klaviyo
PARTNERS

Mailchimp Battlecard

OVERVIEW

Headquarters: Atlanta, GA
Founded: 2001
Employee count: ~1,500

Had $800M in revenue pre-acquisition.
- Acquired by Intuit (TurboTax, Mint, CreditKarma) in November 2021. "Together Intuit and Mailchimp will provide an AI-driven, end-to-end customer growth platform for small and mid-market businesses".
- Removed their direct integration with Shopify in 2019, and reinstated in October 2021 along with the announcement of their acquisition of ShopSync.
- Acquired Chatitive, a two-way SMS platform in July 2021 – but Mailchimp still has no SMS offering.
- GMV focus: Primarily Entrepreneur & Lower SMB

HOW THEY POSITION THEMSELVES

- Mailchimp is designed for all online businesses, not just e-commerce.
- Want to be a one-stop marketing platform for small to medium-sized businesses, offering email, social posting, Facebook (Meta) advertising, appointment scheduling, e-commerce store hosting and more.
- Positioned to help businesses win over new and repeat customers by sending email (campaigns) and automations from a marketing platform that has expert advice built in.

WHY KLAVIYO WINS

Scalability
- This isn't something MailChimp talks about – and for good reason. Klaviyo's track record of product-lead revenue growth includes brands ranging in size from entrepreneurs to Fortune 500s.
- Klaviyo has proven it can help scale smaller/newer brands into multi-million dollar businesses (e.g. ColourPop, Steve Madden, Outdoor Voices).

Built-in database for unlimited speed, scale and flexibility
- Klaviyo has no limits around how we ingest data, or how much data we can store.
- Mailchimp has data retention limits, including the ability to store no more than 80 audience fields (properties). Built-in data science and predictive analytic functionality
- Klaviyo offers data science functionality that Mailchimp doesn't offer, including benchmarking capabilities – brands can use this to track performance to a peer group and quickly identify ways to optimize their marketing program.
- Klaviyo's data science suite, backed by a team of 140+ data scientists and ML engineers – all included at no extra cost. Mailchimp has ~100 on staff despite the company being 10 years older than Klaviyo – this includes shared engineering resources with their parent company, Intuit.

E-Commerce Features
- Klaviyo offers unique e-commerce functionality like custom/unique coupons, catalog syncs, performance benchmarks, product feeds and transactional messaging (no cost). We also offer more robust e-commerce reporting like cross-channel performance reports.

Support and Learning Resources
- Klaviyo offers a dedicated CSM for any accounts over $1,500 MRR. For brands looking for proactive multi-channel strategic advice, Klaviyo's Customer Success model is a better fit.

SMS
- MailChimp doesn't offer SMS functionality, despite acquiring Chatitive in 2021

WHAT THEY DO WELL

Pricing

- While Klaviyo traditionally is more expensive, we have fewer plans and our transparent, month to month pricing is designed to be flexible for cost-conscious brands. Many recent Mailchimp customers have similar stories: Mailchimp is "not suitable" for growing brands and "gets very expensive once you have to opt for a larger volume of emails".
- MailChimp's pricing structure forces customers to pay for anyone on their list, including unsubscribes. Ease of use
- MailChimp has focused on creating a good UI/UX, including in-app guided prompts throughout the platform to help new customers get started. This ease of use is important, as Mailchimp has fewer dedicated resources for support and customer onboarding, oftentimes sending their new customers help documents with little to no dedicated account support.

Built-in CMS/CRM features (Surveys, Website/Domain, E-Commerce Builder, Appointment Scheduler)

- These features are nice to have, especially if a brand needs CRM functionality. However, it is highly unusual for a growing brand to build any part of their web ecosystem using MailChimp's tools (domain hosting, e-commerce store) as they are not designed to scale and limited in functionality.

Integrations & agency partnerships

- Integrations are one of MailChimp's strong suites, as they offer over 300+ integrations, despite being relatively basic in functionality. It's important to note that MailChimp only offers ~60 e-commerce specific integrations as of today. This means Klaviyo integrates provides a better experience with significantly more loyalty, reward, shipping and customer data vendors.

QUESTIONS TO ASK

Deliverability

- We have had many customers move to Klaviyo due to poor deliverability and inbox rates. Do you feel comfortable with the limited deliverability and resources that MailChimp offers?

Data

- Customers who properly segment their audience see higher revenue performance and stronger deliverability – how easy is it to accomplish this with MailChimp? What if, for example, you wanted to segment using variant-level data from your product catalog?

SMS

- MailChimp doesn't offer certain timely marketing channels, like SMS or push notifications, how does this affect your long-term planning?

Benchmarks

- How do you know how well you're doing against your peers and where to focus on improving?

Support

- What does your overall marketing stack look like, and how easy is it to find support in their help center for questions you have?
- What would having access to a community of other Klaviyo (power) users mean for your brand as you grow?

Flow builder

- How quickly can you create a complex, multistep automation with branching logic and test/iterate on that to improve?

USE CASES THAT SET KLAVIYO APART

1. Competitor and Industry Benchmarks
2. Multistep forms and A/B testing of forms
3. Segmenting on LTV and predictive data
4. Strength of e-commerce integrations (predominantly Shopify) and flexibility to build reliable custom integrations
5. Pre-built, forms, reports, templates
6. SMS with prebuilt flows and templates
7. Significantly more e-commerce integrations.

LANDMINES TO DROP

Email deliverability
- Former MailChimp brands report inexperience and improper IP warming and deliverability oversight, whereas customers on Klaviyo report a better migration and IP warming experience, ultimately leading to better inbox placement and stronger ROI.

Lists/Segments
- MailChimp's segmentation builder is overly simplified for growing brands and gives users access to predefined operators, rather than making all customer data (metrics and properties) available for segmentation.
- MailChimp segments are limited to 5 total metrics (Placed Order, Active on Site, etc), whereas Klaviyo can support unlimited segment dimensions.

Analytics / Reporting
- MailChimp's dashboard reports are limited to revenue generation, without the ability break it down by source (campaign or automation)
- Their attribution model is not customizable and is based around a 30 day window.

Automation
- Their marketing automation has become more flexible in recent years but is still built around the notion of "tags" and "audiences" which can be difficult to manage and makes it difficult to build detailed flows with complex branching logic.
- Some key e-commerce flows, like browse abandonment and abandoned cart are not customizable meaning timing and optimization is limited. Many MailChimp customers do not set these revenue generating flows for this reason.
- MailChimp also pushes customers to use pre-built triggers ("Starting Points"), rather than building custom experiences with their Custom Events or Customer Journeys API.
- They do not offer the ability to set time delays in minutes, the smallest unit of time is hours.

Template builder

Previous MailChimp customers have mentioned that the editor is still "buggy". There is no notion of saved or universal blocks.

Previous customers have noted that their templates aren't responsive.

Sign-up forms
- Klaviyo sign up forms can be easily triggered based on highly specific customer activity/behavior or exit intent. MailChimp has an extremely limited form builder – including no multistep form support.
- No A/B testing support, either.