Klaviyo Helps Customers Drive Almost $1.5 Billion in Revenue Over Cyber Weekend

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Movement towards owned marketing continues as customers reap the benefits

BOSTON, MA — December 6, 2021 — **Klaviyo**, a leading customer data and marketing automation platform, today released insights from this year's Cyber Weekend, which revealed that more than 160,000 ecommerce brands used the company's platform to drive almost $1.5 billion in sales between Thanksgiving and Cyber Monday, compared to $917 million in 2020.

After releasing new **features** in late October to help customers drive effective holiday engagement, Klaviyo found that from Thanksgiving through Cyber Monday, customers sent over 7.5 billion emails and over 54 million SMS messages, as retailers continue to rely on email and SMS marketing to effectively reach customers in a highly personalized way. With early shopping mentions up almost 12 percent from last year, according to data from Klaviyo, companies worked hard to encourage customers to start their holiday shopping earlier this year to avoid shipping delays and issues around product inventory.

Additional 2021 Black Friday and Cyber Monday Insights

- Small businesses saw gains even while holiday shopping decreased: Despite overall sales being down on Cyber Weekend, Klaviyo's data revealed consumers shopped 37% more than last year and spent 60% more on Black Friday alone.
- Email continues to connect: Between Thanksgiving and Cyber Monday, Klaviyo customers sent over 7.5 billion emails, earning almost $1.5 billion in revenue. Plus, Klaviyo estimates that customers attributed $300 million in revenue to Klaviyo on Cyber Monday alone.
- Shoppers continue to be incentivized by discounts: Klaviyo customers sent over 170 million discounts between Thanksgiving and Cyber Monday.
- Texting is on the rise: Klaviyo customers sent over 54 million text messages over Cyber Weekend – 10 times more than in 2020. As a result, SMS attributed revenue increased by 743% year over year.

"There is so much build up around the holidays for brands, and when you add in supply chain issues and continued

residual effects from the pandemic, it's been even more crucial this year to have a customer-first mindset in order for retailers to be successful," said Andrew Bialecki, co-founder and CEO of Klaviyo. "Customer-centric businesses won Cyber Weekend this year, and we are excited to see such strong growth and momentum across email and SMS as we continue to play an important role in the movement towards owned marketing."

Klaviyo estimates that 3.2 percent of all consumer spend in the U.S. on Black Friday was attributed to their customers' email and SMS owned marketing channels, an increase from 2 percent in 2020.

Visit our recent blog article **here** to read additional insights from this year's Cyber weekend. For more information about Klaviyo and its services, please visit **www.klaviyo.com**

ABOUT KLAVIYO

Klaviyo is a leading customer data and marketing automation platform dedicated to accelerating revenue and customer connection for online businesses. Klaviyo makes it easy to store, access, analyze and use transactional and behavioral data to power highly-targeted customer and prospect communications. The company's hybrid customer-data and marketing-platform model allows companies to grow by fostering direct relationships with customers, without giving up their valuable data to popular big-tech ad platforms. Over 80,000 innovative companies like Unilever, Custom Ink, Living Proof and Huckberry sell more with Klaviyo. Learn more at **www.klaviyo.com**.