

ShoppingGives + klaviyo

Elevate your Email Marketing with Social Impact

ShoppingGives' integration with Klaviyo empowers your store to create more personalized email experiences that drive conversions. Combining email marketing with social impact is an easy, yet powerful way to strategically incorporate purpose into your customer experiences, leading to deeper customer connections and stronger loyalty.

About ShoppingGives

ShoppingGives is the powerful turn-key platform for thousands of socially conscious brands to prioritize impact and strategically incorporate social good into their brand. Built for impact optimization, ShoppingGives is empowering brands of all sizes to elevate their impact strategy and connect with consumers on a deeper level, all while driving stronger brand growth.

About Klaviyo

Klaviyo helps businesses own their marketing and deliver amazing experiences across email and other owned channels. Making it possible to store all of a business' customer data in the same system that delivers experiences to customers, Klaviyo gives businesses the tools, technology, and guidance they need to grow faster.

Ways to Create More Purposeful Email Campaigns



Personalized Impact

Personalize emails based on your customer's last supported cause to drive higher conversion rates and deeper connections with your brand.



Cause Category Campaigns

Segment your customers based on the cause category they have supported previously to create more impactful email campaigns.



Redeem Points for Donations

Increase conversions by engaging customers who abandoned their cart with a unique donation offering instead of a discount.

Benefits of the Integration

1

Create Higher-Converting Experiences

Merchants who use ShoppingGives' donation platform have seen that incorporating social impact into their email marketing lifts conversion rate by 13%.

2

Enrich Customer Data and Relationships

Merchants can enrich consumers' Klaviyo profiles with data that reflects their individual giving behavior to create a more emotional connection that converts.

3

Drive Stronger Customer Loyalty

ShoppingGives' merchant partners have seen that integrating social impact into their business can increase customer lifetime value by 18%.

Pricing Information

To get started with the integration, your Shopify store must be on the Impact Plus, Impact Partner, or Impact Pro partnership with ShoppingGives, or must have purchased the a la carte package.

ShoppingGives + klaviyo

Reimagine Your Email Marketing Strategy with ShoppingGives and Klaviyo

Incorporate social good throughout your email journeys

Create deeper customer relationships by leveraging value-alignment to capture the attention of your customers at every stage of the customer journey funnel. From welcome series to re-engagement emails, you can seamlessly include personalized impact-focused messaging throughout all your email journeys.



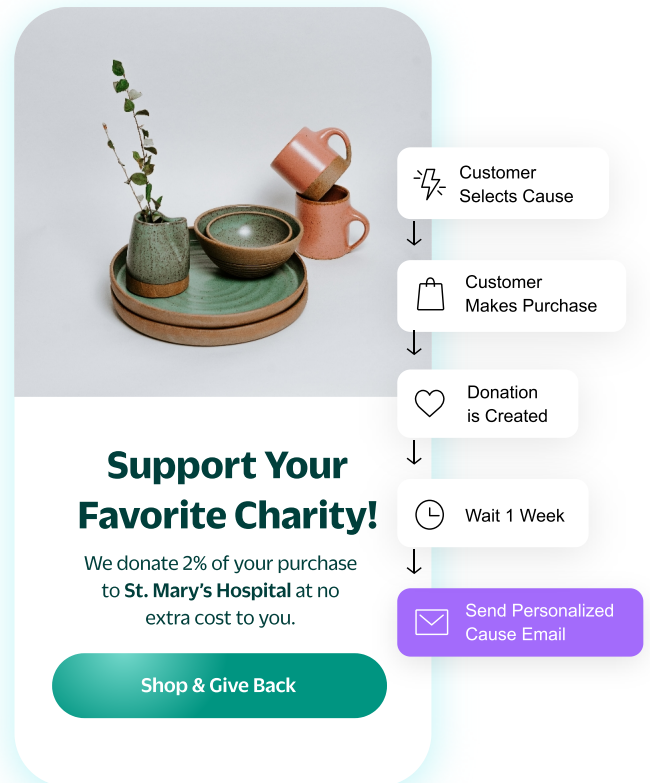
Reporting and Analytics

Track and measure the results of impact-focused emails against traditional messaging to optimize campaigns.

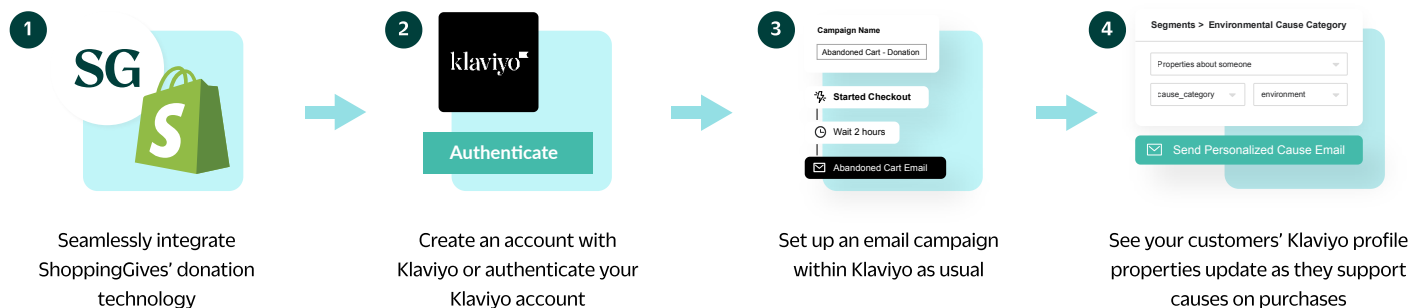


Seamless Integration

This turn-key integration passes data you need to create higher performing emails and stronger customer loyalty.



4-Easy Steps to Integrate Klaviyo



Drive higher revenue by combining email marketing with social impact

Incorporating social impact messaging throughout your email journeys has the power to increase conversions, sales, and customer lifetime value by creating a more authentic and emotional connection to your customers at every email touchpoint.

Ready to begin creating stronger customer connections with ShoppingGives and Klaviyo?

Schedule a call with our team to learn more about ShoppingGives' integration with Klaviyo.

