Klaviyo vs. Mailchimp for ecommerce email marketing

If you don't care about growing sales and revenue, Mailchimp will work just fine. If you want to make more money, join over 10,000 Mailchimp customers who switched to Klaviyo. Customers who switched see an average increase of 46% in total store revenue. Just one of the many reasons why Klaviyo averages 4.6 / 5 stars on G2 Crowd—80% of Klaviyo G2 Crowd reviews are 5 stars.

Mailchimp is for sending email.
Klaviyo makes you money.

Klaviyo is built from the ground up for ecommerce stores. Our integrations pull in more data. Our email automations are easily customizable. Our forms are flexible and powerful. Our data is kept more up-to-date. All of this designed to help you better personalize your marketing and grow. Learn how Popov Leather is making 30% more money each month after making the switch from **Mailchimp to Klaviyo**.

Tight integration with Shopify.

Klaviyo takes data about prospective shoppers and converts it into marketing that drives sales. Our segmentation engine lets you combine things like buying patterns, website activity and product interest, engagement, order value and average spend and more to target and personalize your marketing.
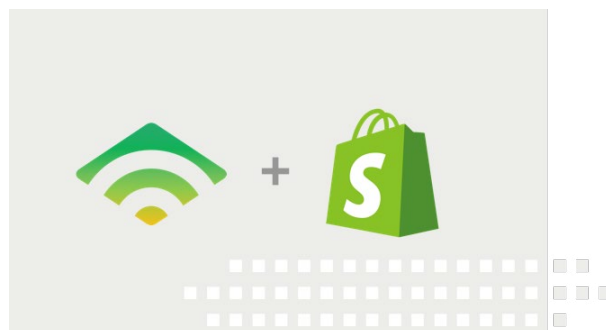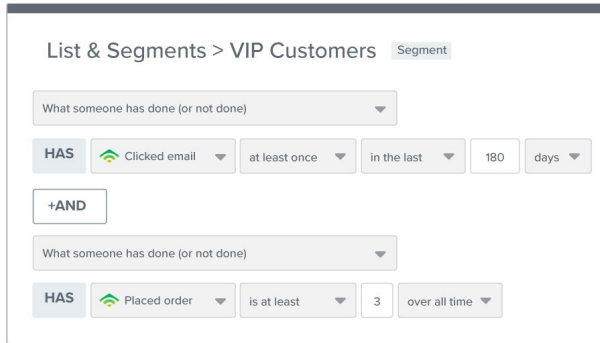
No hidden costs.

At Klaviyo, we believe in a straightforward, all-inclusive pricing model. Mailchimp may have a lower sticker price, but when you add up the total cost of ownership, **Klaviyo is more cost efficient**.

Included in Monthly Subscription	Mailchimp	Klaviyo
Unique coupon codes	✖	✔
Back in stock automation	✖	✔
Advanced pop-ups	✖	✔
Segmentation	✖	✔
Multivariate testing	✖	✔
Zapier integration	✖	✔

*Included at no extra cost

KLAVIYO

List & Segments > VIP Customers   Segment

What someone has done (or not done)

HAS   Clicked email   at least once   in the last   180   days

+AND

What someone has done (or not done)

HAS   Placed order   is at least   3   over all time

Segmentation that's not just easy—it's powerful.

According to **Gartner**, businesses that excel in segmentation and personalization outsell their peers by 20%. Klaviyo's robust segmentation engine helps you make better connections with your customers, and that translates to more sales for your store. You can go beyond basic targeting to segment on things like products purchased in specific time frames; website browsing behavior; order value; and an unlimited number of custom attributes.
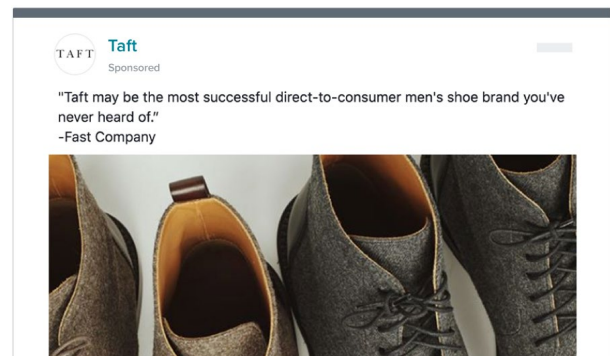
Learn more

Enterprise grade automation, without the hassle.

Anyone can send an abandoned cart email. But not everyone can target that email based on cart value or a recipient's history with your brand. Want to trigger automated emails based on custom events? No sweat. And when it comes to testing a series of automated emails, Klaviyo will make it simple for you to see which is driving more sales.

Learn more

# Engage with your customers wherever they are.

Klaviyo is more than just email. Communicate with your customers on any channel—email, web, in-app, or social—and use Klaviyo's powerful segmentation to personalize the message, wherever they are.

TAFT   **Taft**
Sponsored

"Taft may be the most successful direct-to-consumer men's shoe brand you've never heard of."
-Fast Company

KLAVIYO

Designed for customer marketing. Not list management.

Klaviyo gives you a single view of your customers. Activity and attributes are linked directly to an individual record, not just to an email address associated with a list. That means better customer insights, less time spent organizing lists, and only paying once for each profile instead of paying every time they appear on a list.
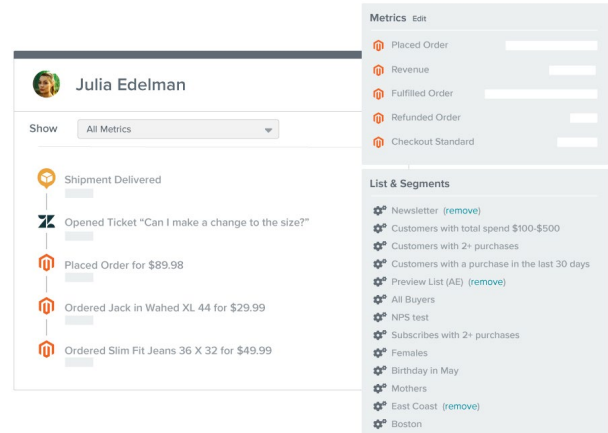
But, don't take it from us.

In an **independent head to head analysis**, Klaviyo scored higher than Mailchimp in quality of support, ease of doing business with, and product direction, just a few reasons why Klaviyo is the leading **Mailchimp alternative**.
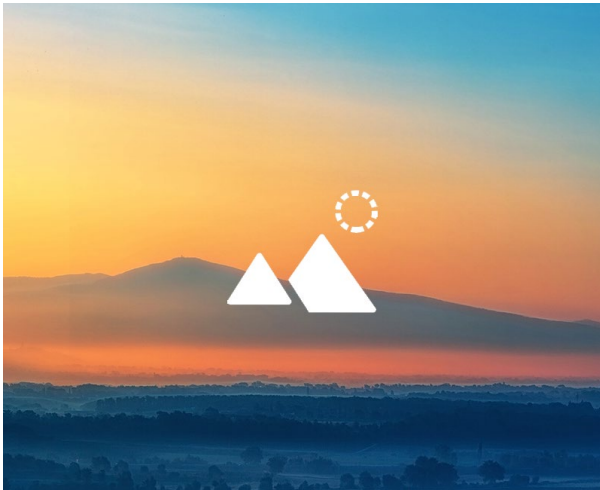
"We have grown our clients sales significantly from when they switched from MailChimp to Klaviyo. Klaviyo is the top e-commerce email marketing platform on the market. The Klaviyo Shopify integration is much simpler than any of the other ESP's we used in the past."

Chase
Founder of Boundless Lab

Thousands of ecommerce leaders rely on Klaviyo

TWILLORY   Marine Layer   *Shinesty*   TAFT   Beardbrand

Hear it straight from other ecommerce merchants

☆

CAPTERRA REVIEW

"Klaviyo is like Mailchimp for ecommerce. On Steroids."

☆

CAPTERRA REVIEW

"Their level of triggered email sophistication is truly impressive. We made the switch from Mailchimp entirely due to this feature."

☆

CAPTERRA REVIEW

"[With Klaviyo] I have been able to get very specific with my retargeting of past customers and retain MUCH more regular customers and reorders than when I used Mailchimp."

☆

CAPTERRA REVIEW

"[Klaviyo] has a lot more features than Mailchimp. I like the ease of use and the options to use a lot of advanced automated flows. A/B testing is a lot better over Mailchimp as well."

Reach out to your Klaviyo partner representative for more information