



klaviyo[®]

The only CRM built for B2C

THE FUTURE OF CONSUMER MARKETING

We surveyed 8,000 global consumers. Here's what you must know to elevate the customer experience, drive loyalty and build stronger customer relationships.

Left 5-star review

Tortoise Tuscan
Sunglasses

\$160.00

Opened SMS: Dine @ chef's counter



EXPLORE THE REPORT

FOREWORD	03	CONSUMER JOURNEYS	10	CUSTOMER SERVICE	34
Putting the customer experience first pays off		Optimising the omnichannel consumer experiences		Winning back consumers is all in a day's work	
EXECUTIVE SUMMARY	05	BRAND LOYALTY	19	BRAND VALUES	40
What makes the modern consumer click		Building long-term brand loyalty from the first tap		Highlighting brand purpose leads to purchase	
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The new rules for meeting evolving customer demands		The power of smart personalisation for brands		Strategic priorities for B2C marketing in 2025	



Opened SMS: Sale on winter wear

Foreword

Putting the *CUSTOMER EXPERIENCE* first pays off

Building brand love and fostering loyalty is all about making customers feel valued and seen – no matter where, how or when they engage with your brand.

FLOW TRIGGER

Has placed order once

Consented to receive SMS?

No



Yes



Leave a review

The stakes have never been higher for B2C brands.

Consumers expect personalised, meaningful connection across every interaction with a brand. But B2C brands are stretched thin – tasked with doing more with fewer resources. The technology available hasn't kept pace with the speed, scale and complexity needed to manage modern B2C relationships. As a result, brands are often forced to cobble together disconnected point solutions, making it harder to deliver the seamless, tailored experiences their customers expect.

The only way for brands to grow and build long-term loyalty is by delivering personalised experiences at every stage of the customer journey. To do this, they need to centralise their data and bridge the gap between marketing and service to ensure a unified approach that connects individualised outreach with exceptional support. By aligning both and leveraging the right technology, brands can create consistent, meaningful interactions that foster trust and drive lasting customer relationships.

At Klaviyo, we're here to help you power smarter digital relationships across every interaction so you can create personalised experiences with your customers, at scale. This report will give you the data and resources you need to deepen connections with your audiences and gain more brand love in the year ahead.

JAMIE DOMENICI, CMO, KLAVIYO

“The only way for brands to grow and build long-term loyalty is by delivering personalised experiences at every stage of the customer journey.”



**JAMIE DOMENICI,
CMO, KLAVIYO**

Opened push: VIP early access

Executive Summary

What makes the *MODERN CONSUMER* click

With increasingly complex discovery and purchasing habits, brands are focusing on tech-enabled personalised marketing and great customer service.

SUBMITTED REVIEW SEGMENT

Submitted review at least once

Review rating is 5.0

 12,638

The most successful B2C brands don't just sell products, they build lasting customer relationships.

The profile and journey of an average consumer has changed. Today's shoppers are tech-savvy and quality-obsessed, and they typically shop on their phones. **And brands face the challenge of understanding consumer data to improve the customer experience.**

To help brands better understand their customers and build experiences that resonate with new audiences, we surveyed over 8,000 consumers around the world about their expectations for retail, restaurant, hotel and wellness brands, and spoke to B2C leaders at top organisations about the findings.

CONSUMER JOURNEYS

- Organic social media**
is the No. 1 discovery channel for retail and ecommerce brands.
- Customer reviews and feedback**
are the most influential factor when making an initial purchase with a brand, even more than pricing or discounts.
- Mobile websites**
are the most popular purchasing channel for retailers, hotels, restaurants and wellness brands

BRAND LOYALTY AND VALUES

- Consistent product or service quality**
is the top reason consumers remain loyal to brands.
- 4 in 10 consumers**
feel that brand values matter more than they did a year ago.
- Strong data protection and security policies**
are the most important values consumers consider when deciding on a brand they've shopped with before.

CUSTOMER EXPERIENCE AND PERSONALISATION

- The No. 1 frustration**
consumers have when shopping across channels is inconsistent pricing and promos.
- 24 hours**
is the most common expected response window for follow-up after a negative brand experience.
- 74% of consumers**
expect more personalised experiences from brands in 2025.

Meet the first (and only) CRM built for B2C brands

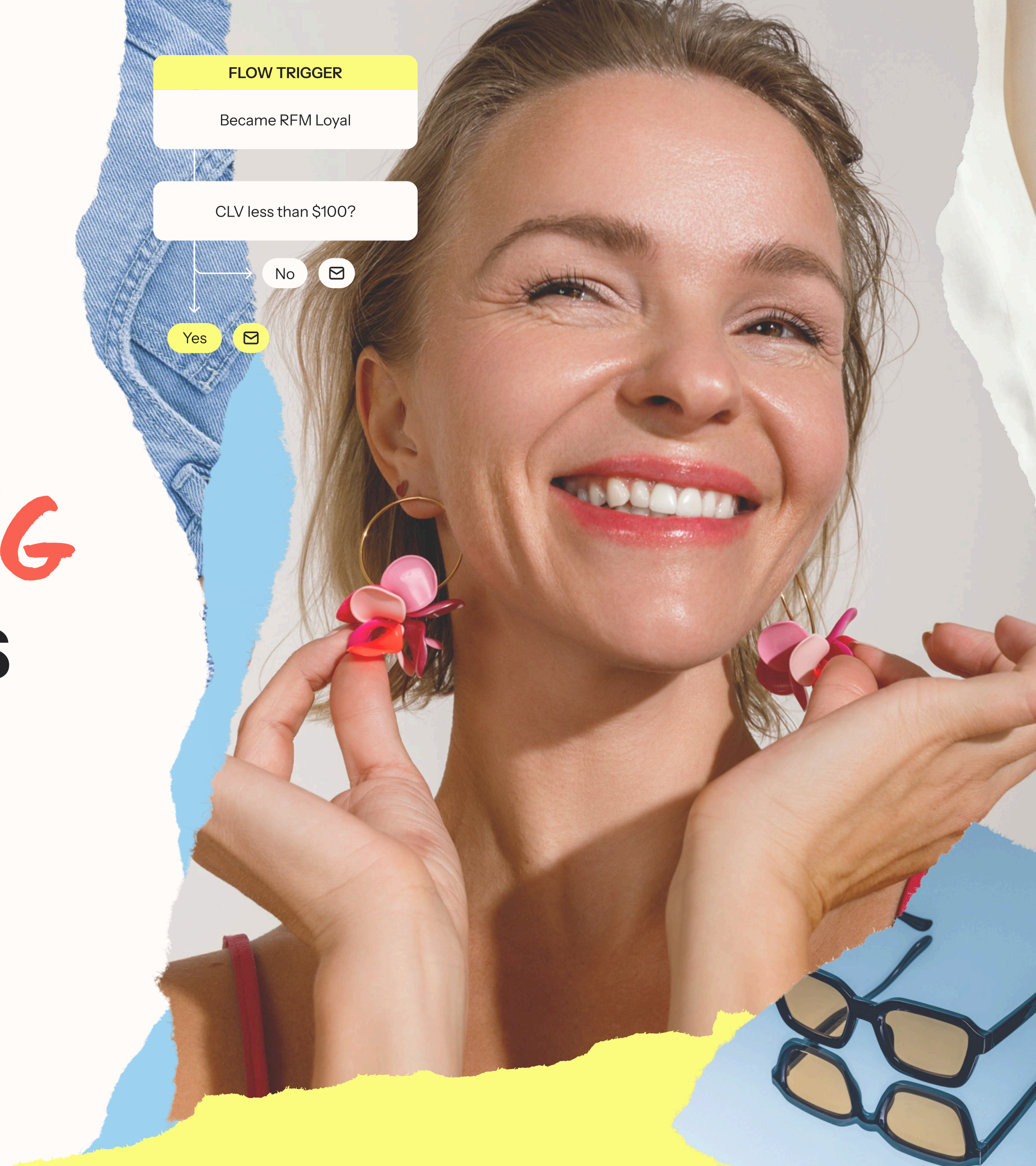
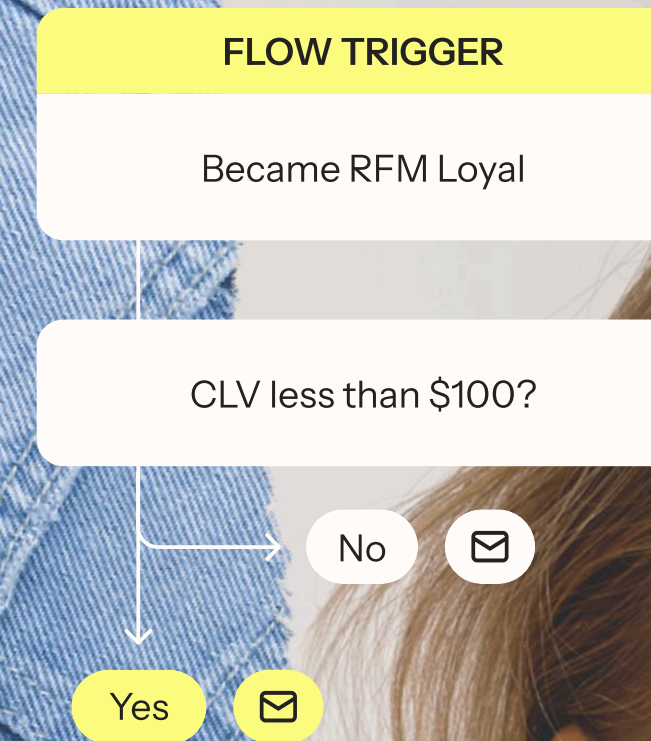
Collect and activate data from any source, and unify service, marketing and commerce to support personalised customer experiences at scale with Klaviyo.

[See it in action](#)

Introduction

The new rules for *MEETING EVOLVING* customer demands

Building brand love and fostering loyalty is all about making customers feel valued and seen – no matter where, how or when they engage with your brand.



Navigating a new era of consumer marketing

Today, consumers expect more from brands. Sure, they want the “basics” – great service, quality products and excellent communication when they shop. But considering the majority of today’s global consumer population grew up with the internet and the ability to buy virtually anything from anywhere on any channel, they’re looking for even more. They want personalised recommendations and deals, and they want to support brands that align with their values. Consumers most often discover new brands and products through social media, and they shop on their phones, making a seamless omnichannel journey a make or break for continued loyalty.

More than two-thirds (72%) of consumers we surveyed plan to maintain or increase spending on personal or lifestyle purchases in the next six months, giving brands a chance to catch the attention of both new audiences and those who have shopped with them before.

And in order to stand out and build trust, brands need to level up every aspect of their customer experience strategy.

1 IN 5

consumers will stop buying from a brand after a single negative experience.

74%

of consumers expect more brands to provide personalised experiences in 2025.

“

Quality over quantity in brand marketing is going to be more important than ever. We’re seeing much better results across deliverability, engagement and revenue when we focus more energy on creating valuable, targeted content rather than just maintaining a high frequency of touches. Consumers are becoming more critical about how often they’re reached out to, and that elasticity isn’t there anymore.”



JORDAN VANEK, DIRECTOR OF LIFECYCLE AND RETENTION MARKETING AT GRO

Consumer Journeys

Optimising the *OMNICHANNEL* customer experience

Consumers discover new brands and shop on the channels where they're most active, and brands need to show up authentically where their audiences are already engaging.

Left 5-star review

Google Ads



Facebook Ads



Social media, reviews and transparency unlock repeat purchases

Consumers clock each interaction they have with a brand, which today often happens on social media. But these interactions aren't happening in a vacuum. If they happen to see an influencer's video right when they're searching for a replacement for a product they have, they may be more likely to stop scrolling and save the video, or go directly to the brand and make a purchase.

The brands consumers are choosing to shop with are not only showing up on relevant channels with competitive prices, but showing up for each individual consumer and learning from up-to-the-minute customer feedback. And today, most purchases are made on mobile devices, which is a very different experience from shopping on desktop or in person.

1 IN 5

consumers discover new restaurants via word of mouth.

1/3

of consumers discover new retail and ecommerce brands through organic social media

“

We always tell the brands we work with to design for mobile first. Most people are opening emails on their phones, and mobile formatting works on desktop anyway.”



**BEN ZETTLER,
FOUNDER, ZETTLER DIGITAL**

How consumers discover new brands and products

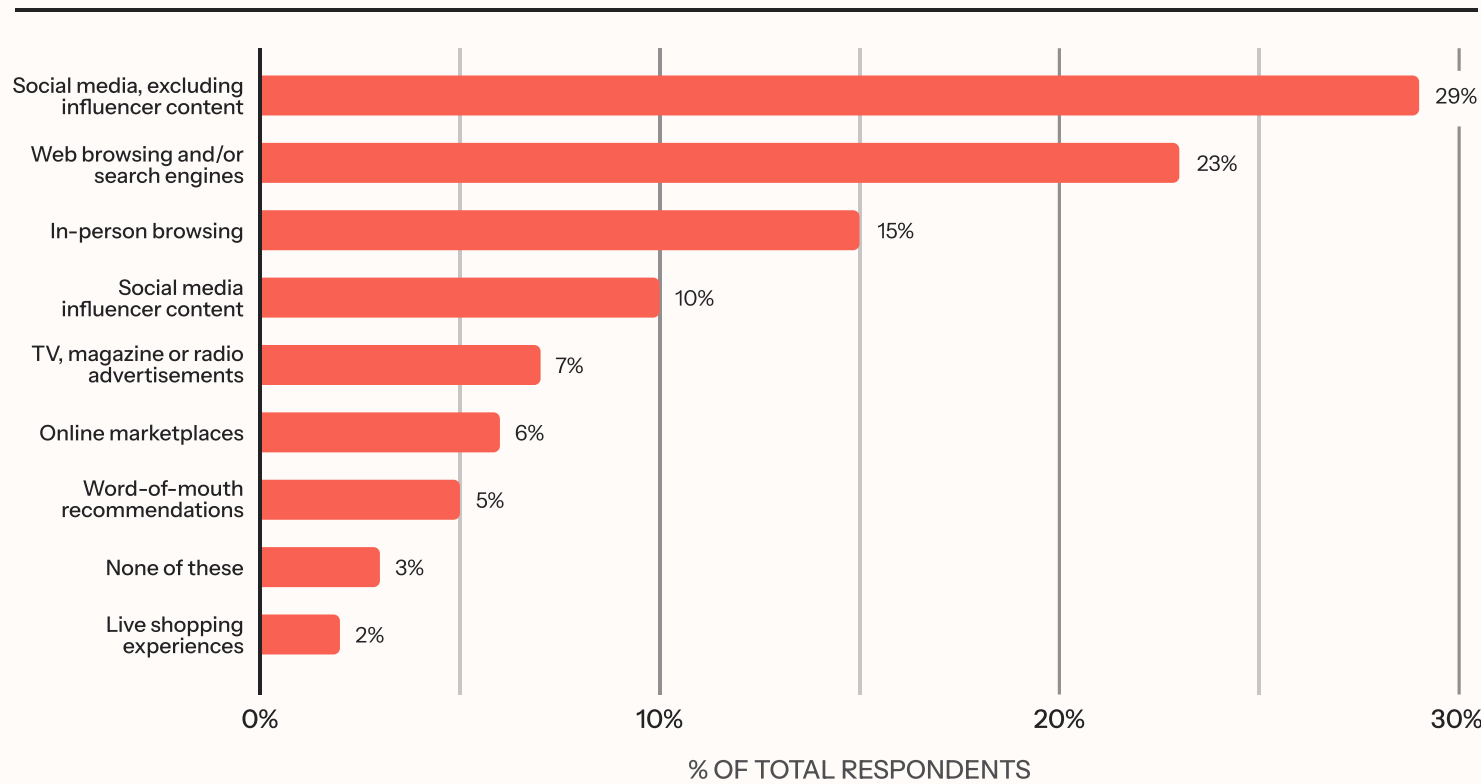
For retail, hotel and wellness brands, the primary discovery channels are online. And for restaurants, web browsing is a close second after word-of-mouth recommendations.

Younger consumers are more likely to use organic social media to find new retail and wellness brands, compared to Gen X and baby boomers, who are more likely to search the web.

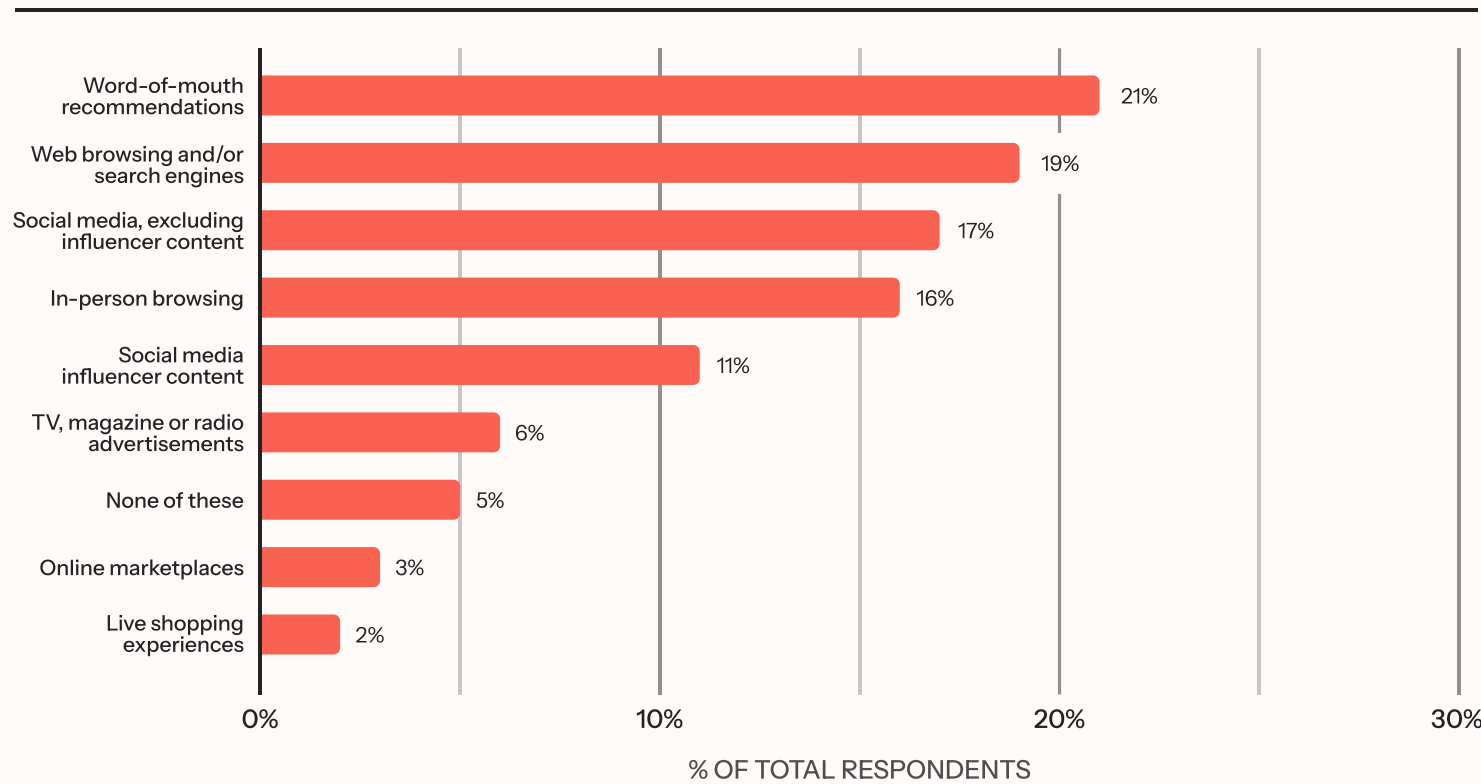
As AI continues to shift web browsing and social search, it'll become even more important for brands to think about how they appear in search results.

What is the primary way that you discover new consumer brand products and/or services?

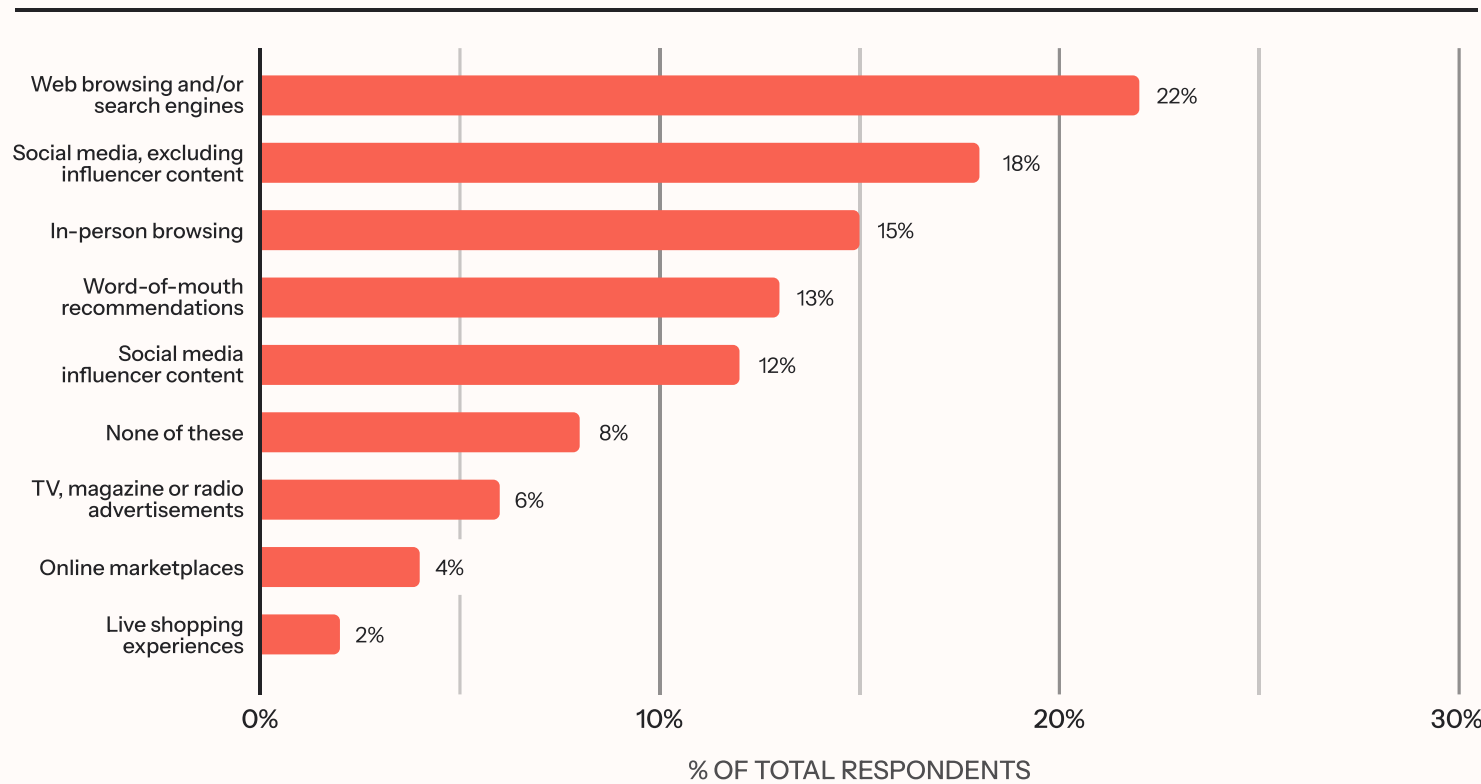
FOR RETAIL/ECOMMERCE BRANDS



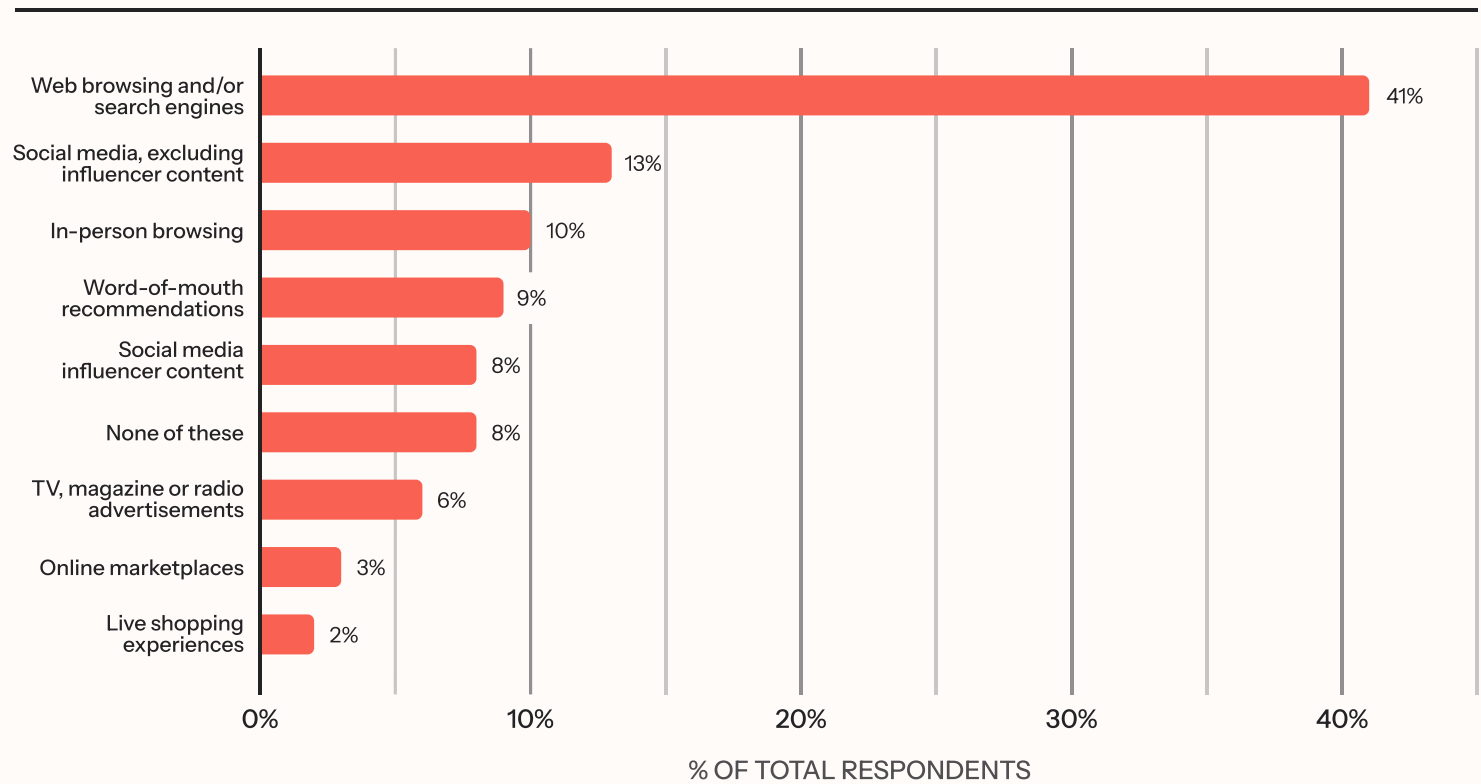
FOR RESTAURANT BRANDS



FOR WELLNESS AND PERSONAL SERVICES BRANDS



FOR HOTEL BRANDS



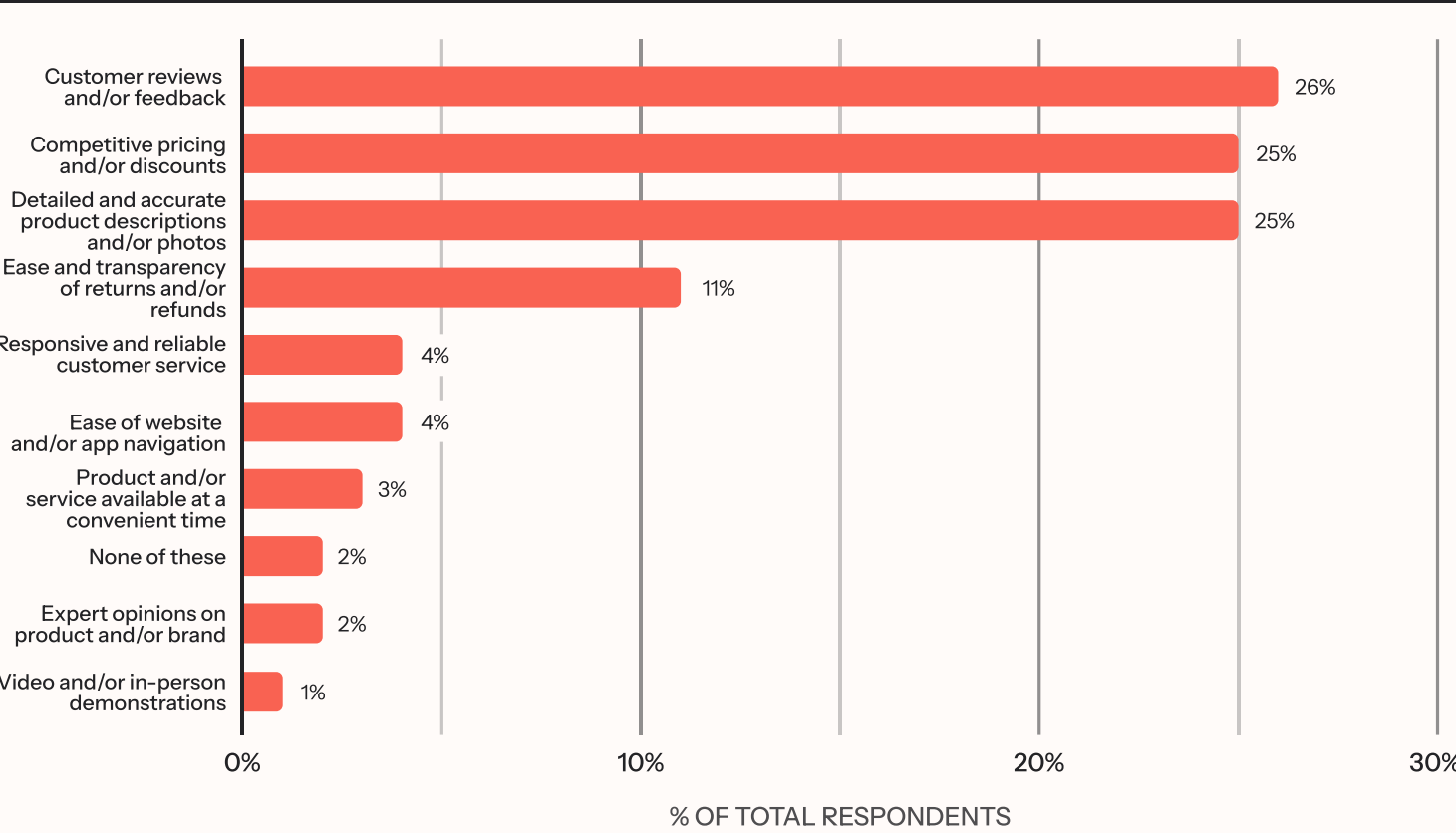
Decoding consumer purchase psychology

When deciding on an initial purchase, consumers care most about customer reviews and feedback, across all industries. For retail or ecommerce brands, detailed product descriptions and photos are just as important as competitive pricing and reviews for initial purchases.

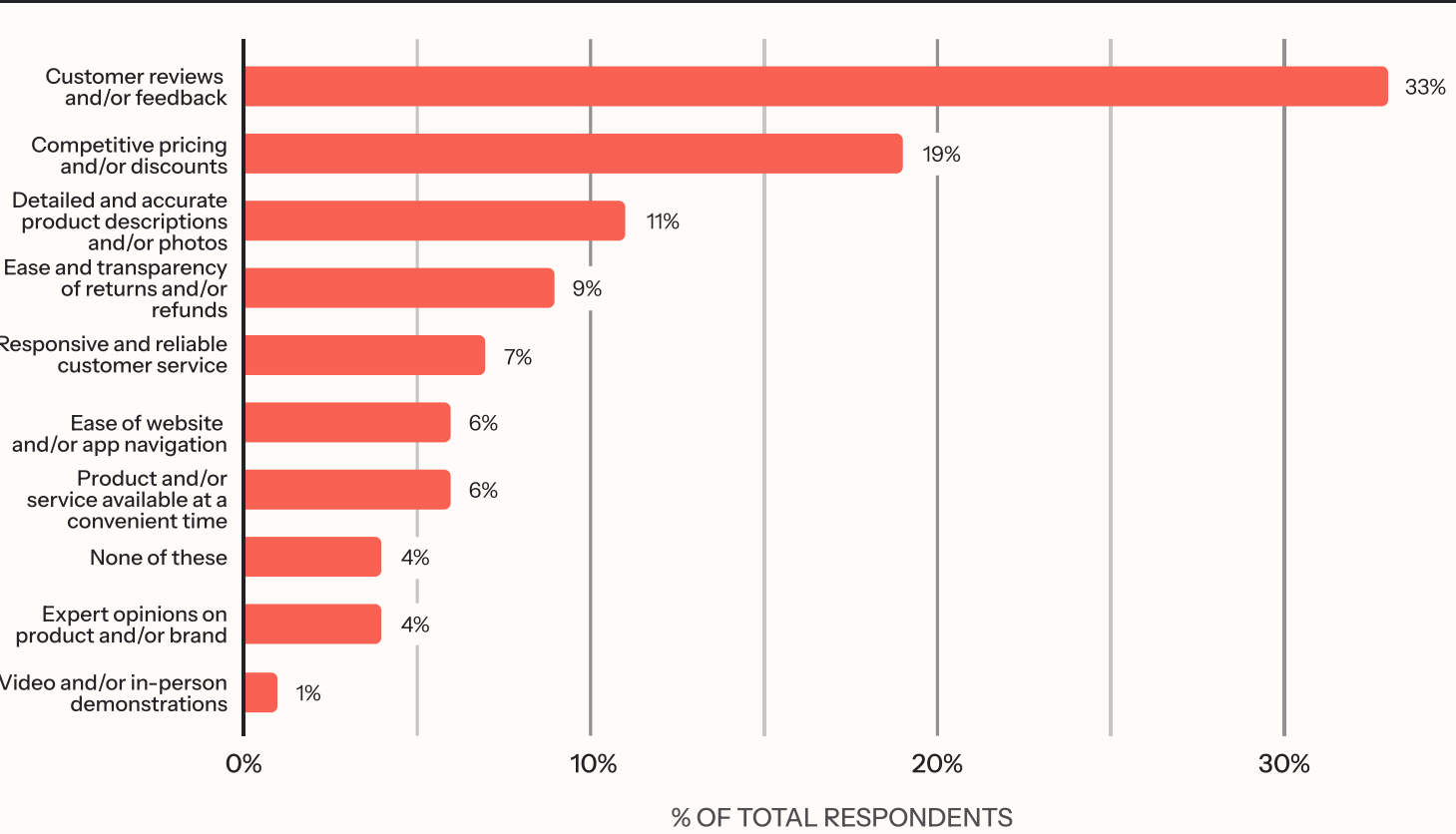


Which part of the shopping experience matters most when deciding to make your first purchase of a consumer brand product and/or service?

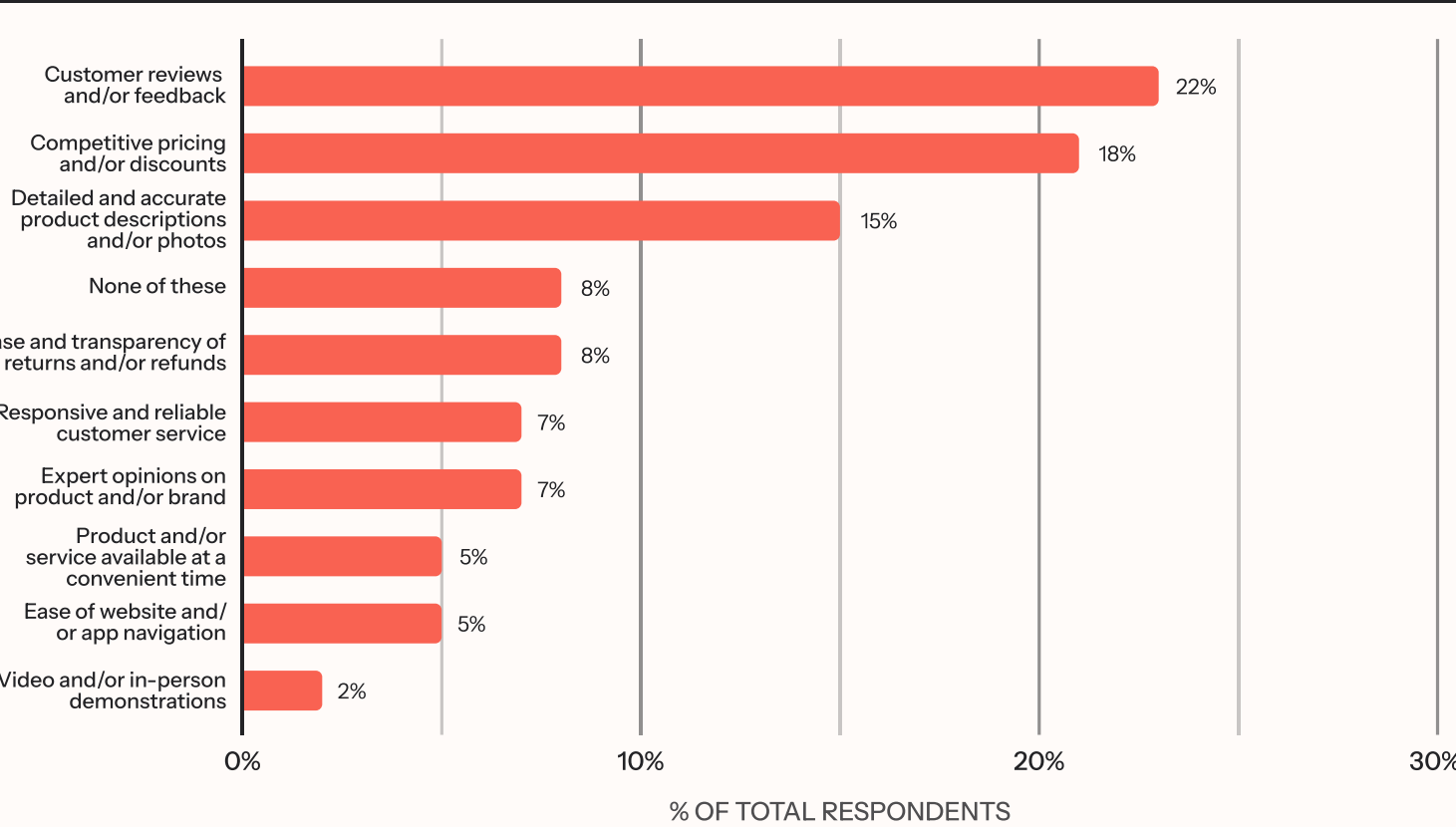
FOR RETAIL/ECOMMERCE BRANDS



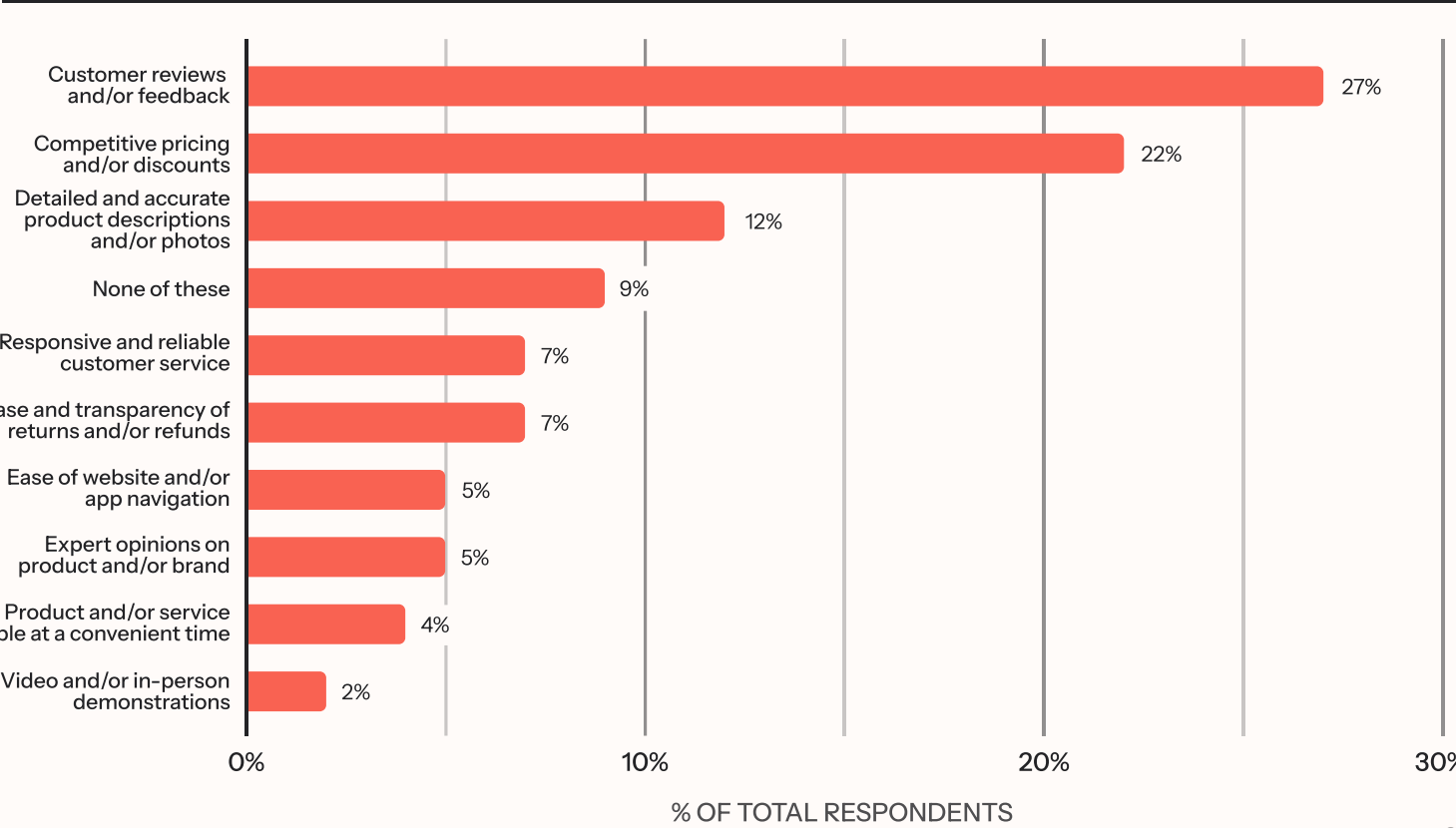
FOR RESTAURANT BRANDS



FOR WELLNESS AND PERSONAL SERVICES BRANDS



FOR HOTEL BRANDS

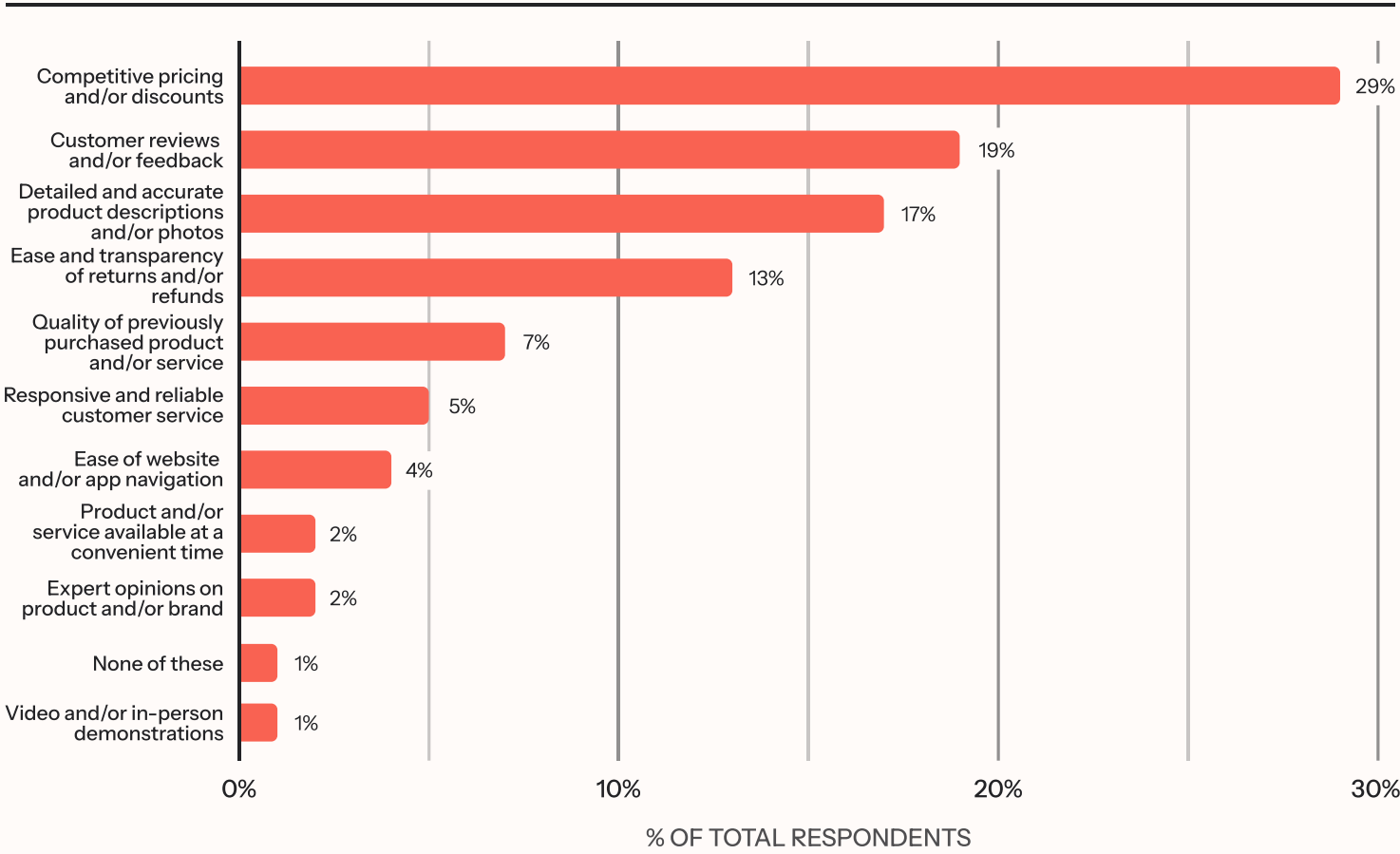


But when making a repeat purchase, consumers most often look at pricing.

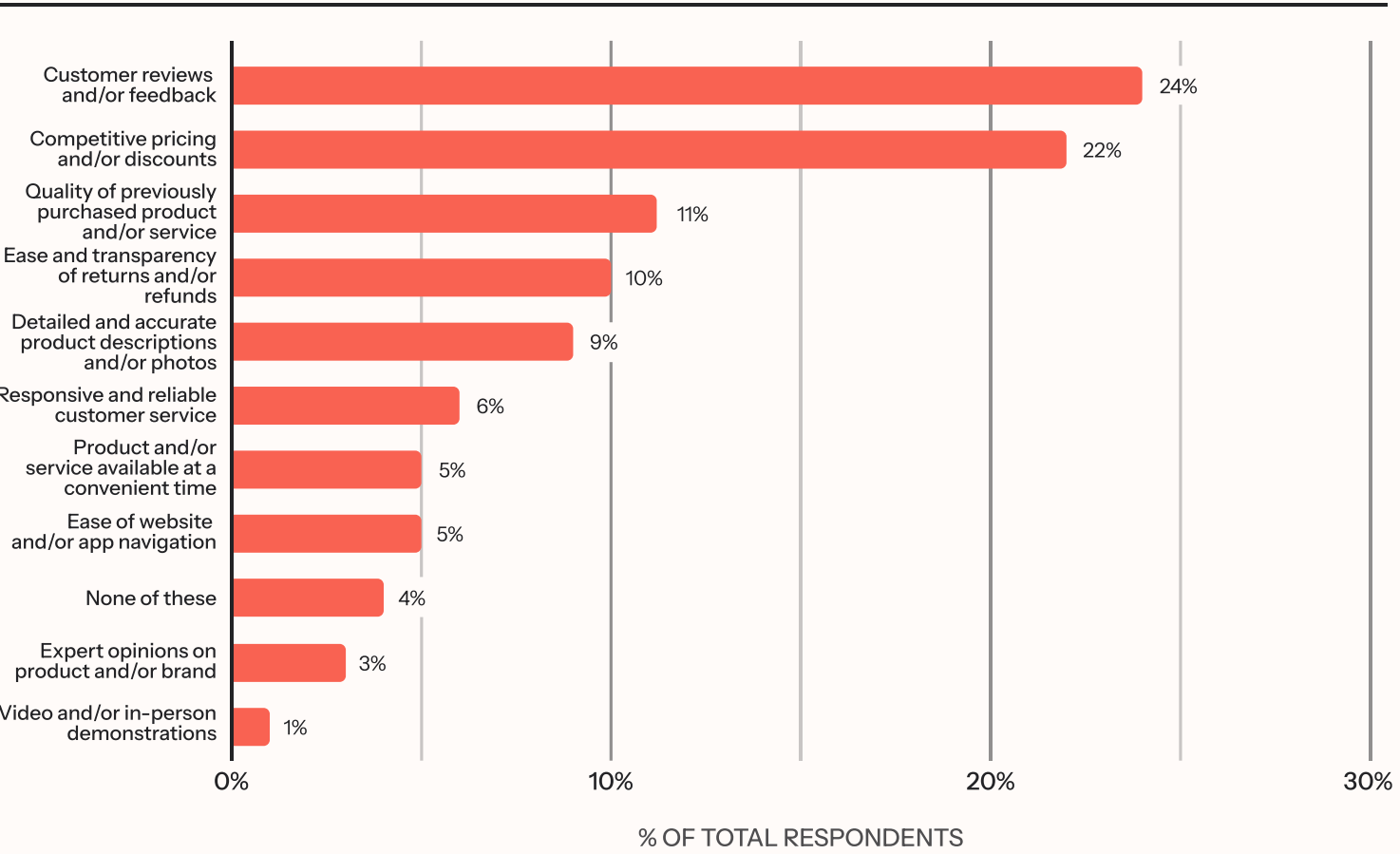


Which part of the shopping experience matters most when purchasing from a consumer brand you’ve already purchased from before?

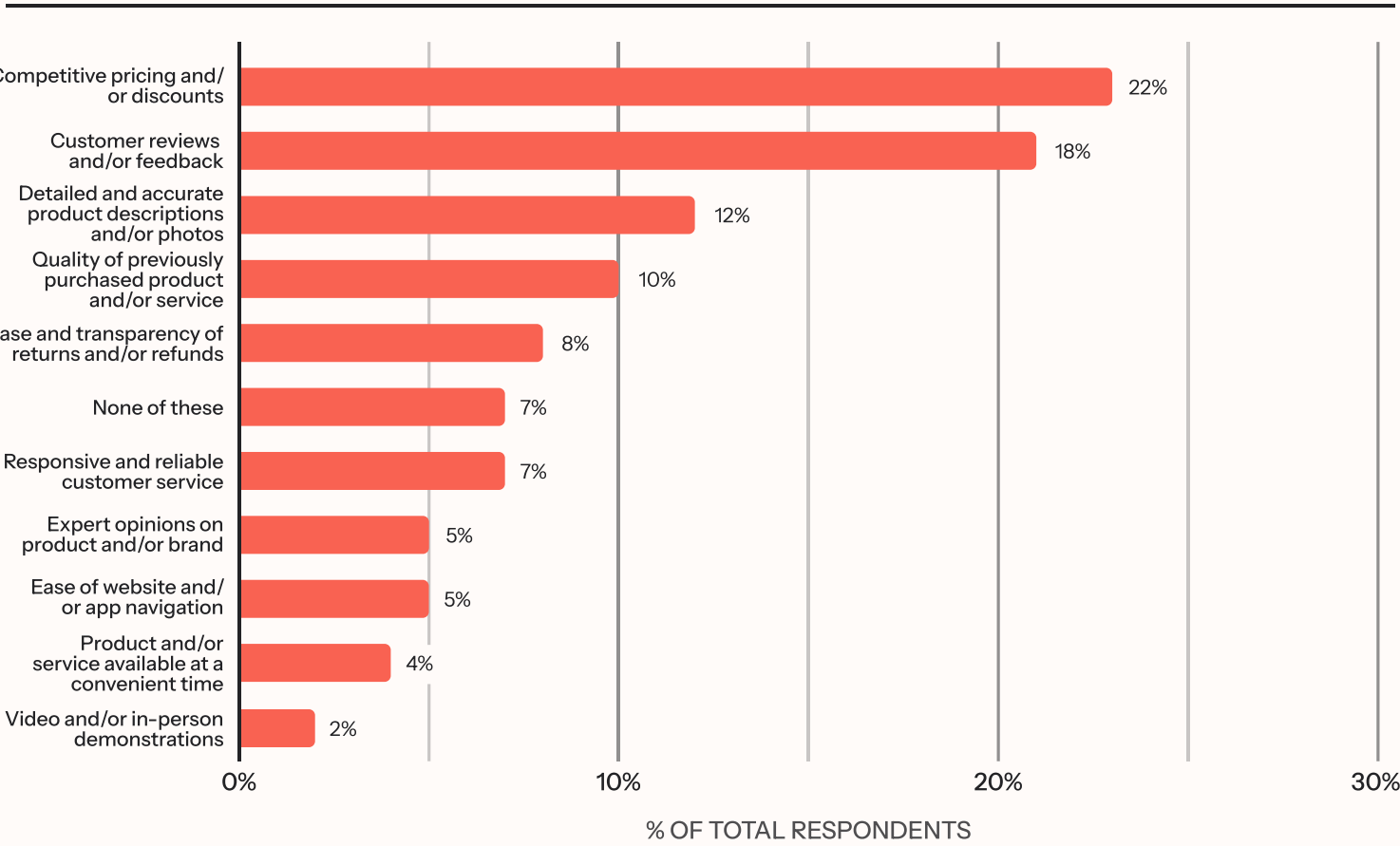
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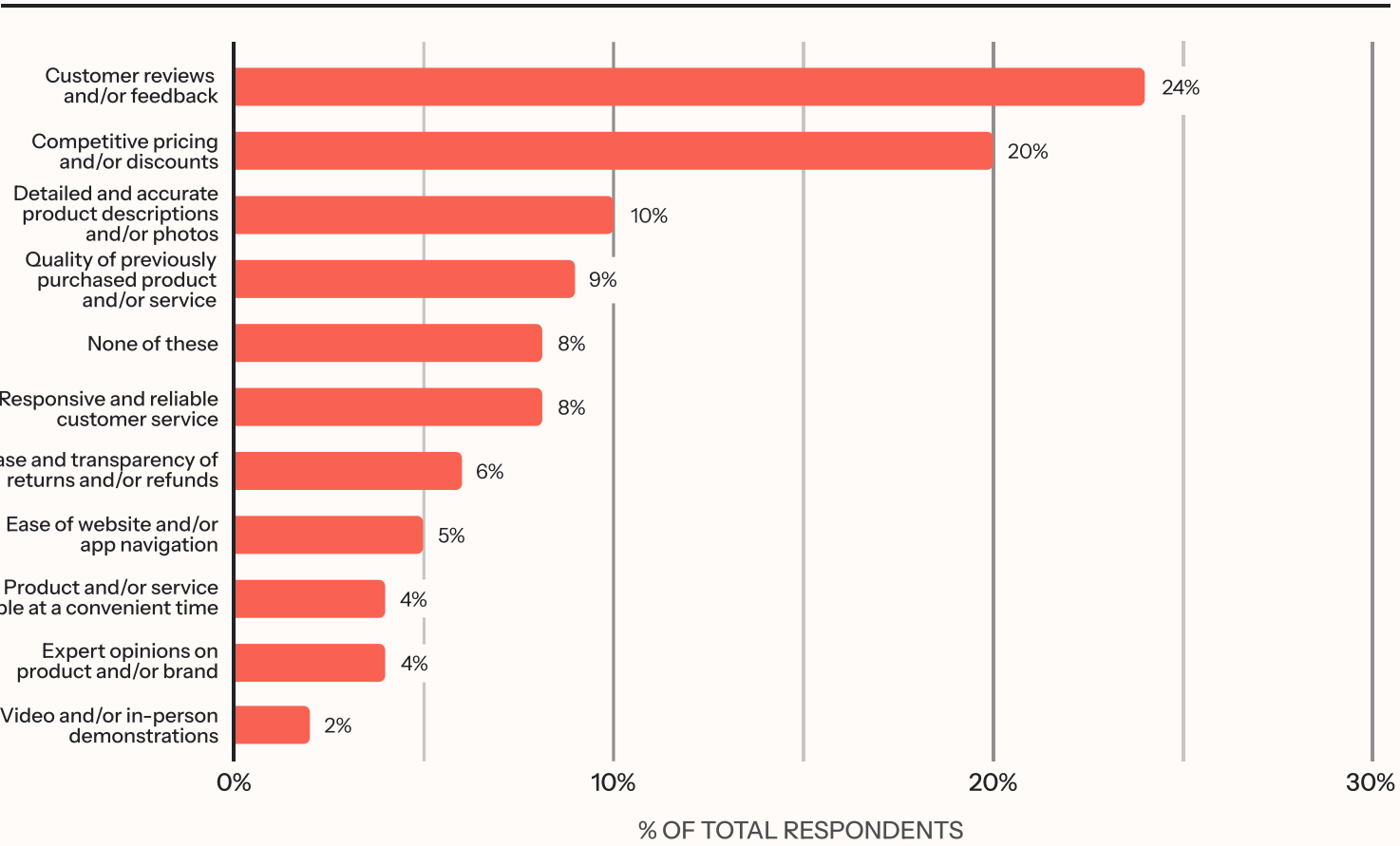
FOR RESTAURANT BRANDS



FOR WELLNESS AND PERSONAL SERVICES BRANDS



FOR HOTEL BRANDS



When we shifted the focus of the question and asked how consumers decide which brand to purchase from, they said they care most about price for retail, wellness and hotel brands. But when deciding which restaurants to purchase from, consumers are more likely to compare brand characteristics, like the menu.

This goes to show that brands need to win their customers over and over again, fostering loyalty until they’re confident that the product or service is worth the price.

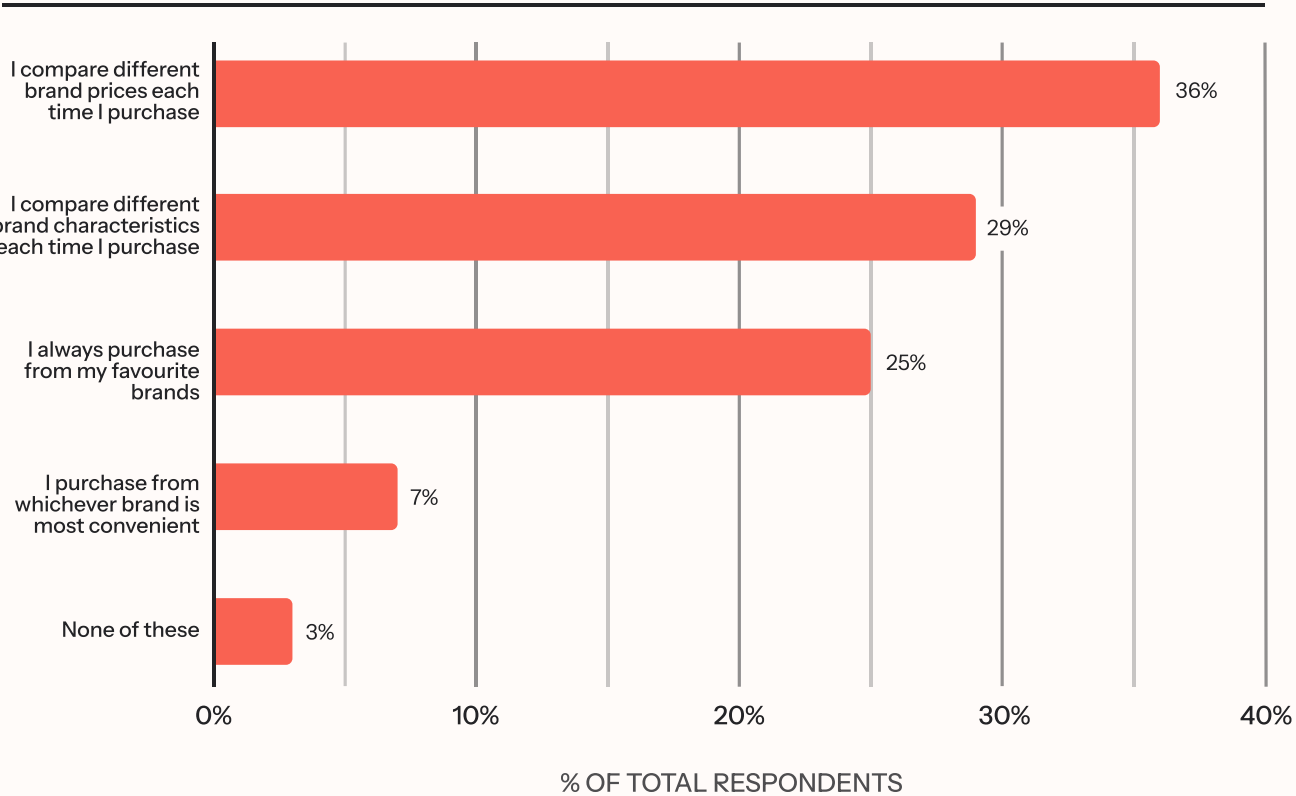
THE NO. 1 REASON

consumers who abandon carts are finding a better price elsewhere.

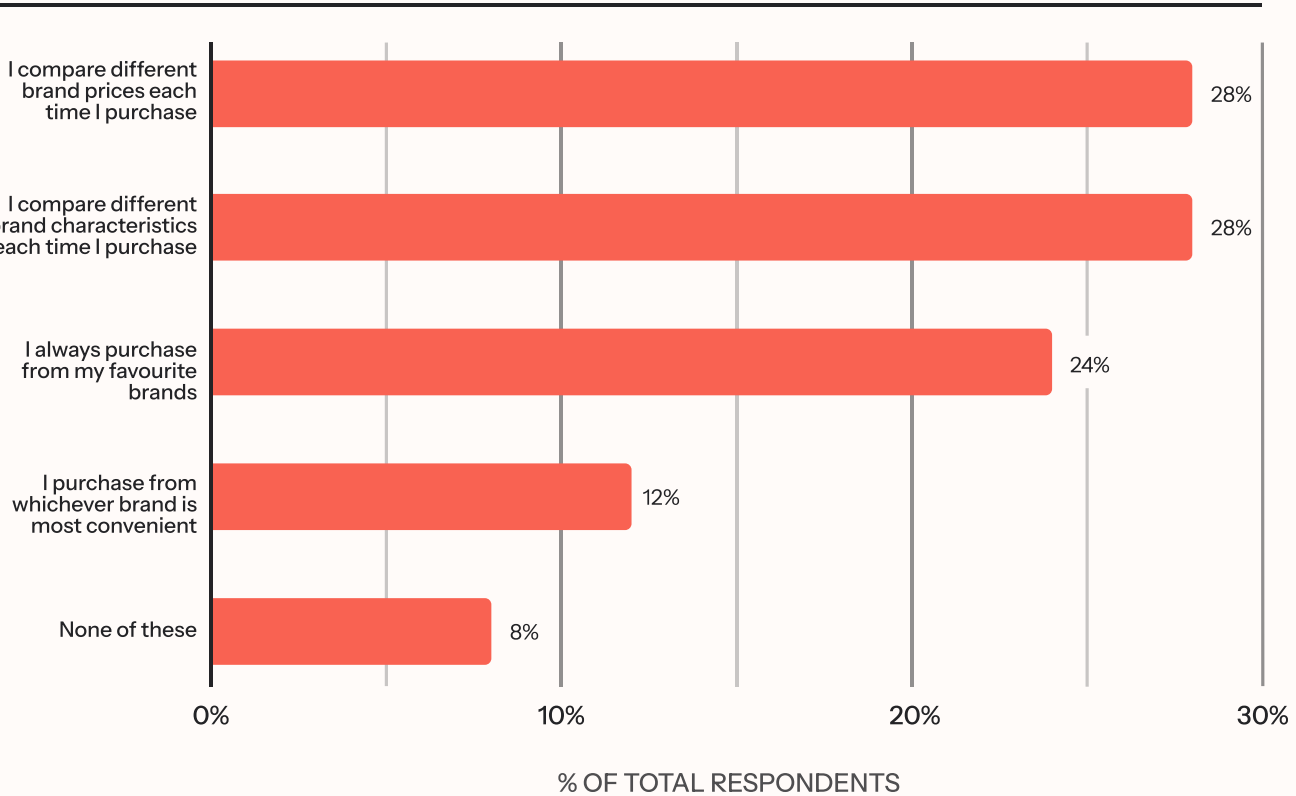
Regionally, retail and ecommerce consumers have different purchasing journeys and considerations. In North America, consumers are price-sensitive in the discovery process. In Europe, consumers care most about reviews and feedback, and in Asia Pacific (APAC), consumers are more focused on detailed product descriptions.

How do you decide which consumer brand to purchase products and/or services from?

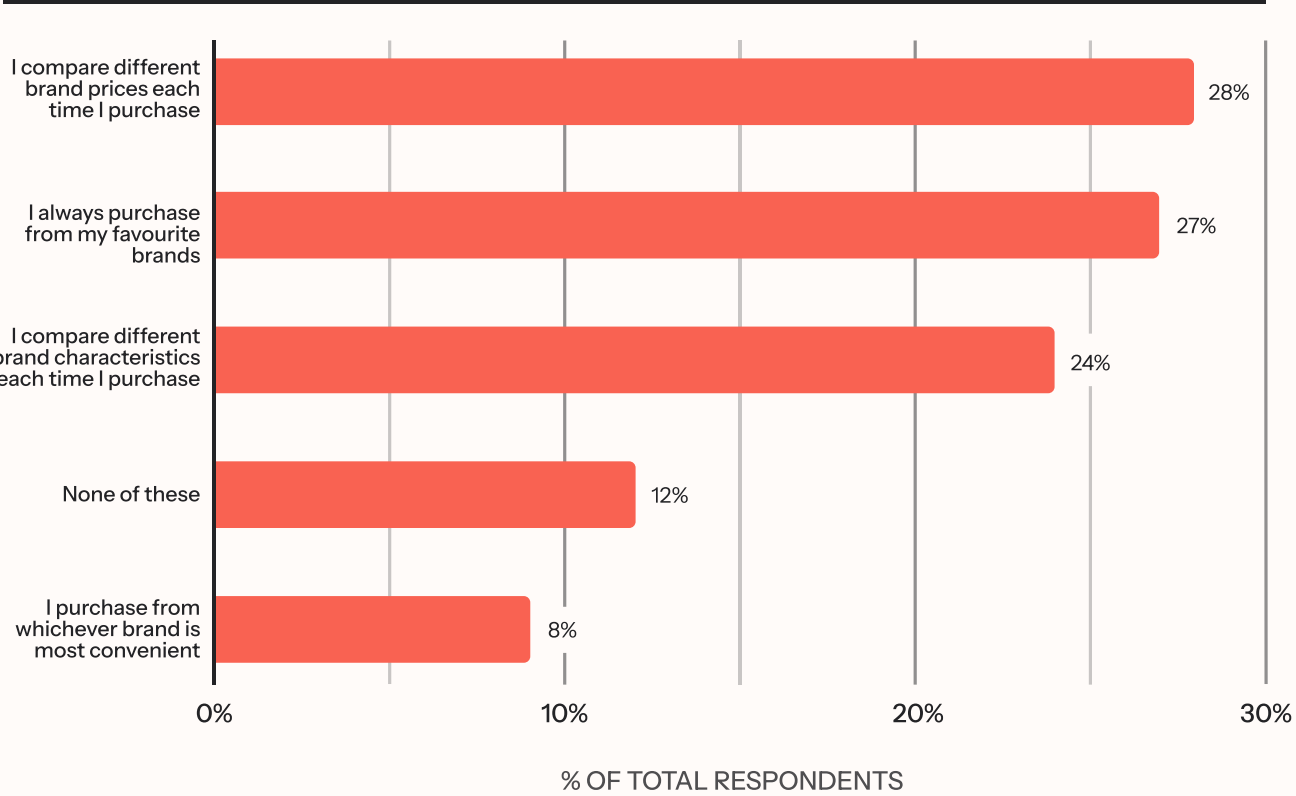
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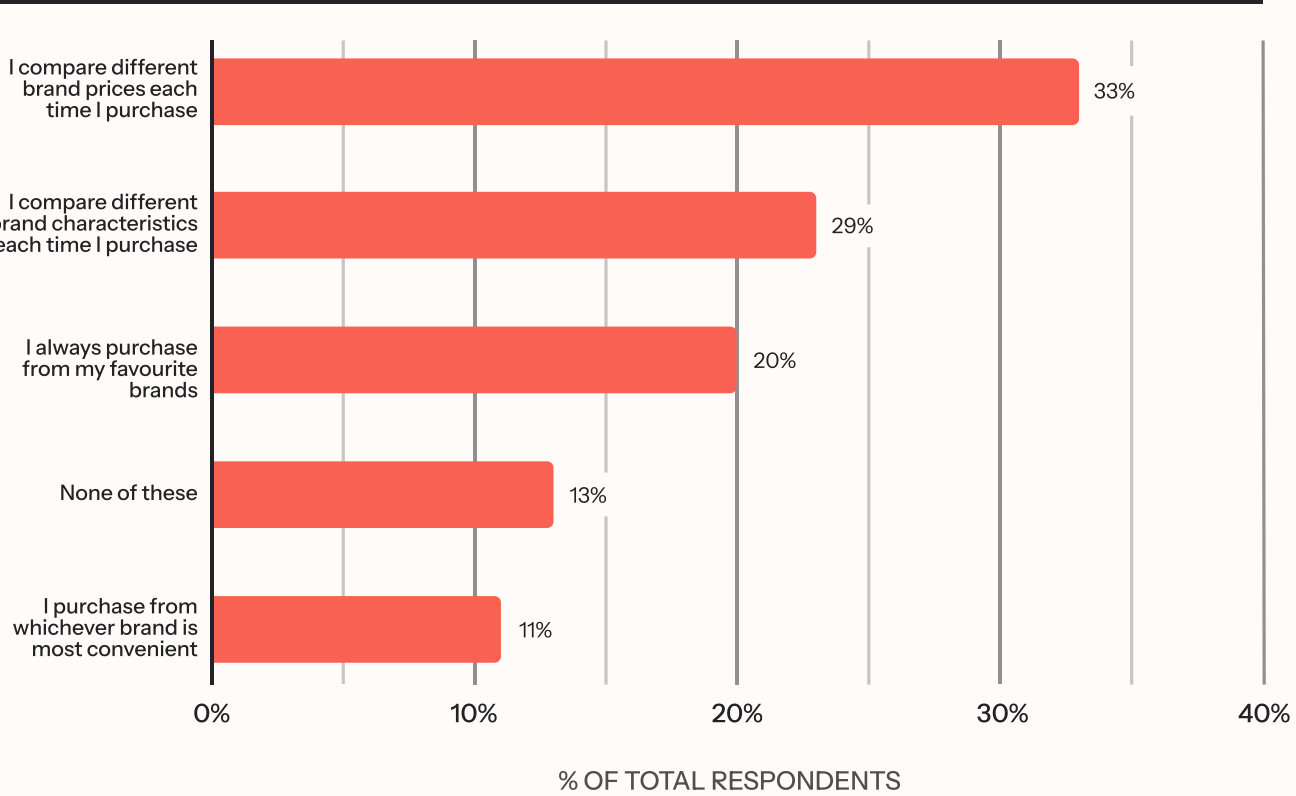
FOR RESTAURANT BRANDS



FOR WELLNESS AND PERSONAL SERVICES BRANDS



FOR HOTEL BRANDS



The omnichannel shopping experience: where the scroll stops and the sale begins

People spend an average of over four hours on their phones every day, and Gen Z and millennials spend even more time on their phones than older generations. No surprise, then, that consumers of all ages have finally made the transition from making most purchases on their desktop or laptop computer to shopping on their phones.

Our survey reveals that consumers primarily make purchases on mobile, with in-store as a close second. With the exception of the hotel industry, shopping on desktop has dropped to the third most popular way to shop across all verticals.

When shopping across different channels, the biggest frustration consumers have is inconsistent pricing and promotions, followed by different product availability in different places. Gen Z is the most likely to be put off by inconsistent product availability, while other generations are more concerned about inconsistent pricing and promotions.

THE MOST POPULAR WAY TO SHOP BY INDUSTRY

Retail or ecommerce	Personal service & wellness	Restaurants	Hotels
Mobile: 53%	Mobile: 37%	Mobile: 37%	Mobile: 39%
		In-store: 38%	

SHINOLA DETROIT

SHINOLA’S PIVOT TO MOBILE AND EMAIL PROMOTIONS DRIVES SIGNIFICANT GROWTH DURING BFCM

After over a decade in business, the team at Shinola, a handcrafted watch and lifestyle goods brand, partnered with Zettler Digital to adapt to modern consumer preferences they were seeing among their audience. After moving from a clunky legacy platform to Klaviyo, they were able to build out a more targeted email strategy and launch SMS marketing, contributing to 27% YoY growth in Klaviyo-attributed revenue during Black Friday Cyber Monday alone.

“

SMS is how people want to be communicated with these days.”

BRETT VINCKE,
EMAIL MARKETING MANAGER, SHINOLA

Customer loyalty takeaways for brands

01

Ecommerce brands: add product photos and detailed descriptions for every item, and collect and display verified product reviews and customer Q&As on product pages.

02

Unify your marketing tech stack and standardise product availability, pricing and promos across channels. Then you can more easily track ROI and identify areas where you're losing revenue.

03

Connect and convert audiences using mobile websites or apps and push notifications. Millennials are the only generation that's most likely to order from restaurants using mobile websites. And target cart abandoners with follow-up promotions when they're most likely to buy.

04

Wellness brands: customise online and in-store experiences based on your audience. Millennials and Gen Z are more likely to shop with wellness and personal services brands on mobile than Gen X and baby boomers, who are more likely to shop in-store.

05

Understand your audience's generational breakdown, and amplify your presence across the channels where they're most active.

06

Restaurants: turn word-of-mouth recommendations into revenue through referral programmes and social media contests. And don't sleep on your website. Brand websites and web browsing are 533% more popular than online marketplaces for restaurant discovery.



KLAVIYO SPOTLIGHT

Align your acquisition tech stack to run smarter advertising campaigns

When you connect your customer acquisition channels into a single source of truth, like Klaviyo, you can increase marketing efficiency, gain access to deeper insights and build stronger relationships with your audiences. By investing in your brand's social media presence and integrating social and purchasing analytics, you can expand your reach among your target audience and track the outcomes.

How integrating paid social acquisition channels with Klaviyo helps brands grow

- Create funnels that refill themselves intelligently.
- Improve paid remarketing efficiency with behaviour-based segments and lookalike audiences.
- Promote your brand to your biggest fans.
- Show customers responsive lead gen ads.
- Introduce brick-and-mortar customers to ecommerce stores.
- Sell a specific product or service to a niche group.
- Retarget buyers with post-purchase education.

Men's underwear brand 2xist increased ROAS for Meta Ads by 61% YoY using Klaviyo CDP to create purchase history-based Meta audiences.

“The fact that we can have email, SMS and CDP all under one hood with Klaviyo helps to align data, pull reports – everything. I'm not pulling three different reports from three different platforms and trying to connect the dots. I love being able to go in and see how each message performed with each RFM segment.”

**CHRISTOPHER PEEK,
DIGITAL MARKETING DIRECTOR,
THE MORET GROUP**

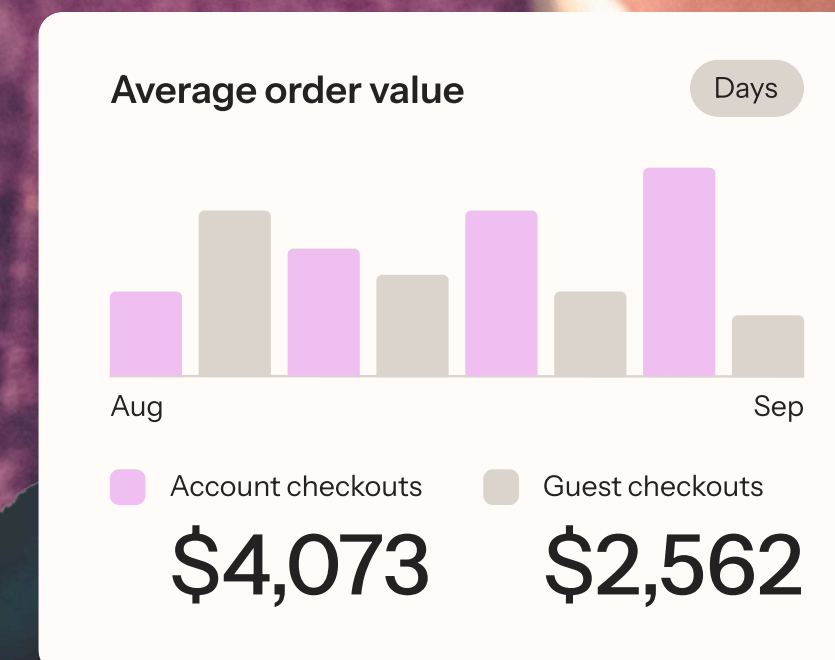
Tap into your data and generate more revenue with connected social media ads.

Run better social ad campaigns with Klaviyo

Brand Loyalty

Building long-term **BRAND LOYALTY** from the first tap

Consumers want to shop with brands that provide top-tier product and service quality. And they expect great customer service when things go wrong. But there's room for brands to invest more in loyalty programmes.



Loyalty starts with quality and grows with value and service

Consistency is a major theme among today's shoppers – they want to know they're getting the same quality, experience and pricing wherever and whenever they shop with a brand. Consumers stick with brands that have good value for the price, and due to current economic conditions, more than 1 in 4 consumers are actively seeking out discounts across industries. Exclusive discounts are also the top motivating factor for signing up for brand updates.

Rewards programmes are still in their early days in certain industries: consumers are not likely to participate in rewards programmes with wellness or hotel brands, for example. This gives brands that are investing in their membership communities a big opportunity to drive loyalty and a big advantage over their competitors. And many consumers consider themselves loyal to more than one brand in each category.

1 IN 4

consumers are actively seeking out discounts across industries.

#1

reason consumers sign up for ongoing communications from brands is access to exclusive discounts

“

We have triggers set up for every loyalty tier, reminding members about their benefits, points expiry and tier status. Effective loyalty programmes do much more than just exist – they need to be constantly reinforcing the value, making redemption simple and keeping benefits top of mind for customers.”



JORDAN VANEK, DIRECTOR OF LIFECYCLE AND RETENTION MARKETING AT GRO

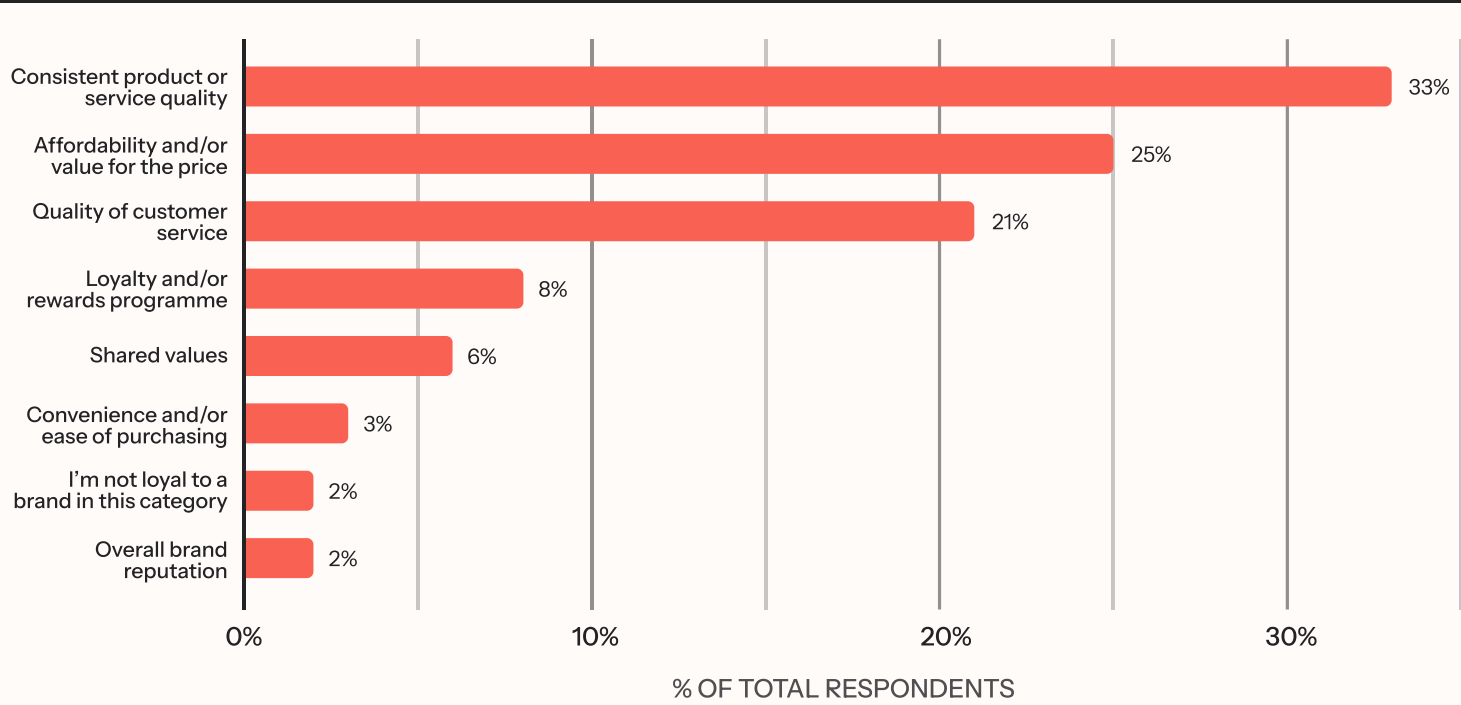
The three pillars of B2C brand loyalty: quality, value and customer service

The main reason consumers stay loyal to brands is consistent product and service quality. The second most important loyalty factor is affordability and value.

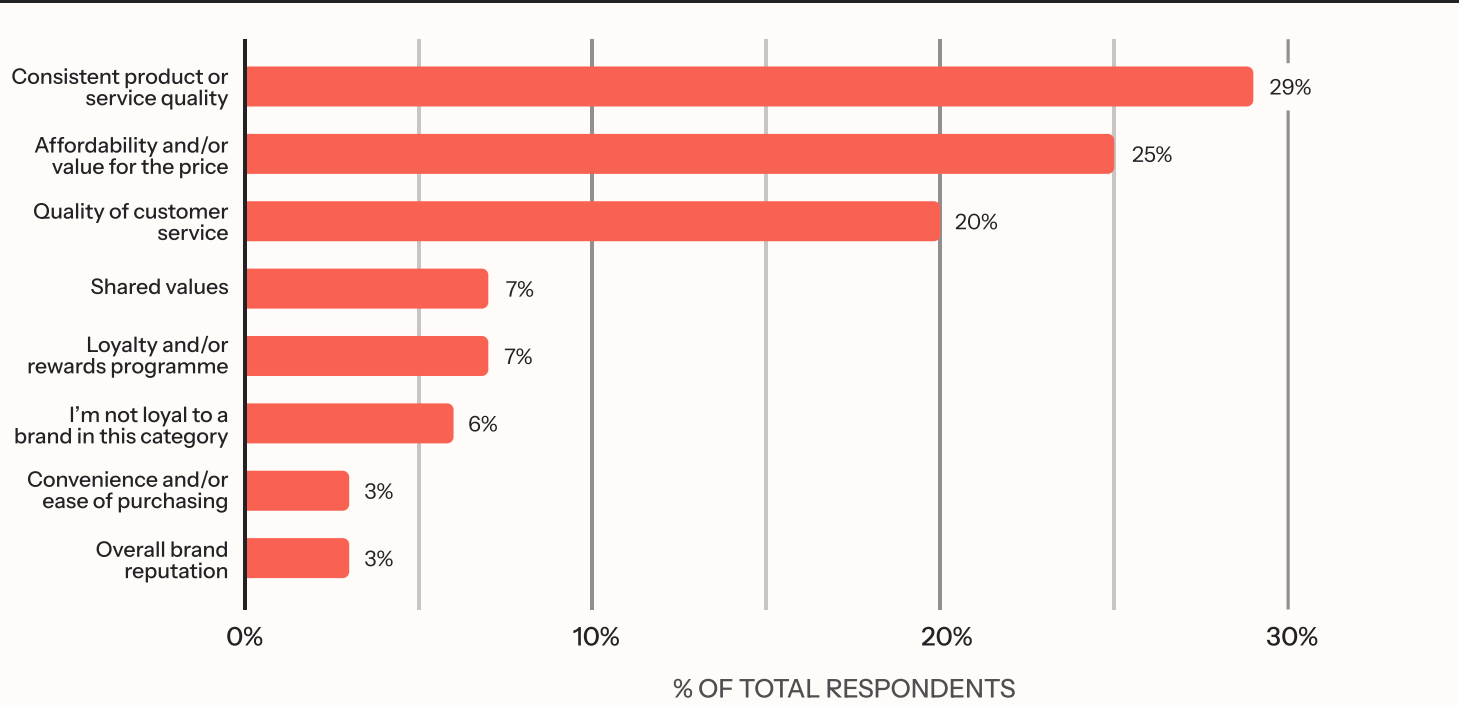
Coming in as the third most important loyalty driver is customer service. After reaching out about a negative experience, nearly half of consumers (43%) expect a response within 24 hours, and 1 in 4 consumers will give a brand a second chance after a great follow-up or customer service experience.

What is the main reason that you remain loyal to a consumer brand?

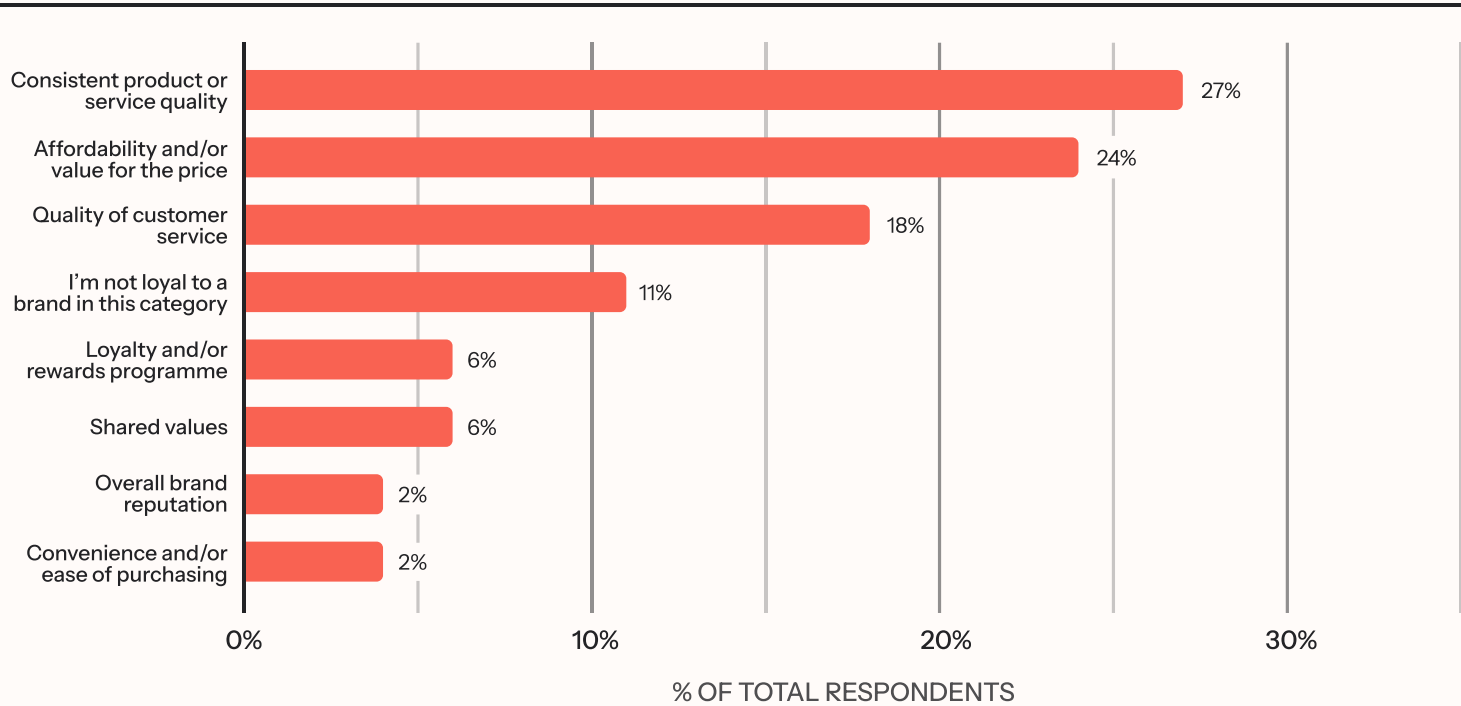
FOR RETAIL/ECOMMERCE BRANDS



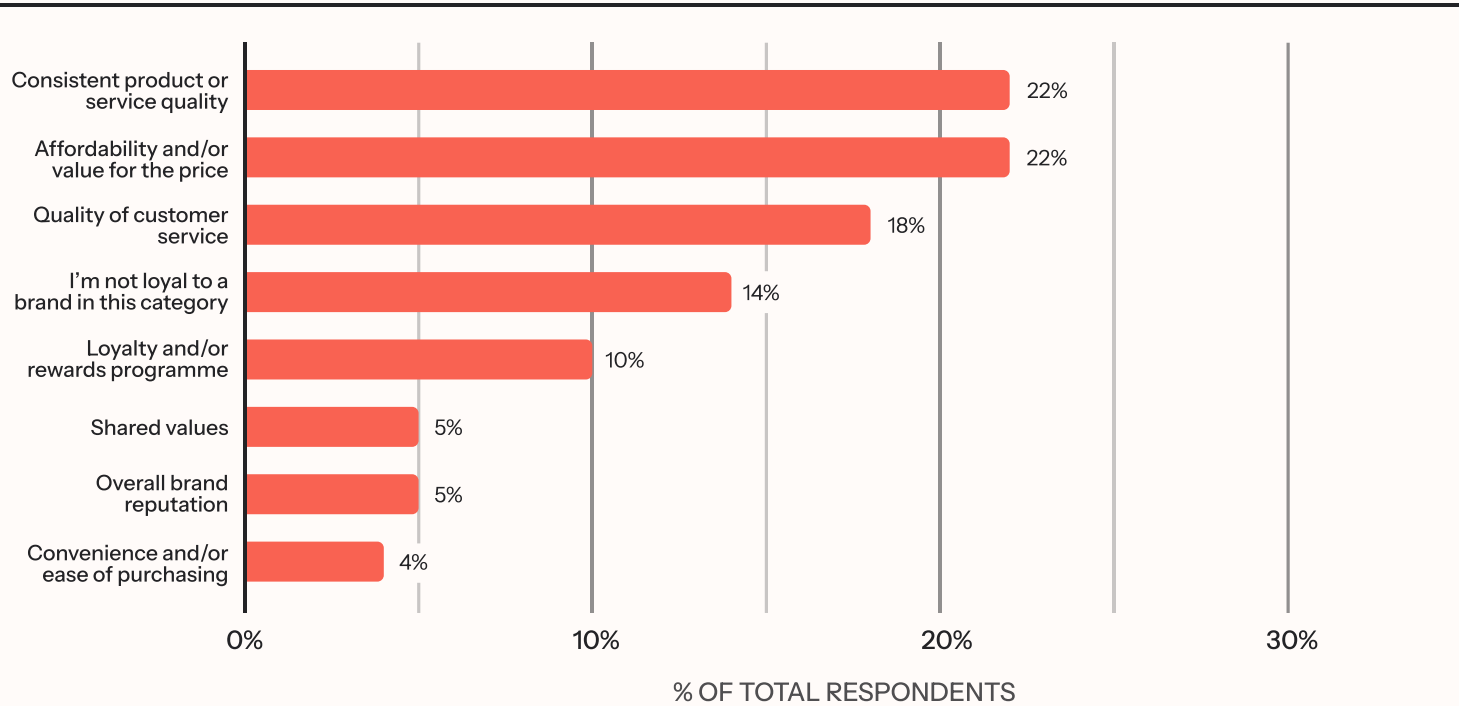
FOR RESTAURANT BRANDS



FOR WELLNESS AND PERSONAL SERVICES BRANDS



FOR HOTEL BRANDS



Growing your brand community

Exclusive discounts are the main reason that people sign up for ongoing communications from brands, even more so than personalised recommendations and early access to products and events. Another key factor is how easy it is to subscribe to updates, which is the top consideration for around 1 in 10 shoppers.



WHY DO YOU SIGN UP FOR ONGOING UPDATES FROM BRANDS?

Retail or ecommerce

- 1. Exclusive discounts or promotional offers: **43%**
- 2. Early access to sales, new products or events: **19%**
- 3. Personalised recommendations: **13%**

Restaurants

- 1. Exclusive discounts or promotional offers: **37%**
- 2. Personalised recommendations: **14%**
- 3. Early access to sales, new products or events: **14%**

Personal service and wellness*

- 1. Exclusive discounts or promotional offers: **33%**
- 2. Early access to sales, new products or events: **15%**
- 3. Personalised recommendations: **12%**

Hotels*

- 1. Exclusive discounts or promotional offers: **37%**
- 2. Early access to sales, new products or events: **11%**
- 3. Personalised recommendations: **10%**

*Table reflects top responses, excluding the answer “None of these”.

A case study in community

Promix Nutrition, a clean supplement brand, grew monthly revenue 900% over a few years by building an active community around their brand. They focused on quality ingredients and compelling messaging, and heavily invested in influencer marketing and paid social while maintaining strong email and SMS programmes using Klaviyo.

“

The community that Promix Nutrition has created around the brand is fantastic, and that's really the engine that has fuelled growth for them. Creating a community of people who are interested in both your products and then the lifestyle that your products help fuel is really, really powerful.”



BEN ZETTLER,
FOUNDER, ZETTLER DIGITAL

Emerging opportunities for brand loyalty programmes

For retail or ecommerce brands and restaurants, consumers are most likely to participate in multiple loyalty programmes. But for hotels and wellness brands, they’re most likely to say they don’t participate in loyalty programmes – giving brands a chance to stand out by investing in more personalised loyalty programmes.

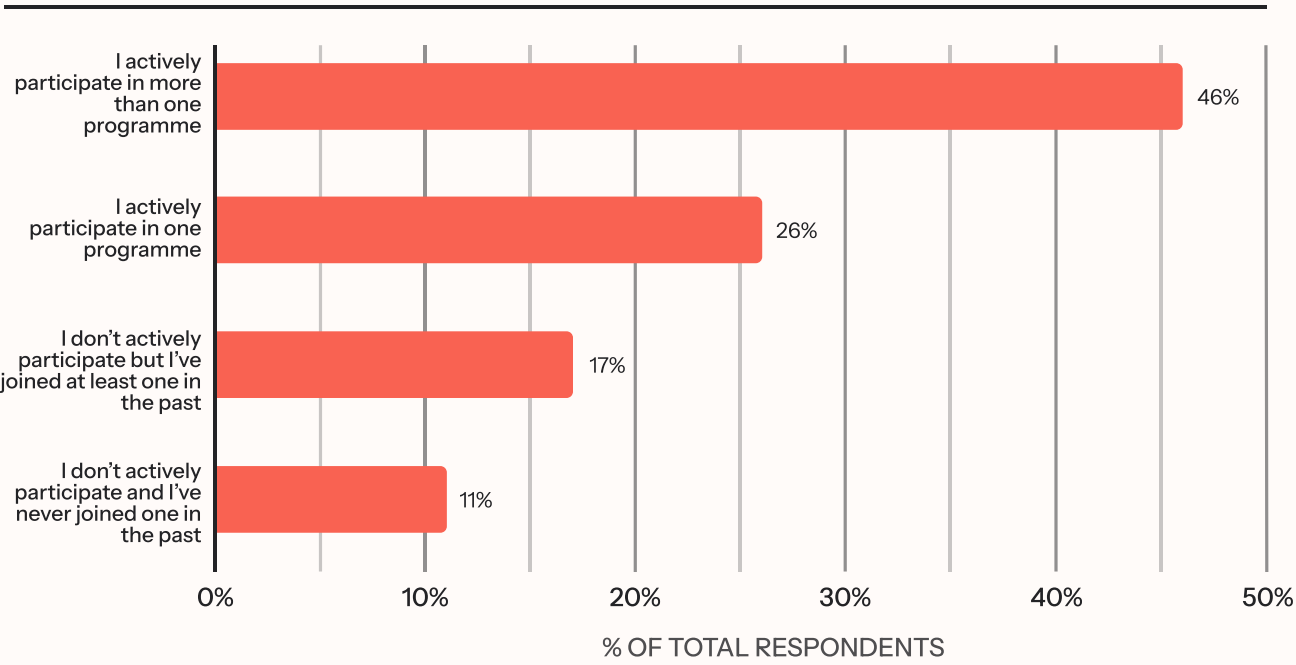
Regionally, consumers in Europe are the least likely to be members of restaurant and hotel rewards programmes, while consumers in North America are the most likely to be members. In APAC, restaurant loyalty programmes are popular, but hotel loyalty programmes have room to grow.

“The biggest trend in high-growth brands over the last few years has been community. It’s about building advocacy across customers, increasing touchpoints and growing engagement across key channels like experiential retail and experiential online. As part of loyalty programmes, customers are being invited to more VIP events, whether that’s a running club, a workout with founders or exclusive retail events. Then those guests increase reach to new customers.”

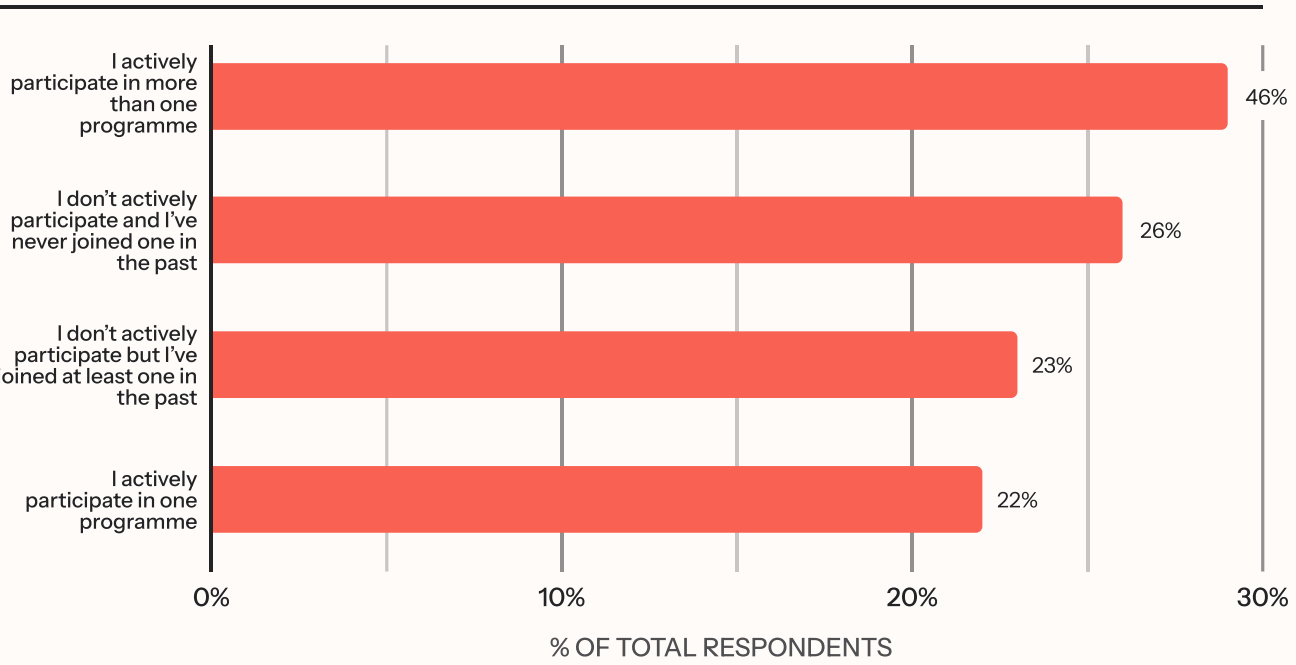
PAUL ROGERS, MANAGING DIRECTOR, Vervaunt

How would you describe your relationship with consumer brand loyalty and/or rewards programmes?

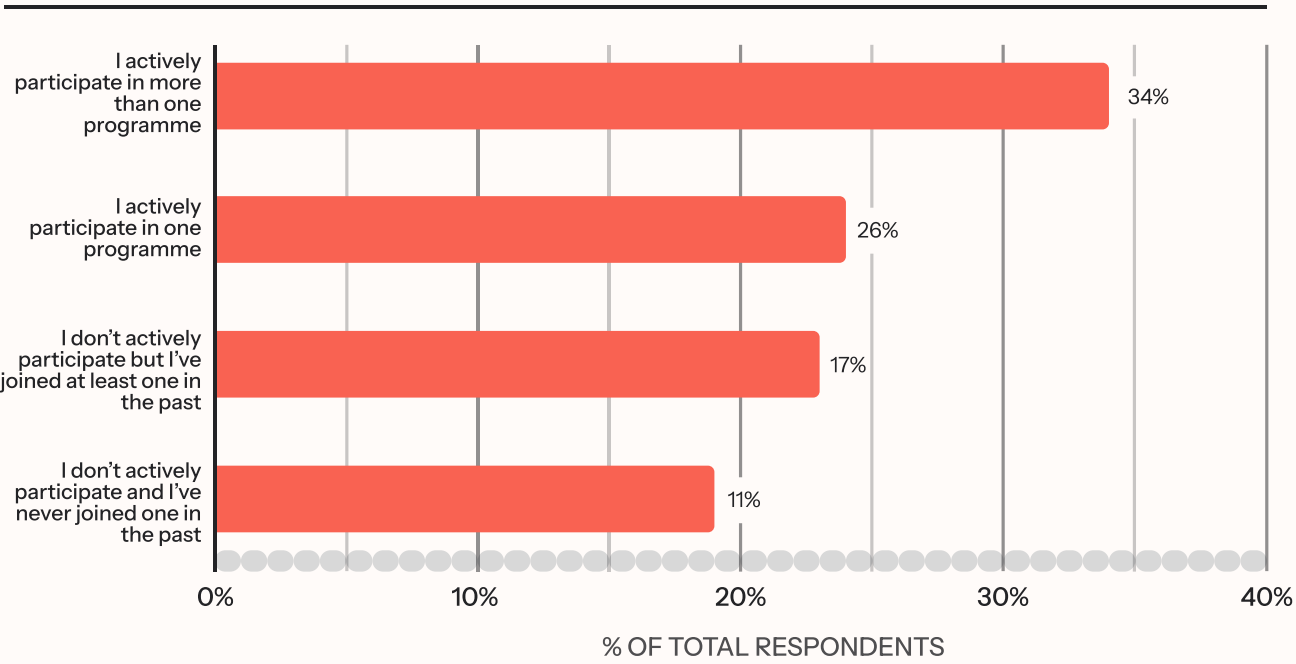
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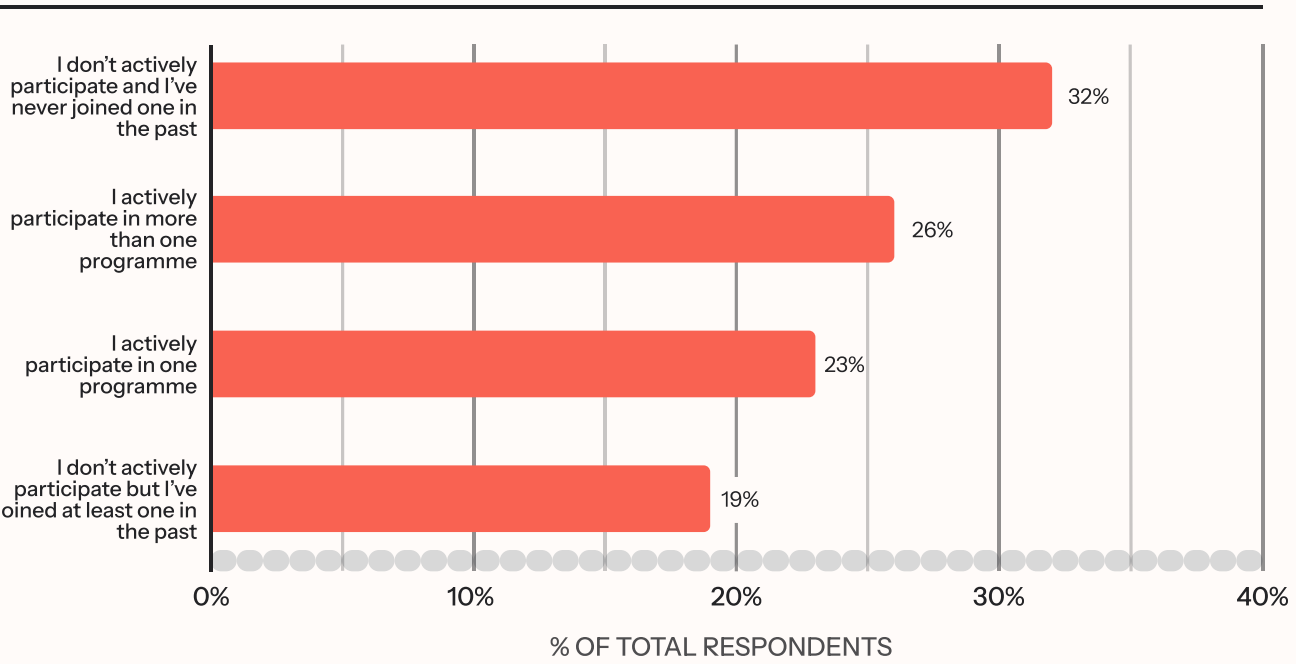
FOR RESTAURANT BRANDS



FOR WELLNESS AND PERSONAL SERVICES BRANDS



FOR HOTEL BRANDS



Most people have more than one “favourite brand”

More often than not, consumers say they have “more than one favourite brand” within the same industry. And when we asked how many brands they consider themselves loyal to, most said 1–2. Around 1 in 5 consumers (19%) have only one favourite retail, restaurant and hotel brand, while 1 in 4 consumers have only one favourite wellness brand.

HOW MANY BRANDS ARE YOU LOYAL TO?

Retail or ecommerce

1–2 brands: **41%**

Personal service and wellness*

1–2 brands: **49%**

Restaurants

1–2 brands: **40%**

Hotels*

1–2 brands: **49%**

*Table reflects top responses, excluding the answer “None of these”.



Customer loyalty takeaways for brands

01

Regularly collect and analyse customer feedback to identify any discrepancies between product or service quality. Then make adjustments and address the issues directly with customers.

02

Create a simple sign-up process for customers or potential customers to get updates from your brand via either email or SMS, and offer promotions relevant to their interests.

03

Make it easy for customers to contact customer service, and invest in a better customer experience by using AI chatbots and human customer service agents together. When customers have a negative experience with a brand, the most common place they go first is customer service.

04

Invest in building loyalty with customers through personalised rewards to boost lifetime value and encourage top customers to promote your brand. Tap into shoppers' interest in being "members" by starting or ramping up loyalty programmes and giving subscribers exclusive access to promotions, discounts and more personalised experiences.

05

Regularly make updates to your loyalty or rewards programme based on customer behaviour patterns and feedback.

06

Combine email and SMS efforts with influencer marketing and social media marketing to keep up engagement and convert customers at the right time.

KLAVIYO SPOTLIGHT

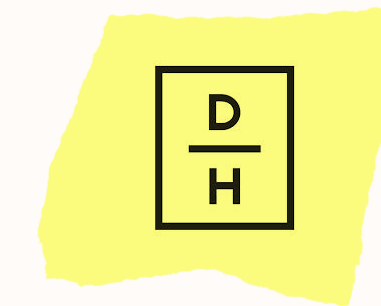
Unify the customer experience and strengthen brand loyalty

Consumer brands are powered by the people who love their products, so the more marketers can learn about what makes customers happy, the smarter they can be in every marketing decision. A unified customer experience relies on customer relationship management (CRM) tools built for consumer-facing brands.

How a single view of the customer across all touch points allows consumer brands to grow

- Enable AI-powered customer segmentation.
- Automate loyalty programmes.
- Integrate customer feedback in real time.
- Adapt industry-specific loyalty templates for your brand.

When meal subscription brand Daily Harvest consolidated four ecommerce tools into Klaviyo, they set up automated review flows and built out new customer segments – and dropped their tech costs by 18%.



“We see Klaviyo as our customer CRM hub. Everything that we work with going forward should have a connection to Klaviyo and Shopify. That way, our dev team and our marketing team only need to know two core systems. It just makes processes go faster.”

YUJIN YONG,
VP OF DIGITAL, DAILY HARVEST

Bring your customer technology and experience to the next level.

Unlock new growth channels with your customer data

Left 5-star review

Personalisation

The power of smart *PERSONALISATION* for brands

As consumer expectations for personalised experiences continue to rise, brands are looking to marketing automation and integrated CRMs to keep up.

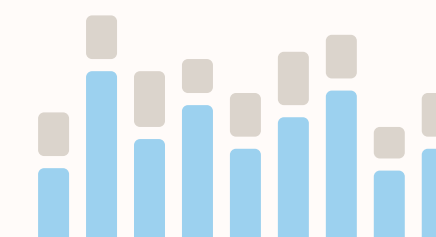
£2,067,592

+26.53%

Klaviyo attributed revenue

Campaigns 62%

Flows 38%



Customers want 1:1 relationships with brands

Consumers today expect personalised experiences. They want brands to make them feel seen, and they expect every marketing effort – from discounts to brand communications – to be customised to their preferences and past purchasing behaviour. And these expectations are on the rise: 74% of consumers we surveyed expect more brands to provide personalised experiences in 2025.

74%

of consumers expect more personalised experiences in 2025

66%

of consumers expect brands to make them feel valued and understood

“

A massive trend across our clients is investment in brand, content and personalisation. At the most basic level, they're segmenting new and returning visitors. For example, for top-of-funnel, low-intent traffic, you need to think about that experience differently vs someone that's already been on the site – they just want to transact as fast as possible.”



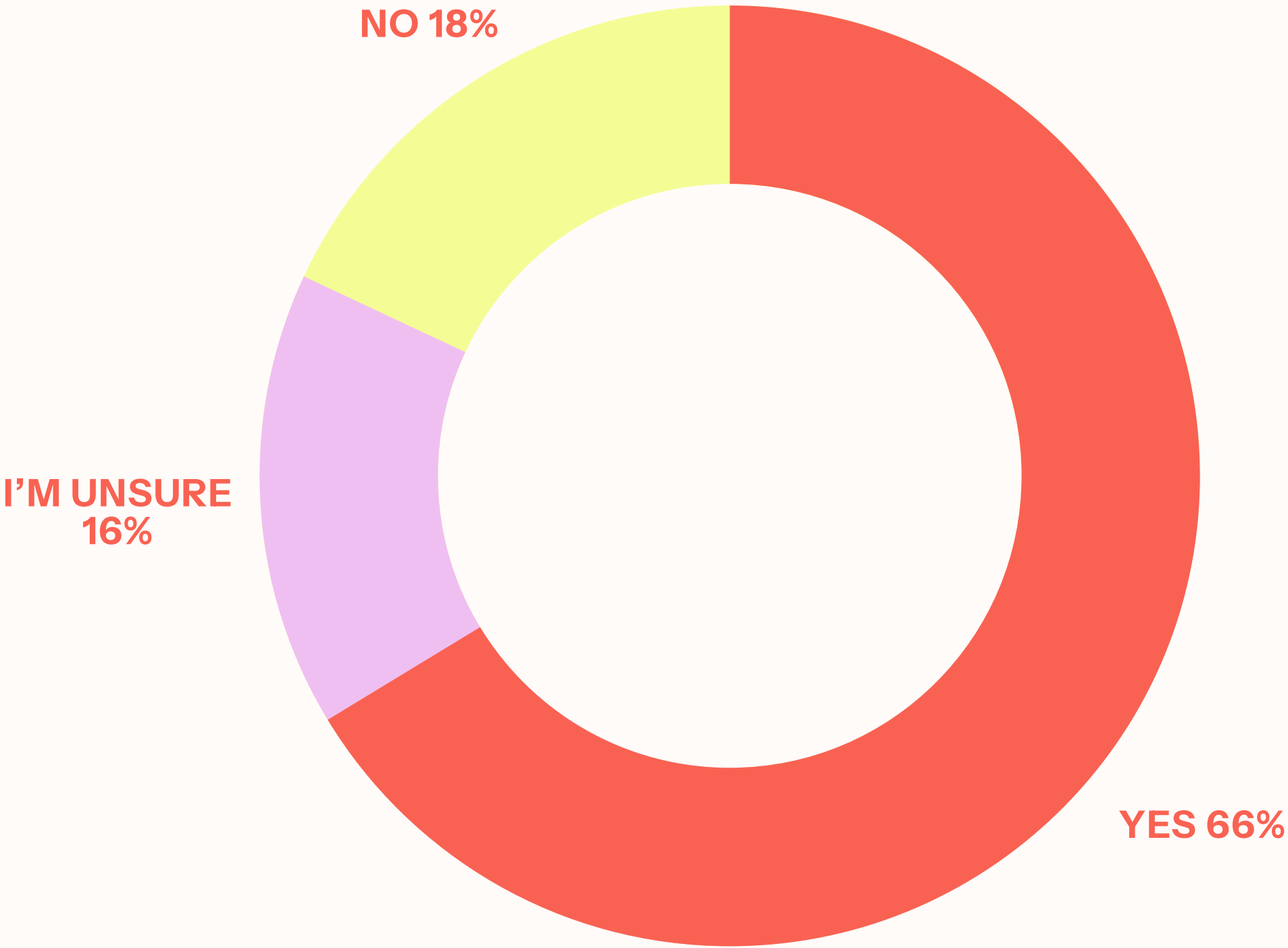
**PAUL ROGERS,
MANAGING DIRECTOR, VERVAUNT**

Younger consumers, high earners and high spenders expect brands to make them feel valued

Most consumers today (66%) expect brands to make them feel valued and understood. That means a simple transactional relationship is no longer enough for shoppers, especially younger consumers and high earners. Millennials, Gen Z and Gen X are all more likely than baby boomers to agree that brands should make them feel valued.

The same is true for those with a household income above \$100,000, compared to those with a household income of \$50,000 or less. And consumers who spend over \$100 on a typical retail purchase are more likely to agree that brands should make consumers feel valued and understood (74%) compared to those who spend under \$100 (64%).

Regionally, consumers in North America and APAC are the most likely to agree that brands should make consumers feel valued and understood compared to consumers in Europe.



DO YOU EXPECT CONSUMER BRANDS TO MAKE YOU FEEL VALUED AND UNDERSTOOD?

Consumers favour exclusive, hyper-personalised discounts

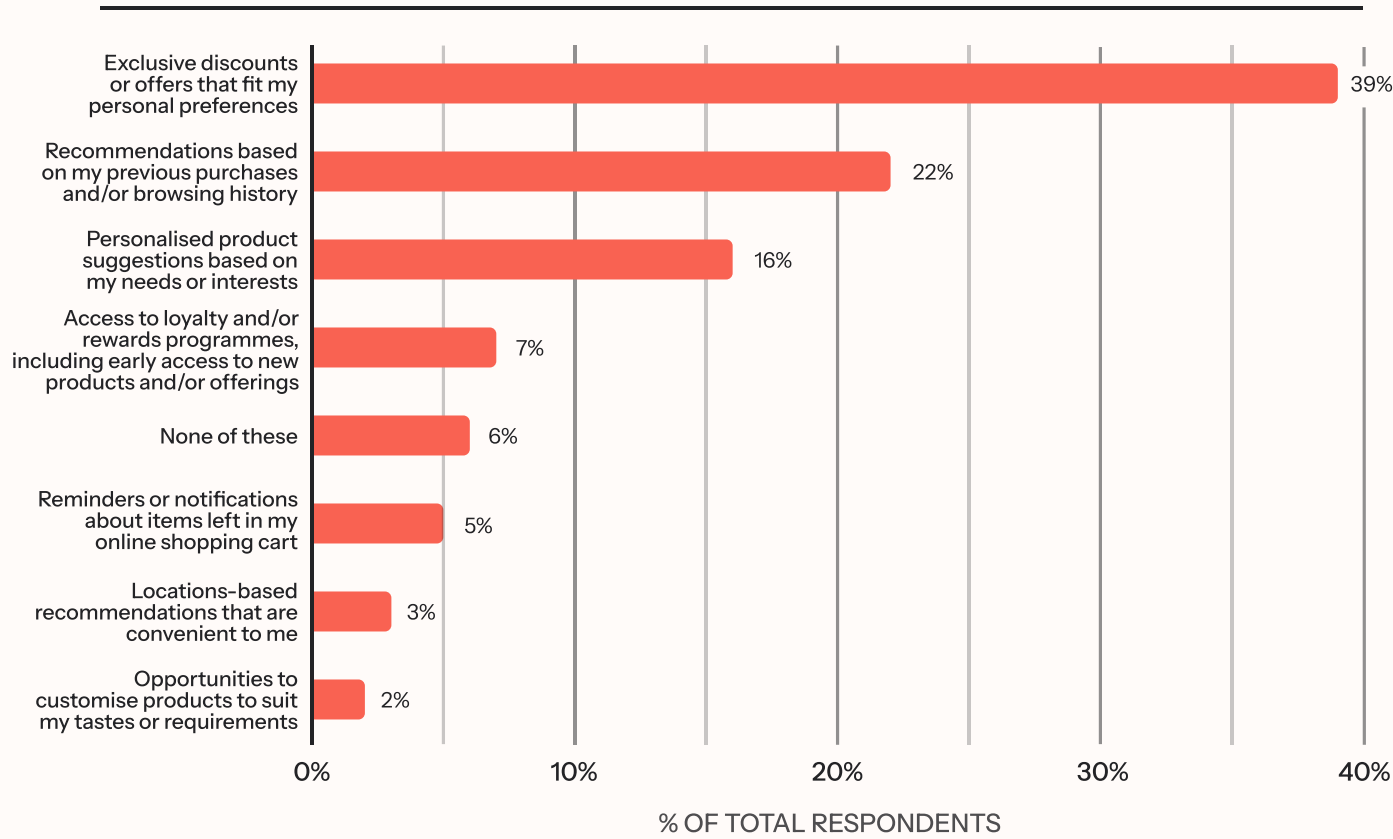
The personalised shopping experiences that make consumers feel most valued and understood are discounts that fit their personal preferences. When we asked which personalisation experiences matter most when shoppers are making a repeat purchase, exclusive discounts won out again. Beyond that, personalisation preferences vary by industry.

“A lot of our clients are investing more in first-party data capture and collection across all channels – retail, online – really trying to understand customers all the way from a net-new customer to a long-term loyal customer. People are being more intentional with what they’re collecting now so they can enable retail stores and sales agents to do more. It’s about collecting the data that allows for more personalised performance campaigns.”

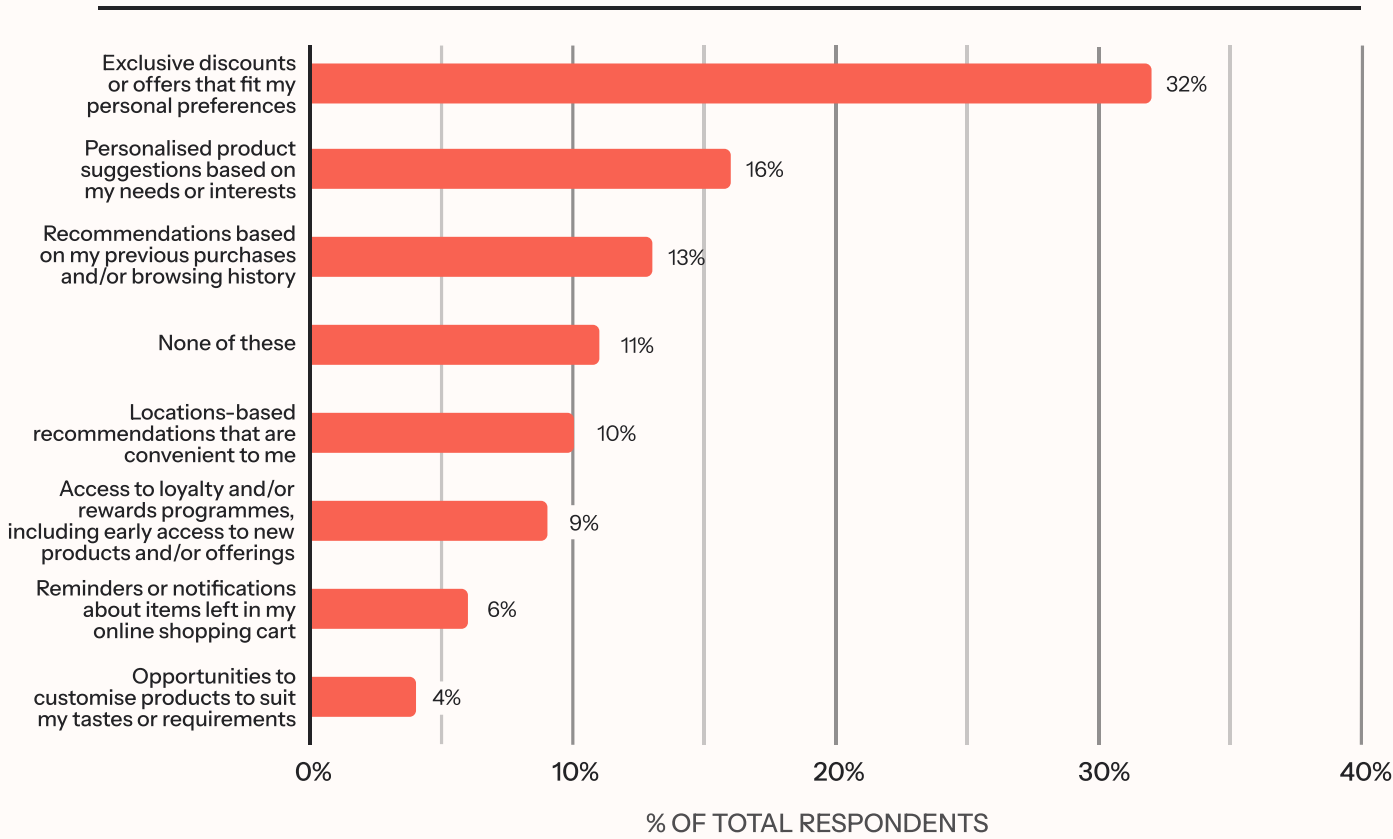
PAUL ROGERS,
MANAGING DIRECTOR, VERVAUNT

How do you decide which consumer brand to purchase products and/or services from?

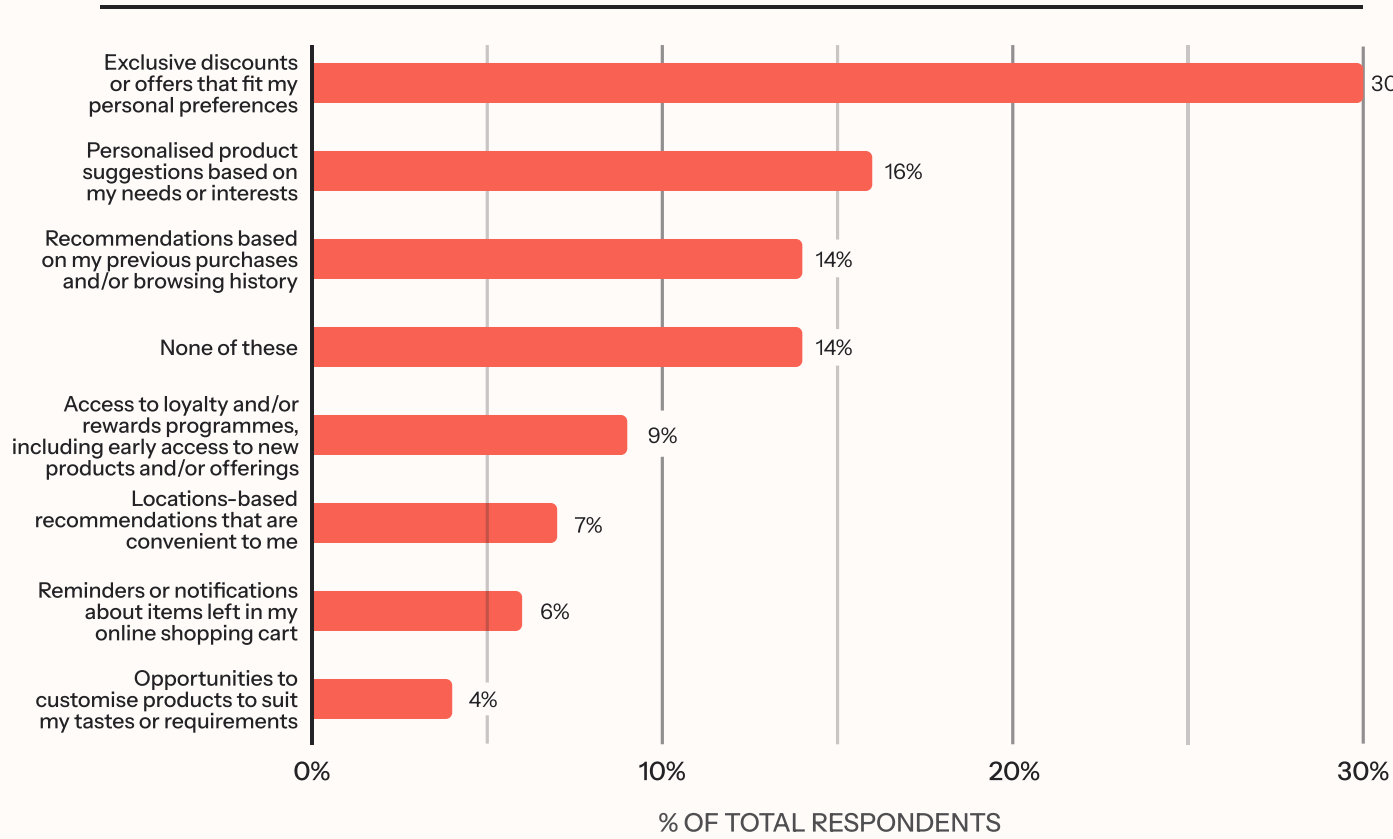
FOR RETAIL/ECOMMERCE BRANDS



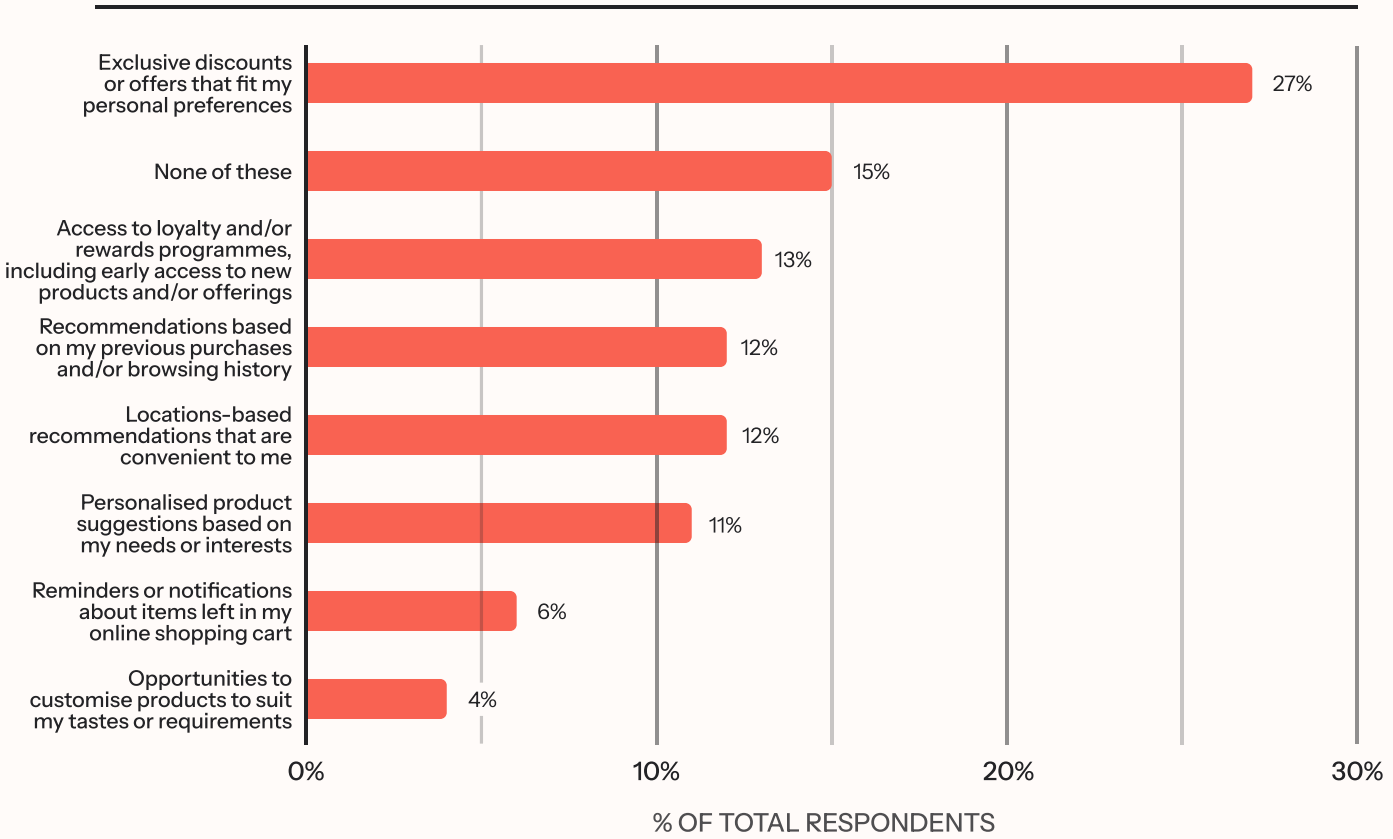
FOR RESTAURANT BRANDS



FOR WELLNESS AND PERSONAL SERVICES BRANDS



FOR RETAIL/ECOMMERCE BRANDS



Customer loyalty takeaways for brands

01

Invest in smart customer segmentation based on purchasing activity and preferences. “When it comes to owned marketing and how brands can differentiate themselves, be smarter about who you’re marketing to. Pay attention to who you’re emailing and who’s engaged vs who you’re just simply holding on to their contact info,” Zettler suggests.

02

Create personalised promotions based on browsing and purchasing behaviour, rather than email blasts that rely on more basic customer characteristics.

03

Tailor brand experiences by customer segments, like generation. Focus personalisation efforts on younger consumers or frequent shoppers, who are more likely to notice and respond.

04

Integrate customer data across all channels. Unify your customer data from all touchpoints to create a single view of each customer’s preferences and behaviours to fuel personalised messaging and product recommendations.

05

Test and measure the impact of personalisation. Analyse which personalised experiences drive engagement and conversions. One-third (34%) of consumers can’t remember a brand personalising an experience for them in the past six months, and more than half of baby boomers (53%) feel this way. So make sure what you’re investing in is resonating with your audiences.



KLAVIYO SPOTLIGHT

Make every customer feel like a VIP

Keeping up with demanding customer expectations is a challenge, but it's possible with technology that's always adapting to consumer behaviour.

Put your customer data to work and build personalised experiences with Klaviyo

- Share AI-powered product recommendations.
- Implement predictive analytics to anticipate your customers' next moves.
- Launch personalised automated flows.
- Access zero- and first-party data for targeting and promotions.
- Set up dynamic content across channels and meet customers where they are.

Dental health brand Hismile boosted flow revenue 43% YoY with Klaviyo, largely by using personalised automations to make VIPs feel special and by improving subscriber retention.

hismile

“Klaviyo is a big part of our strategy, offering a low-cost way to enhance customer lifetime value. By focusing on retention, we can balance rising acquisition costs and build long-term relationships that keep customers coming back.”

**JUSTIN GAGGINO,
GENERAL MANAGER, HISMILE**

Uncover customer insights, then put them into action.

Segment customers using any piece of data with Klaviyo

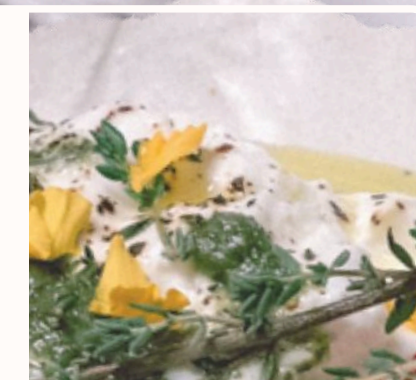
Customer Service

Winning back *CONSUMERS* is all in a day's work

Customer service is a key part of brand marketing strategy,
influencing repeat purchasing and brand sentiment.

Opened email: VIP 20% off

Authentic
Tzatziki
\$10.00



Turning negative experiences into positive brand moments

Negative brand experiences are unavoidable. It's how you respond when it happens that makes all the difference to consumers. Most consumers expect quick reactions from brands, and for customer service teams to attempt to correct the situation. For some brands, a strong reputation and history of positive experiences is enough to bring customers back.

Brands need to think about service as part of their larger customer marketing strategy. If a customer just had a negative experience and returned an item, and they receive an automated email asking for a review, they may be more likely to unsubscribe – or even cut ties with your brand altogether for failing to adjust your marketing to reflect their current feelings. On the flipside, if you nail the response, you're more likely to win over your customer in a big way, and you may even motivate them to share about the situation.

81%

of consumers expect
a customer service
response within 24 hours

38%

expect a response
within four hours.

“Survey your customers, ask them questions, call a good customer directly. Why not? Find out what makes them buy. Get firsthand feedback. I find that that is so rarely done – actually talking to customers. The insights in a report are one thing, which are great. Having information from your customers about your brand is even better.”



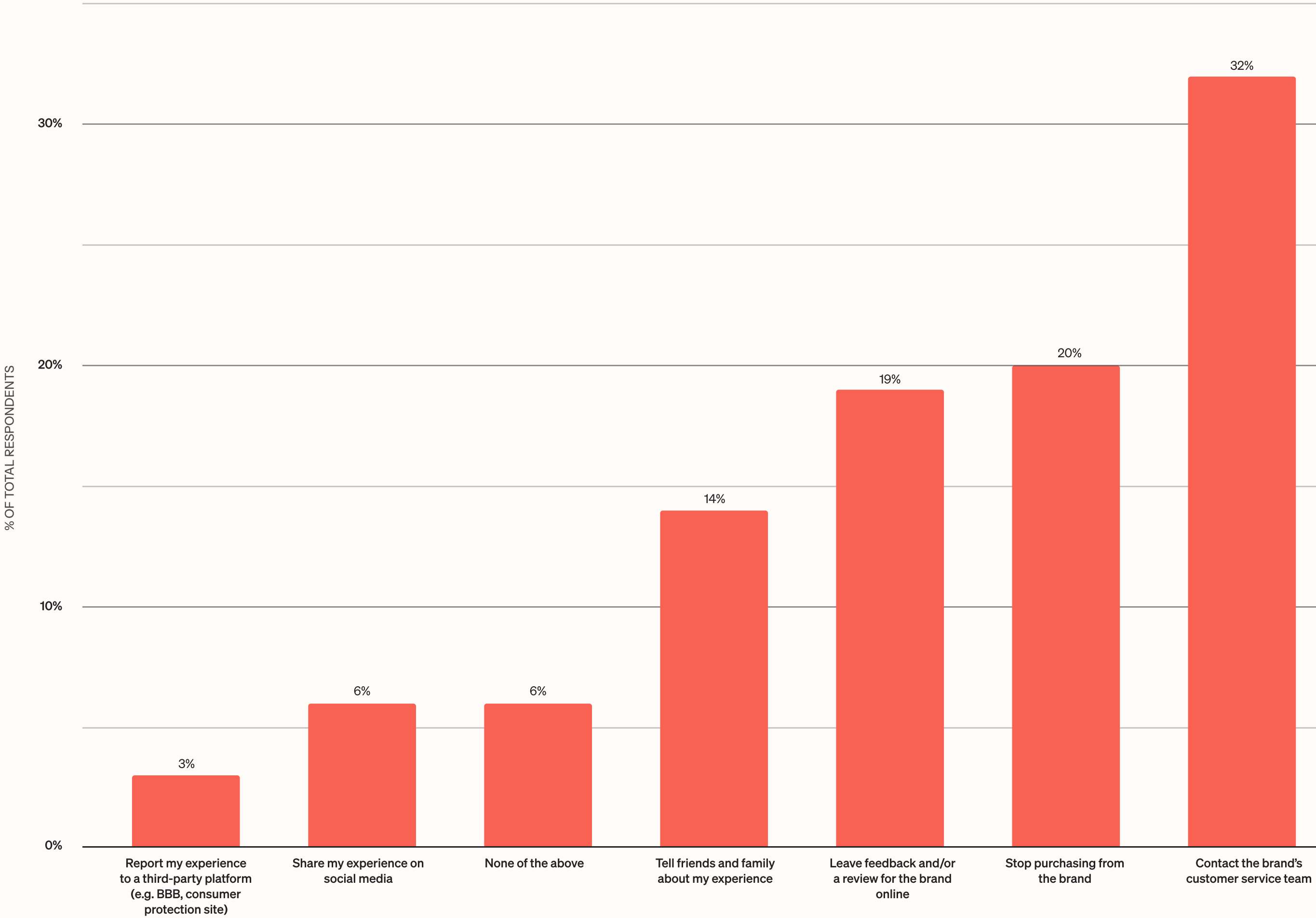
BEN ZETTLER,
FOUNDER, ZETTLER DIGITAL

Making the most of the 24-hour service recovery window

When customers have a negative experience with a brand, the most common first action they take is to contact customer service. But 1 in 5 consumers will simply stop purchasing from that brand. Over a third (39%) start talking about the experience by either leaving feedback, telling friends and family or posting on social media. And Gen Z is more likely than the average consumer to tell friends and family first.

After reaching out, 81% of consumers expect a response within 24 hours – and 38% expect a response within four hours.

What is the first thing you do if you have a negative experience with a consumer brand?



Win-back strategies that win over customers

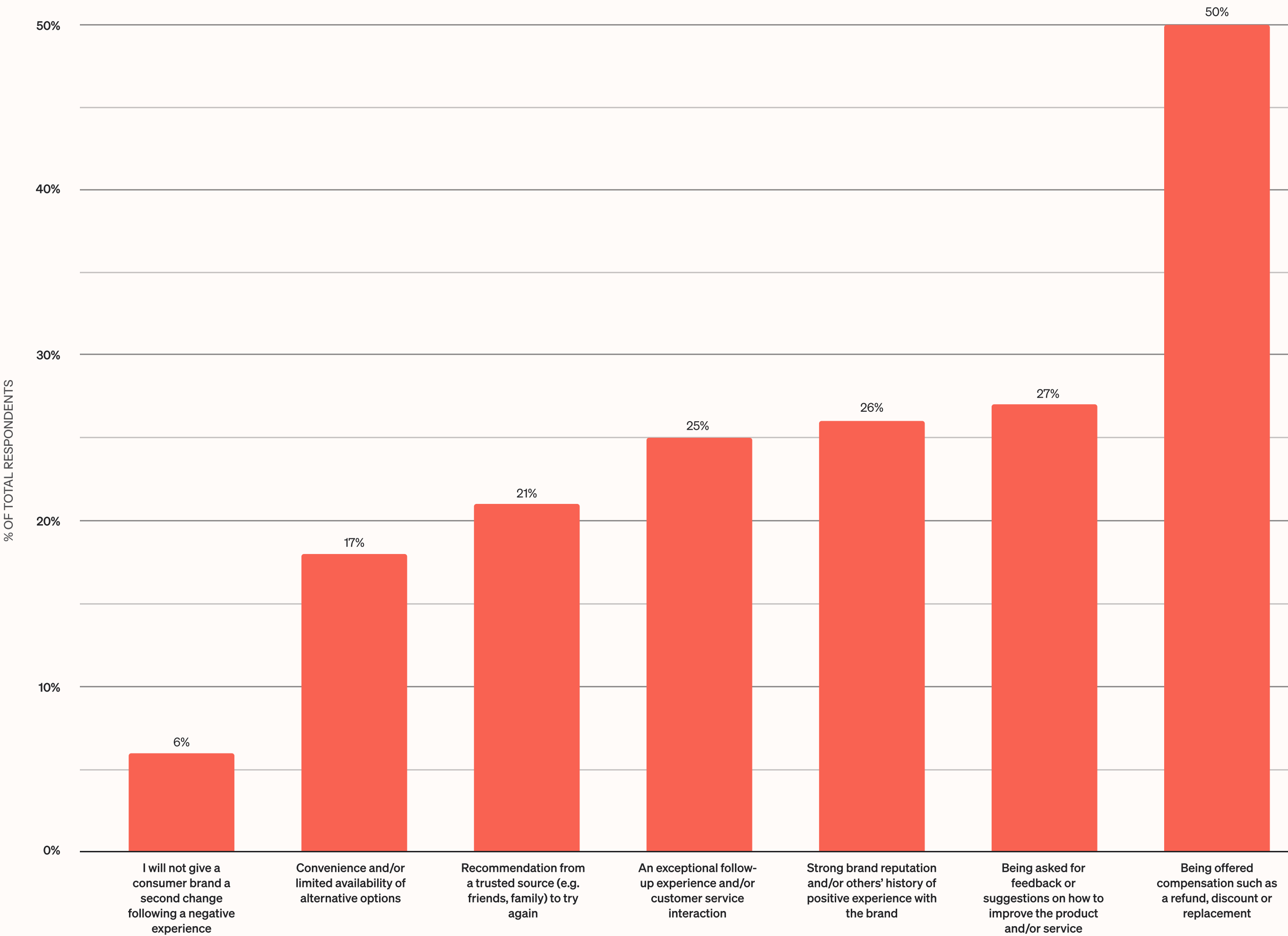
When consumers have a negative experience with a brand, 50% will give the brand a second chance if they receive compensation such as a refund, discount or replacement.

Regionally, consumers in North America and APAC are more likely to be influenced by exceptional follow-up interactions than those in Europe.

1 IN 4

consumers would give a brand a second chance if they got an exceptional follow-up experience or customer service interaction.

What has influenced, or would influence, your decision to give a consumer brand a second chance after a negative experience?



Customer loyalty takeaways for brands

01

McKinsey expects brands to be able to automate more than 80% of all customer help tasks using both self-service and AI-supported customer service. Prioritise quick response times and set up systems for efficient service recovery. Use a combination of automation, self-service, AI chatbots and human agents to cater to every customer preference. And make sure you're investing in the data feeding your AI tools.

02

Align marketing and customer service strategies, and consider every interaction with customers in context.

03

Offer meaningful compensation after a negative experience, considering whether this customer is a first-time buyer or repeat purchaser, and create clear policies for refunds, replacements and discounts after service issues.

04

Tailor customer service follow-up, retention strategies and recovery policies by region, and understand where customers may expect more hands-on responses vs standard procedure.

05

Proactively identify and address issues using predictive analytics. Many consumers, particularly younger audiences, are prone to churning after negative experiences.



KLAVIYO SPOTLIGHT

Transform customer service into a growth channel

Customer service has evolved from a support function to a loyalty channel. Integrating customer experience platforms with marketing tools helps brands deliver better customer service and drive revenue.

Connect customer service to your marketing tech stack

- Manage communications across customer channels from one place.
- Automatically stop marketing communications while resolving customer issues.
- Create customer feedback loops that guide marketing, sales and product development.
- Track and analyse customer feedback metrics along with revenue.
- Provide a customer hub for service resolution and personalised product recommendations.

When office wear brand Ministry of Supply wanted a more sophisticated, on-brand customer account experience that complemented the shopping experience and showed account information beyond a static order history, they turned to Klaviyo Customer Hub.

Customer Hub displays a variety of account information in one place, from the customer's recently viewed items, order history and order tracking information to personalised product recommendations. In less than four months after starting with Customer Hub, Ministry of Supply account holders performed 650+ self-serve support interactions, and the team saw fewer escalated support tickets from customers requesting basic information.

“We see Klaviyo Customer Hub becoming what we think of as the future of shopping – a very curated one-to-one experience, unlike traditional ecomm, which is one to many,” says Ministry of Supply CEO Aman Advani. “It’s not just our customer service tool – it’s one-to-one access to Ministry of Supply. That’s really powerful.”

“We see Klaviyo Customer Hub becoming what we think of as the future of shopping – a very curated one-to-one experience, unlike traditional ecomm, which is one to many,” says **Ministry of Supply CEO Aman Advani**. “It’s not just our customer service tool – it’s one-to-one access to Ministry of Supply. That’s really powerful.”

Bring everything your customers need into one place.

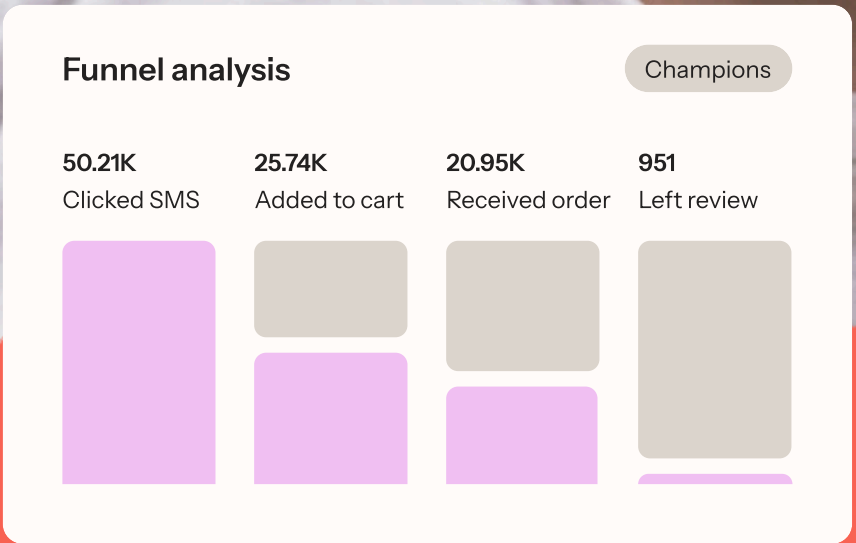
Deliver personalised customer service

Brand Value

Highlighting *BRAND PURPOSE* leads to purchase

Consumers care about brand values, such as data protection and a commitment to sustainability – and for many of them, these values will matter even more in 2025.

Left 5-star review



Key consumer groups are influenced by brand values like data privacy, fair labour practices and a commitment to local or small business

When deciding which brands to shop with, nearly half of consumers (42%) feel that brand values matter more in 2025 than they did a year ago. Of these brand values, data protection and security are top of mind for consumers, along with fair labour practices and a commitment to local or small business.

42%

of consumers feel that brand values matter more in 2025

52%

of consumers who spend more than \$100 with brands say brand values matter more in 2025

“

We have to make the argument of why shop directly with us vs a competitor or a marketplace. It's about highlighting those brand values – whether that's a rewards programme, a special unboxing experience or other unique benefits of shopping directly. These differentiators need to be built into every touchpoint, especially for prospective customers.”



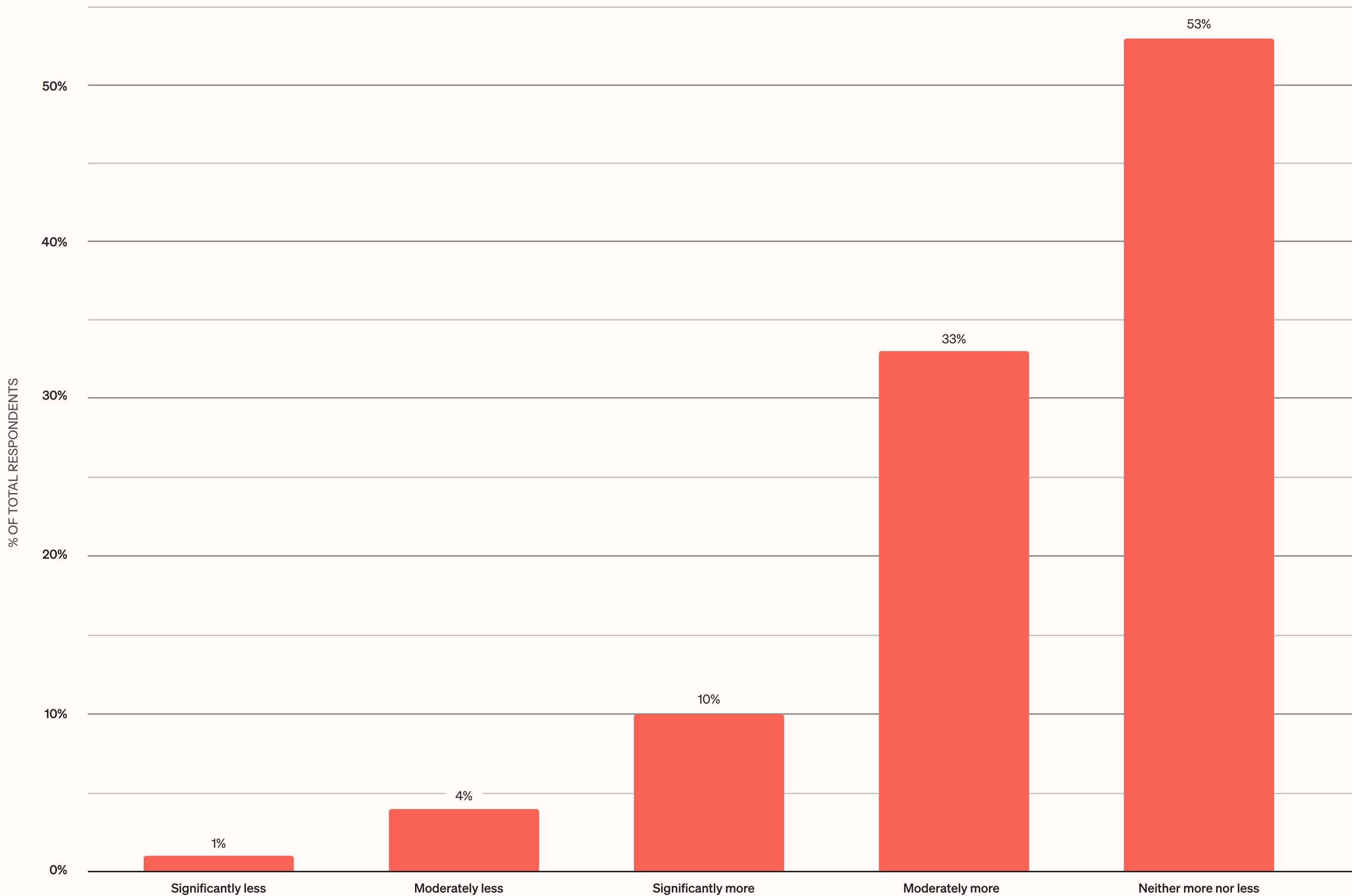
JORDAN VANEK, DIRECTOR OF LIFECYCLE AND RETENTION MARKETING AT GRO

The values divide:
younger consumers and
high spenders prioritise
brand purpose

While 42% of consumers feel that brand values matter more in 2025, this number is higher among millennials (49%), Gen Z (53%) and higher spenders – those who spend an average of \$100+ on retail or ecommerce purchases (52%).

Most baby boomers (67%), by contrast, feel that brand values don't matter more or less than a year ago.

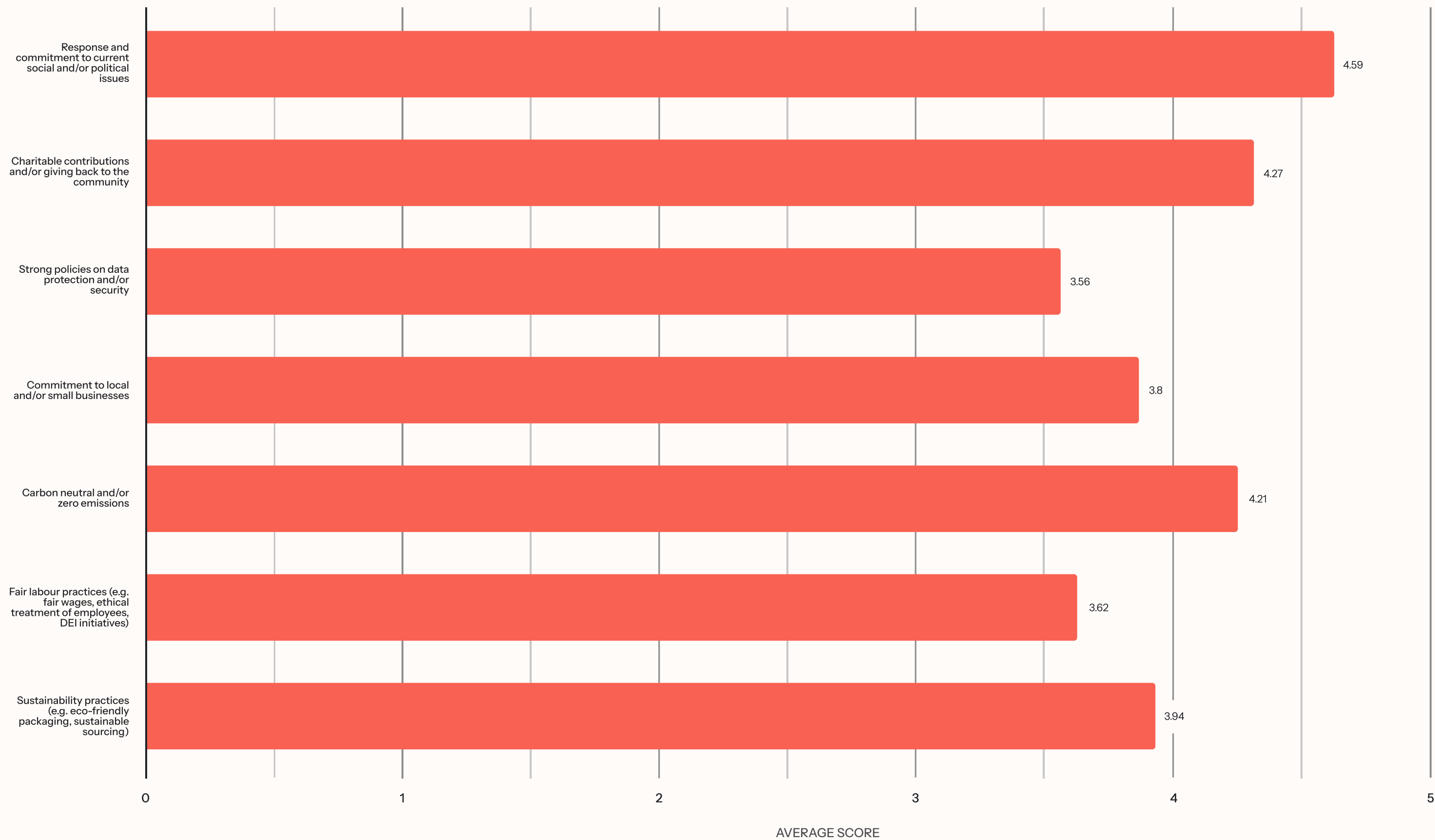
Think about the consumer brand values and/or practices that you ranked in the previous question. Do these matter more or less to you than they did a year ago?



The 2025 brand trust pyramid spans from data security to social and political issues

The highest-ranked brand values that impact purchasing decisions are 1) strong data protection and security practices, 2) fair labour practices, and 3) a commitment to local or small businesses. Fair labour practices are particularly important to Gen Z consumers, who rank this value even higher than data protection and security.

Q28. Please rank the importance of the following consumer brand values and/or practices when deciding to purchase from a consumer brand you've already purchased from before. (1 = most important and 7 = least important)



Brand value takeaways

01

Prioritise customer data protection and clearly share your security practices with your audience.

02

Emphasise the brand values that matter most to your audience in your brand storytelling and messaging, like fair labour practices if you cater to a younger demographic.

03

Connect brand values to your pricing, and communicate why certain products, bundles or services may be priced higher based on sustainability, fair labour or using local suppliers.

04

Highlight sustainable business practices and eco-conscious products on product pages and in your email newsletter and brand communications, particularly to your younger customers.

05

Use A/B testing and frequent customer surveys to understand what's most important to audiences.



KLAVIYO SPOTLIGHT

Scale your brand's most effective value-driven content

Understand which messaging resonates most with different audience segments using Klaviyo's A/B testing tools.

Test your content with audiences to find the most compelling narratives

- Experiment with promoting different brand value props across segments.
- Compare engagement between promotions featuring different messaging.
- Measure the impact of fair trade certifications and carbon neutrality on sales.
- Automate your best-performing content based on performance.

Seafood brand Fishwife has grown into a multimillion dollar omnichannel brand, largely thanks to founder Becca Millstein's commitment to responsibly sourced fish – and a best-in-class marketing tech stack. Frequent experimentation, such as testing the length of product launch emails, has contributed to 67x Klaviyo ROI and 138% YoY growth in revenue from SMS alone.

“

We're constantly changing and iterating on our ecommerce site, and Klaviyo allows us to share all our messaging points with our customers without overwhelming them.”



BECCA MILLSTEIN,
CO-FOUNDER AND CEO, FISHWIFE

Stop guessing what works and start scaling your most effective content.

Learn the A/B testing best practices that work

Opened push: VIP early access

Action Plan

Strategic priorities FOR B2C MARKETING in 2025

With each individual customer demanding that every brand interaction be uniquely customised to their preferences and profile, one of the top challenges brands face is scaling. But the companies that are investing in the right technology and strategies are leading the way and becoming more and more people’s go-to brands.



VIP

Dana Kim
dana.kim@abc.com

\$4,583.09

Customer Lifetime Value (CLV)

Expected date of next order	16 Feb 2025
Avg time between orders	10.14 days
Average order value	\$122.08



What do winning brands do differently?

“Top B2C brands aren’t just selling products – they’re building real, lasting relationships. They have a unified view of all their data in one place, so marketing, analytics and service can work together, creating personal experiences for every customer interaction at scale. Brands like Fishwife, Helen of Troy and Daily Harvest don’t just gather data – they activate it to create smarter, more meaningful experiences that drive loyalty and growth.”



PAUL ROGERS,
MANAGING DIRECTOR, VERVAUNT

The customer experience-driven B2C marketing playbook for 2025

Here's how to use these consumer insights in your marketing strategy in the year ahead.

01

Standardise the omnichannel customer experience and think mobile-first.

With mobile as the primary purchasing channel across industries, brands need to think mobile-first and standardise their customer experience across channels to reduce friction.

02

Build trust during the discovery process with verified reviews and social proof.

Consumers depend on feedback, reviews and social proof from other customers during the buying process. Collect and showcase verified reviews and share user-generated content to win over new and repeat customers.

03

Use scalable, personalised automations. Audiences expect individualised attention.

To deliver personalised discounts and offers based on consumer preferences and shopping history, use AI-powered segmentation, product recommendations and messaging flows.

04

Connect customer service and marketing automation for quick response times.

After a negative experience with a brand, customers expect a response within 24 hours. Create a centralised view of customer interactions and marketing engagement, and use automation or self-service tools for basic requests.

05

Build stronger consumer relationships by leaning into your brand values.

Brand values matter now more than ever, especially for young and high-value customers. Communicate transparently about your commitment to data security, fair labour practices and sustainability, and use customer feedback to guide your messaging.

Klaviyo:

The only CRM built for B2C

Klaviyo (NYSE: KVYO) is the only CRM built for B2C brands. Powered by its built-in data platform and AI insights, Klaviyo combines marketing automation, analytics and customer service into one unified solution, making it easy for businesses to know their customers and grow faster. Klaviyo (CLAY-vee-oh) helps relationship-driven brands like Mattel, Glossier, Core Power Yoga, Daily Harvest and 167,000+ others deliver 1:1 experiences at scale, improve efficiency and drive revenue.

Built for B2C businesses

Scale 1:1 customer relationships with tools designed specifically for consumer brands.

Customer data at the core

Access rich insights and launch highly personalised interactions faster with Klaviyo's built-in CDP.

Ease of use from day one

Build exceptional customer experiences and drive revenue faster with quick platform setup.

Visualise the full customer lifecycle

Eliminate siloed systems to deliver the right message at the right time with an all-in-one platform.

Power your brand with
**connected, data-driven
solutions across every
customer touchpoint**

[Get a demo](#)

Methodology

To gain these data points, Klaviyo conducted a Pollfish survey in partnership with Datalily.

Survey partners

Klaviyo, Pollfish, Datalily

Survey dates

29 December 2024 to 9 January 2025

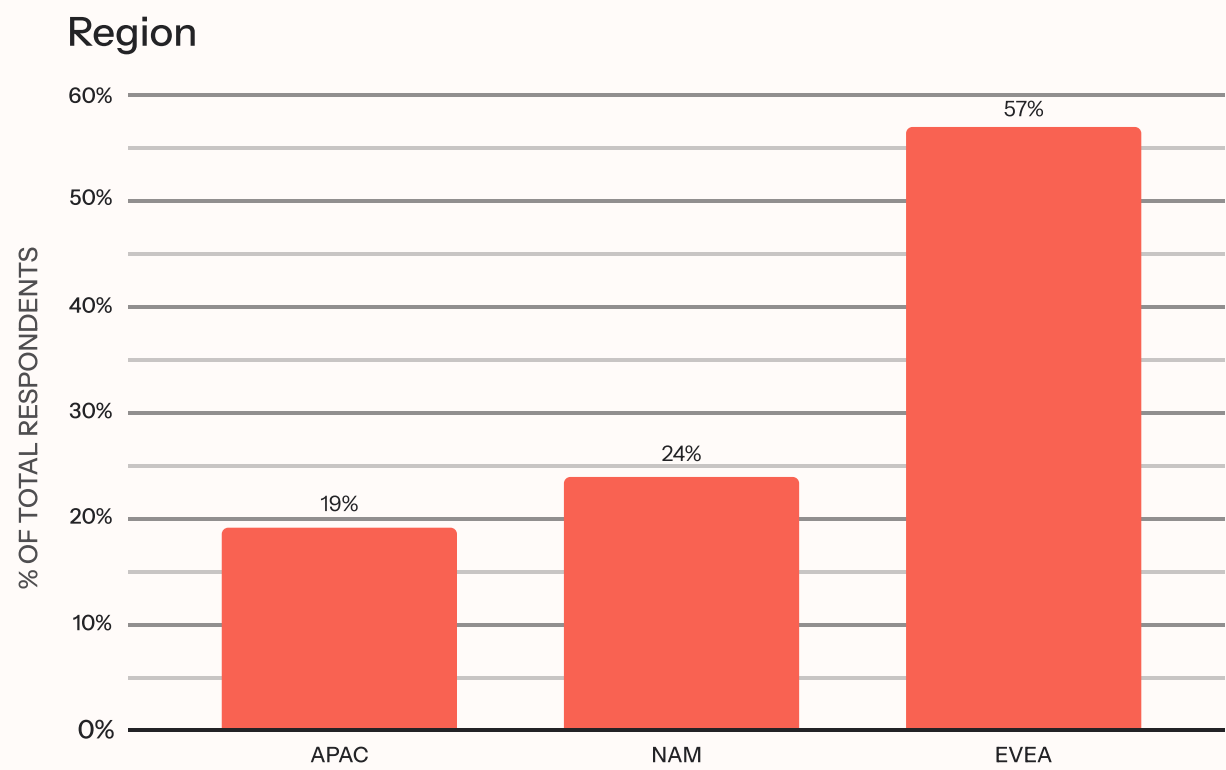
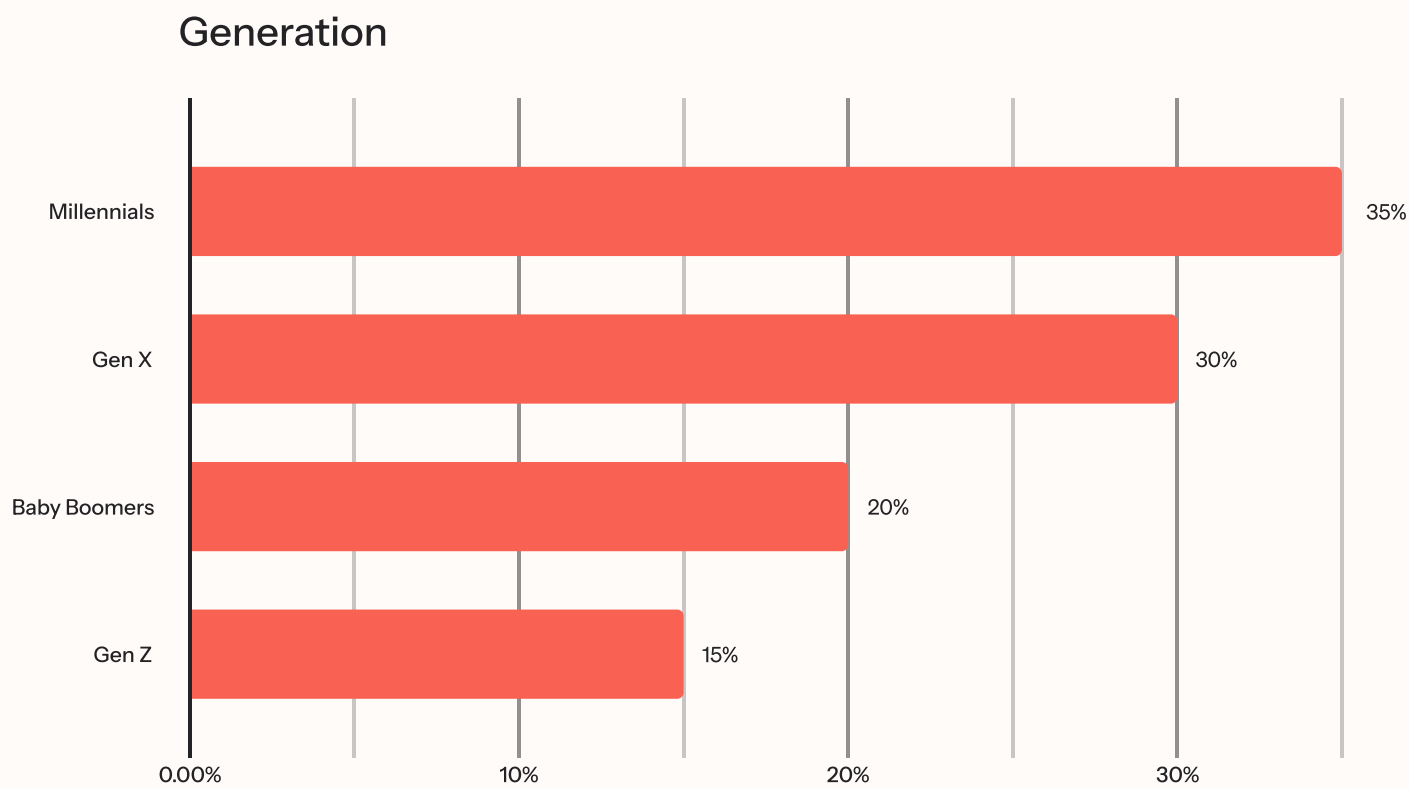
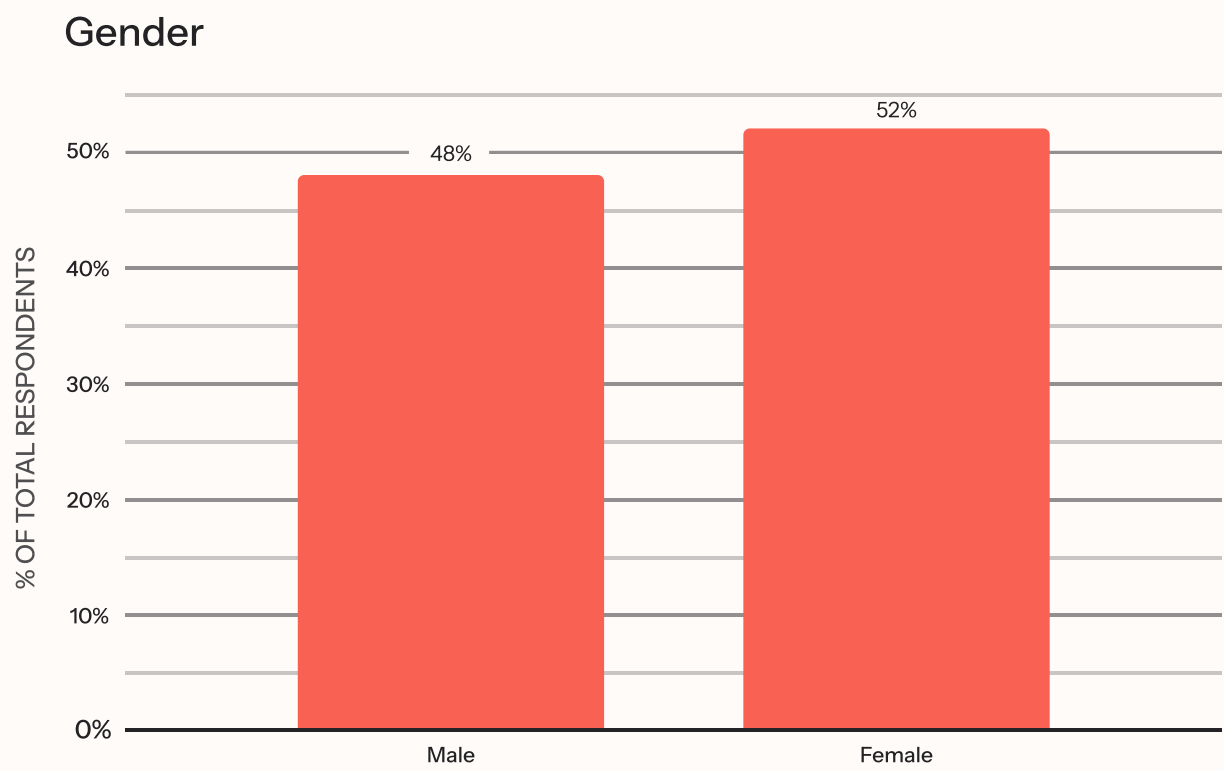
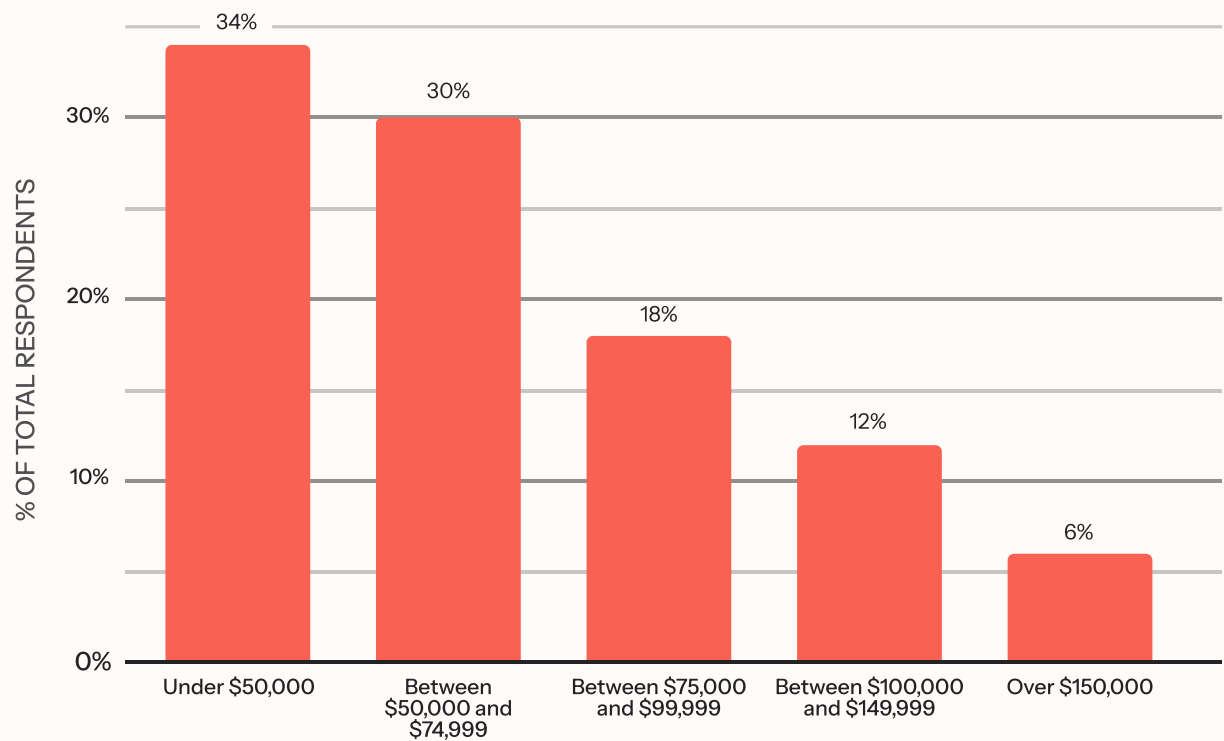
Total consumer respondents

8,331

Countries represented

United States	Australia	Singapore
United Kingdom	New Zealand	Sweden
Germany	Belgium	Denmark
France	The Netherlands	Norway
Finland		

What is your household’s annual income? Ranges below are provided in US dollars – please select the option that coincides with your country’s currency equivalent. (Select one.)



klaviyo[®]

The only CRM built for B2C