Blueprint and Klaviyo combine forces to scale SMS in EMEA

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All Blueprint SMS customers will be offered the opportunity to transition to the Klaviyo platform

8th November 2022, LONDON: **Klaviyo**, the unified customer platform that provides data-driven marketing tools, has today announced it has joined forces with Blueprint to support customers across EMEA. As part of this process, over the upcoming months, Blueprint's SMS customer base, which includes brands such as Candy Kittens, Homethings and Skout Organic, will have the ability to transition to the Klaviyo platform.

In a recent study,* Klaviyo found that promotional texts from brands have an average click-through rate of 36% – eight times that of email. Utilising the two strategies together can enable brands to reach out in the right way, at the right time, providing a more personalised experience for customers.

Justin Khaksar, SVP International, commented: "This is an incredibly exciting opportunity for both Klaviyo and Blueprint. Blueprint has done a fantastic job creating a tool that provides brands a way to communicate with their customers via SMS. With this transition, the brands can receive the additional infrastructure and support they need to further improve on their customer journey. The customer experience is at the forefront of what we do here at Klaviyo and this is a great opportunity for us to continue to expand our presence in EMEA and show these customers what we're able to offer."

Harvey Hodd, CEO of Blueprint added: "We're so excited to join forces with Klaviyo. We know we have some outstanding customers that can really benefit from the scale and support Klaviyo offers and as both brands are trusted players in the industry, it's a match made in heaven."To learn more about Klaviyo visit **www.klaviyo.com**.

*Klaviyo polled 1975 consumers, aged 18 and over in the US and Canada in 2022.

ABOUT KLAVIYO

Klaviyo is a unified customer platform that gives online brands direct ownership of their consumer data and

interactions, empowering them to turn transactions with customers into long-term relationships—at scale. With Klaviyo, brands can combine customer data with more than 220 native integrations to automate personalised email and SMS communications that make customers feel seen. Klaviyo makes it easy—no need to start from scratch, piece together multiple platforms, or rely on third-party marketplaces and ad networks. From mom-and-pop shops to established companies, innovative brands like Unilever, Living Proof, Solo Stove, Citizen Watches, and more than 100K other paying users leverage Klaviyo to acquire, engage, and retain customers—and grow on their own terms. Learn more at klaviyo.com.