Scratch Nail Wraps Wins Klaviyo's Owned Growth Grant Competition

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Boston business awarded $25,000 and a spot at WS Development's The Current

BOSTON, March 4, 2022 — **Klaviyo**, a leading customer data and marketing automation platform, today announced the winner of its Owned Growth Grant Competition. **Scratch Nail Wraps**, a female-owned and operated nail art company, won $25,000 and a spot at WS Development's Boston Seaport retail pop-up shopping community, "The Current" this year, as well as a year of free access to Klaviyo's platform. The winner was selected through a public voting platform.

As part of the partnership, Klaviyo will now serve as the recommended email solution partner for Shopify Plus, a plan for merchants with higher-volume sales that offers additional functionality, scalability and s

Based in Boston, Scratch Nail Wraps focuses on producing nail wraps that use colors consumers love, exploring interesting concepts and creating designs that look good.

"Our nail wraps aren't just for special occasions," says Nina Park, founder and CEO of Scratch Nail Wraps. "They are a confidence-boosting, conversation-starting, public display for consumers. Everything done at Scratch is done with intention and a belief that quality does matter. I am thrilled for this incredible opportunity to showcase our product, expand our brand and reach new customers at a level we haven't been able to before."

"We have deep admiration and respect for small business owners who put everything on the line for their customers," said Kady Srinivasan, SVP and head of global marketing at Klaviyo. "We're excited to follow Scratch Nail Wraps' growth journey and see how they utilize an omnichannel strategy to connect and delight their customers."

Scratch Nail Wraps will be featured at WS Development's "The Current" later this year. Conceived to reflect a "micro-urban identity," the collection is comprised of nine small, freestanding structures located along Seaport Boulevard and Seaport Common in Boston's Seaport District.

"We are ecstatic to welcome Scratch Nail Wraps to the project and be a part of the business's first brick and mortar

experience," said Carina Donoso, Senior Director, Retail Experience & Incubation.

You can learn more about Scratch Nail Wraps **here** and at **https://www.goscratch.it/**.

ABOUT KLAVIYO

Klaviyo is a leading 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. With over 90,000 paying customers, 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. Innovative companies like Unilever, Custom Ink, Living Proof and Huckberry sell more with Klaviyo. Learn more at **www.klaviyo.com**.