

Industry Benchmarks:

Apparel & Accessories

	Average	Top 25%
ROI	94.8	190.9
% Sales from email	22.3%	44%
% Sales from automated email	7%	20%
% Abandoned carts recovered	3.1%	8.5%
Avg. sales per email recipient	\$0.13	\$1.15

3x Increase in carts recovered for top performing brands using Klaviyo to optimize abandoned cart emails

Over 50,000 of the most innovative ecommerce brands use Klaviyo to grow their business

BB DAKOTA unique vintage STEVE MADDEN UNTUCKit TAYLOR STITCH Frankies