



Better data. Better marketing.

THE UNFORTUNATE TRUTH

Deleted cookies (and other forms of data loss) are costing your business a **significant** amount of money each month.

HOW DOES DATA LOSS HAPPEN?

Data loss has always been a problem. Recently, changes to browser protocols have exacerbated this issue. This means cookies have become inherently unreliable and unstable across popular browsers. **Services like Klaviyo rely upon cookies to “recognize” email subscribers.**

SO WHAT?

As cookie data is lost, Klaviyo no longer records important events like viewed product and add to cart. As a result, your flow sizes shrink, you send out less emails, and **you miss out on revenue.**

THE PROBLEM

Klaviyo’s functionality hinges upon it’s ability to identify returning users. However, this frequently does not happen - costing you a significant number of sales per month.

The following illustrates the impact of data loss for a single email subscriber **without Kluvos**.



Results

Total Events From User: **5**
Total Flows User Entered: **1**

Note that the email subscriber **was not** recognized by Klaviyo on day 7. Therefore, none of the actions that user took was sent to or recorded in Klaviyo. As a result, the user was not added to the Cart Abandonment flow even though they performed the action.



HOW DOES KLIVOS COMBAT DATA LOSS?

Klivos does not rely on cookies. The technology that drives Klivos is different than Klaviyo. While data loss still happens, Klivos' infrastructure is significantly more robust and powerful.

OUR GUARANTEE



+30%

increase in revenue attributed to **Browse Abandonment** flow



+30%

increase in revenue attributed to **Cart Abandonment** flow

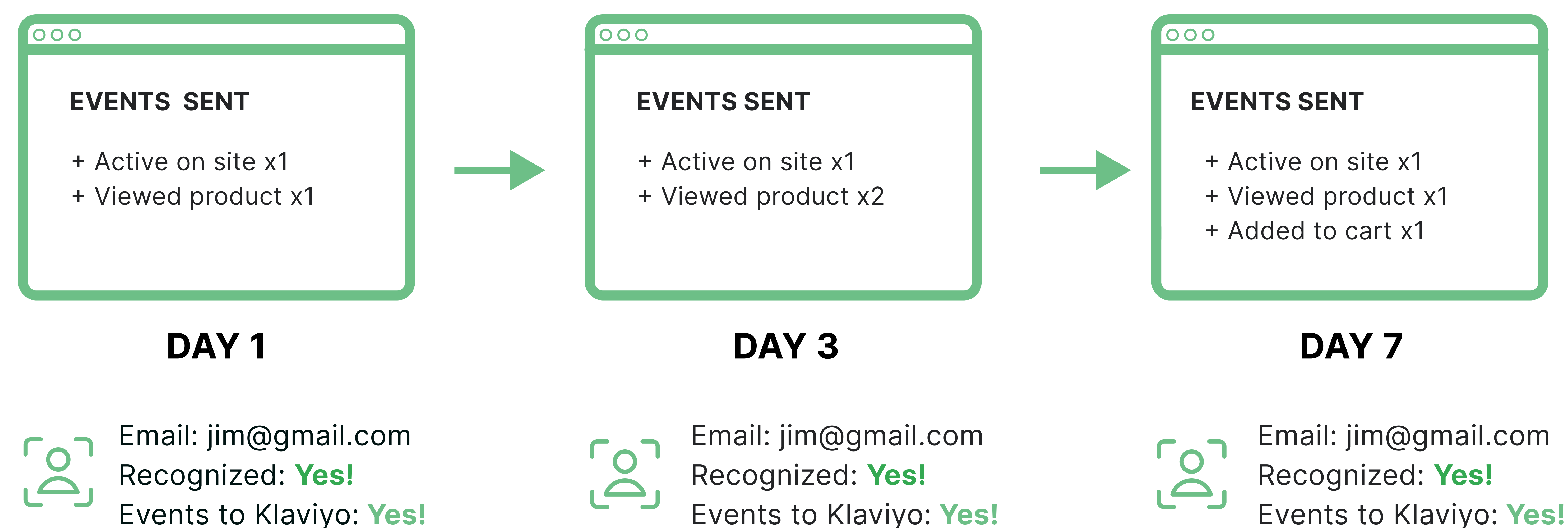
IMPACT

Klivos will recognize more of your returning users and send Klaviyo the events that were initiated by that user. **We guarantee a bump of 30%** on both your browse abandonment and cart abandonment flows.

THE SOLUTION (Part 1)

Klivos' advanced data and user recognition infrastructure protects against data loss.

The following diagram now shows what happens **with Klivos**.



Results

Total Events From User: **8**
Total Flows User Entered: **2**

Unlike before, Klivos recognizes the user on day 7 and sends the session events to the correct profile in Klaviyo. This process enriches your data and boosts email marketing performance. In this example, Klivos captures three additional events that would have otherwise been lost, and the user is added to an extra flow—Abandoned Cart.

NO DATA? NO PROBLEM.

When no deterministic data is present for a given user, Klivos is able leverage probabilistic data to calculate whether the unidentified user is actually a user already in your email database.

DETERMINISTIC DATA

A browser cookie is an example of deterministic data. Deterministic data, if preserved, is a reliable means of recognizing a user. If there is no deterministic data to work with, Klivos' system runs an algorithmic process in order to see if the unidentified user is actually a user in your email database.

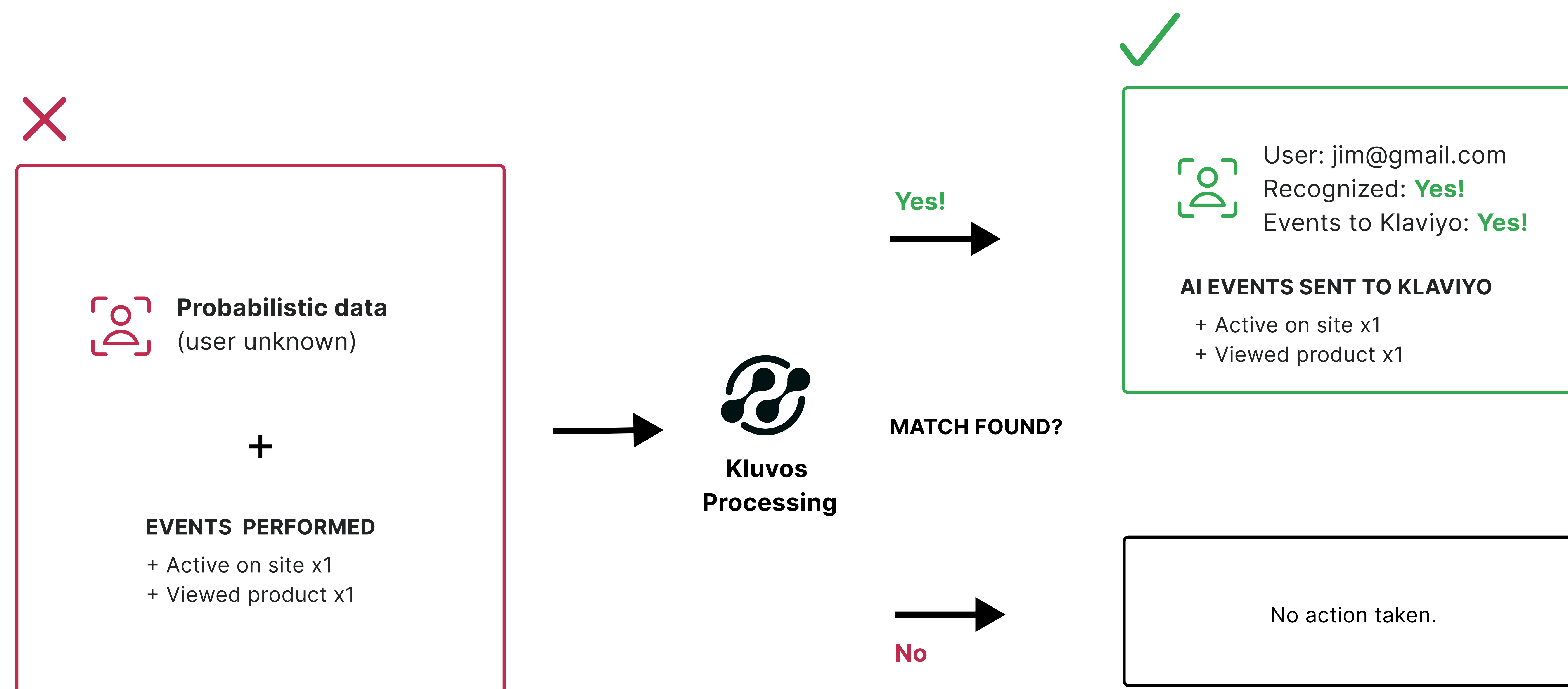
IMPACT

AI events are very, very cool. They contribute an additional **10% - 25% of revenue** to both your browse abandonment and cart abandonment flows.

THE SOLUTION (Part 2)

When deterministic data falls short, Klivos offers a groundbreaking solution. **AI events** are an innovative solution to access a completely new segment of customers.

When deterministic data is absent, Klivos uses probabilistic data to identify users in your email database. If the probability is high, AI events are added to their Klaviyo profile.



The diagram above shows events from an unrecognized user sent to Klivos' processing server. Klivos conducts identity reconciliation using an algorithmic process to determine if the unrecognized user is actually an existing email subscriber. If a high-probability match is found, the events are sent to the correct Klaviyo profile.



INSANE ROI

Ecommerce is tough and margins are tight! Our pricing is structured to make Klivos a no-brainer for your business.

FREE FOR 30 DAYS

Klivos is free to use for 30 days. We put our money where our mouth is. We'll give you full access to our system and help you get set up. **At the end of 30 days, you'll be able to assess the value Klivos brings to your enterprise.**

ASSISTED SET-UP

We offer a free, full-service set-up to get you up and going as quickly as possible.

EXPECTATIONS & PRICING

New users join free for 30 days. **No payment information required.** During this time, we work closely with users to monitor progress. This gives our users the ability to assess and evaluate the value Klivos brings to the table at **zero risk**.

PRICING STRUCTURE

[Click here](#) to see our current pricing.

OUTCOMES

Klivos will add a significant amount of revenue through email each month. **We guarantee a 30% lift in both browse abandonment and cart abandonment flows.** See below for a quantitative estimate of the **extra revenue** this translates into for businesses of various size.

- **\$1K - \$2K** per month for businesses ~**\$500K** in annual revenue
- **\$2K - \$4K** per month for businesses ~**\$1M** in annual revenue
- **\$6K - \$8K** month for businesses ~**\$2M** in annual revenue
- **\$8K - \$12K** per month for businesses ~**\$3M** in annual revenue
- **\$10K - \$15K** per month for businesses ~**\$5M** in annual revenue
- **\$20K - \$25K** per month for businesses ~**\$10M** in annual revenue
- **\$40K - \$50K** per month for businesses ~**\$20M** in annual revenue

SCREEN SHOTS






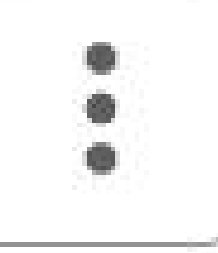

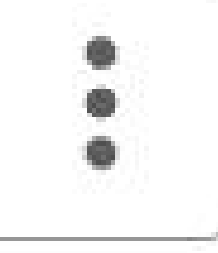

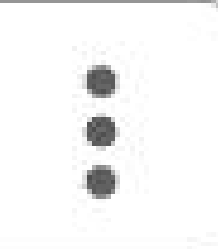
Flow 	Status 	Revenue 	Revenue per recipient 	
Browse Abandonment Viewed Product	 Live	\$5,421.95	\$1.16	
Browse Abandonment (Klivos) [Klivos] Viewed Product	 Live	\$3,957.40	\$1.08	
Browse Abandonment (Klivos AI) [Klivos] Viewed Product (AI)	 Live	\$1,526.90	\$1.09	

Figure 1: This figure illustrates how to create new flows based on Klivos event triggers. These flows allow you to evaluate the unique value of the data provided by Klivos, separate from standard Klaviyo events. The setup includes configurable filters within each flow to prevent data cannibalization and ensure accurate attribution.








✓		Checkout Started May 28, 2024, 7:24 PM PDT
✓		[Klivos] Add To Cart (AI) May 28, 2024, 7:23 PM PDT
✓		[Klivos] Viewed Product (AI) May 28, 2024, 7:22 PM PDT
✓		Viewed Product May 28, 2024, 7:07 PM PDT
✓		[Klivos] Viewed Product May 28, 2024, 7:07 PM PDT
✓		Active on Site May 28, 2024, 6:55 PM PDT
✓		[Klivos] Active On Site May 28, 2024, 6:55 PM PDT

Figure 2: Shows how Klivos events show up and are labeled in the activity timeline of a Klaviyo profile.



THE COMPANY

NutSac designs and manufactures premium gear for everyday use. Their product lineup includes a wide assortment of bags, such as slings, satchels, backpacks, and duffels. NutSac is renowned for its high-quality products.

RESULTS



+108%

in revenue attributed to
Browse Abandonment flows



+80%

in revenue attributed to
Cart Abandonment flows



+\$10,000

in recurring sales each month



How Klivos Helped NutSac Achieve and Maintain a **\$10,000** Monthly Increase in **Klaviyo Flow Revenue**

"Klivos has been the best marketing decision we've made in 2024 by far. It started working immediately and currently generates 5 figures of profit for us each month. From an ROI perspective, it's a no brainer."

David, M.
CMO, NutSac

CONTEXT

Like many ecommerce stores, NutSac relies on Klaviyo for their email marketing. They were looking to get more from their email marketing and knew they were losing out on sales from Safari ITP, iOS14.5+, and other forms of data loss. Determined to find a solution, they sought a tool that could provide supplementary data to their Klaviyo account to enhance user recognition, capture more events, and make their email marketing more profitable.

THE PROBLEM

NutSac's email marketing had seen a decrease in performance that they attributed to various forms of data loss.

KLIVOS SOLUTION

Klivos' user recognition infrastructure was able to capture additional website sessions and events from their email subscribers leading to larger audiences across key email flows.

RESULTS

Klivos significantly increased the revenue generated from NutSac's Browse Abandonment and Cart Abandonment flows. Klivos identified additional users and captured more events, leading to a 108% increase in revenue from Browse Abandonment. Similarly, Klivos increased revenue from Cart Abandonment by 80%. These improvements translated to an impressive \$10,000 in brand new revenue over the course of a month. NutSac has been able to maintain these results month over month.