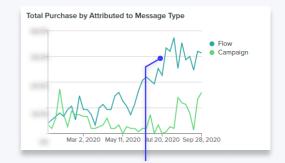
20%

Increase in Avg Monthly Website Traffic attributed to Email

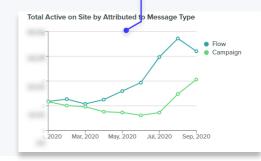


Grew Open & Click Rates through better segmentation and more behavioral based Flow messaging while maintaining average monthly email volume.



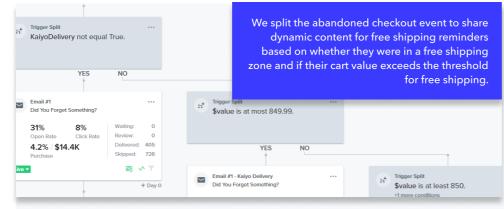


New/Optimized Flows drove increase in website activity and purchases allowing for more sustainable and efficient use of one-off email campaigns.



## **MH DIGITAL**

# **Kaiyo Strategy**



#### AllModern Boutwell Reversible Sectional Sofa with Chaise

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.

### <del>\$1460</del> **\$1210**

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

Shop now

