

Industry Benchmarks:

Toys & Hobbies

GMV Band	Median ROI
0 - 500K	14.35
500K - 1M	31.96
1M - 5M	58.57

I've overseen two transitions from Mailchimp to Klaviyo for two different companies. The integration with Shopify is seamless and easy to set up, and there's just no comparison when it comes to automation capabilities. The customer service is outstanding as well. Klaviyo is the clear winner.

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