

OVERVIEW

- **Headquarters:** Chicago
- **Founded:** 2003 as an email marketing tool, added marketing automation in 2013 (helped accelerate their growth), CRM features came in 2016
- **Offices:** Chicago, Indianapolis, Dublin, Sydney, Brazil
- **Employee count:** ~1,000
- **Total Customers:** ~150,000
- **Recent funding:** \$240M in April 2021 (\$3B valuation)
- **Not e-commerce focused**
- Acquired [Postmark and DMARC Digests](#) in May 2022

HOW THEY POSITION THEMSELVES

- For brands that want to drive growth with customer experience automation – ActiveCampaign gives you the email marketing, marketing automation, and CRM tools you need to create incredible customer experiences.

WHY KLAVIYO WINS

E-commerce focused

- Klaviyo offers ecommerce functionality like back in stock, coupons, product catalog syncs, product feeds, and transactional messaging without the need for integrations.
- Less than **40% of ActiveCampaign's customers are e-commerce** meaning they've invested minimally in this vertical and **fundamentally not built for e-commerce**.

Built-in database for unlimited speed, scale and flexibility

- Klaviyo has no limits around how we ingest data (events or custom properties), or how much data we can store.
- ActiveCampaign is **not built for event tracking** at the user-level. In fact, ActiveCampaign events are disabled by default. Events must be enabled and pre-defined before their customers can use them for segmentation and flows/automation.

Built-in data science and predictive analytic functionality

- Klaviyo offers data science functionality, including performance benchmarks, predictive analytics and product feeds with product recommendations.
- Data science was never really a part of ActiveCampaign's business – they offer **predictive sending** and **predictive content** – but their predictive content generally doesn't work as expected and are rarely used by customers.
- Klaviyo's data science suite, backed by a team of **140+ data scientists and ML engineers** is included at no extra cost.

Support and Learning Resources

- Their tech support team and product support have no specialization in any specific vertical – meaning limited e-commerce specific knowledge.
- Customers who get dedicated CSM – which requires an enterprise subscription – are likely working with a more reactive rep with a large book of business across various verticals.

Scalability

- This isn't something ActiveCampaign 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).

WHAT THEY DO WELL (and our rebuttal)

Customer Relationship Management (CRM)

- If the prospect needs contacts, accounts and deal management or landing pages that are traditional to CRMs, ActiveCampaign will be a better fit. ActiveCampaign also offers more CRM integrations like Pipedrive, Zoho and Calendly.
- If the prospect needs a CRM and is still primarily ecommerce, Klaviyo is likely still the best fit. Not only are our user view and data (profile) superior – meaning we store more of their customer's data – we also offer more robust sign-up forms, automated alerts and subscription preferences.

Integrations

- ActiveCampaign boasts over 870+ active integrations (only ~70 were natively built). 90 of these integrations are ecommerce specific, and ingest significantly less data than Klaviyo's native integrations.

App Studio

- ActiveCampaign's [App Studio](#) has been a heavy investment in the last few years. Comparable to Salesforce's AppExchange, this enables ActiveCampaign customers to build custom apps on top of their technology.
- While this is a great user experience for customers who are heavily invested in building in their ecosystem, it is unusual for ecommerce brands to need functionality like this.

Pricing (see pricing card for more information)

- While ActiveCampaign is traditionally cheaper, Klaviyo offers transparent, month to month pricing designed to be flexible for cost-conscious brands. ActiveCampaign typically requires an annual commitment.

QUESTIONS TO ASK

Integrations - How concerned are you about the up-time of your integrations and the integrity of that data? Would not having up-to-date revenue performance reports be detrimental to your short term planning?

Data - How easy is it to accomplish this with ActiveCampaign? What if, for example, you wanted to build a complex segment using historical event (purchase) data?

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?

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

SMS - ActiveCampaign doesn't offer robust SMS capabilities or push notifications, how does this affect your long-term planning?

Reporting - How important is it to your company to be able to quickly spin up detailed custom reports like flow performance or product performance?

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, email templates – including our “Showcase”
6. Strong SMS platform with prebuilt flows and templates
7. Significantly more e-commerce integrations.

- **Contact-based platform, not a database platform**
 - Klaviyo is a customer database platform, designed to help brands access and leverage all of their data to personalize and improve their marketing strategy. ActiveCampaign is a contact-based platform designed primarily for CRM. CRM-oriented tools like ActiveCampaign are built to store user properties, **but are not built to maintain a database of user behavior**. This is core to Klaviyo.
- **Analytics / Reporting**
 - ActiveCampaign's reporting for e-commerce is basically non-existent. Klaviyo helps brands focus on the metrics that matter, and ActiveCampaign customers have to use a third party tool to get similar insights.
 - [Deep Data](#) integrations (Shopify, WooCommerce, BigCommerce, Square) are required to run basic ecommerce revenue reports, and pull in product data to the customer profile.
 - Their custom reporting is only available for customers on enterprise, and it **requires the use of Looker which is difficult for the average customer to use**.
- **Integrations**
 - Their Shopify, WooCommerce and BigCommerce integrations often run into sync issues and offer surface level data, leading ActiveCampaign customers to run into a lot of downstream reporting and segmentation issues.
 - These ecommerce integrations offer limited trigger events - generally limited to **makes a purchase (placed order)** and **abandoned cart**.
 - **Shopify integration is better than the rest** but even that integration has issues with **historically syncing contacts**.
 - Other data like viewed website, products purchased come through as custom fields that are limi
- **Sign-up forms**
 - Their sign-up forms are "horribly outdated" with no pre-designed templates. Custom forms require a knowledge of CSS.
 - There is no notion of behavioral targeting, exit intent forms, two-step forms, or the leveraging coupons in forms.
- **Segmentation**
 - ActiveCampaign has [segment limitations](#) including limiting customers to 20 segment conditions, and the use of three "contains" operators per segment.
 - Their segmentation is really simplistic, based on 'people' properties.
- **SMS**
 - Most ActiveCampaign customers use a third party SMS platform like Attentive. Their native SMS solution was almost scrapped entirely.
 - Their SMS offering does not offer vanity, short-codes or toll-free numbers and only offers one-way messaging.