

# Enrich Klaviyo Campaigns with Influencer Data.

Your guide to boosting email targeting and finding ambassadors.

upfluence

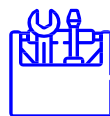
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KLAVIYO



## YOUR GOALS

- Identify your most influential customers
- Fine-tune audience targeting



## TOOLBOX

- Upfluence Influencer Matching + free Klaviyo integration

## PERFECT FOR

- Enriching Klaviyo contacts for better audience segmentation, automated flows and drip campaigns
- Leveraging your customer base for influencer partnerships

## POWERFUL CAMPAIGN SEGMENTATION WITH UPFLUENCE + KLAVIYO

### 1 INTEGRATE WITH UPFLUENCE TO ANALYZE ANY KLAVIYO LIST

Collect social data from your customers via a pop-up or check-out field, offering discounts or VIP incentives.



### 2 ENRICH KLAVIYO DATA WITH SOCIAL DATA

Leverage Upfluence's influencer database to identify customers with valuable social reach; your natural ambassadors.

### 3 IMPLEMENT DETAILED SEGMENTATION

Build segmented lists of new audiences and specifically target your most influential customers.

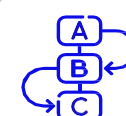


### 4 CREATE TARGETED KLAVIYO PROCESSES

Continuously enhance audience segments, automated flows, and drip campaigns with social data insights.

### 5 ACTIVATE YOUR AMBASSADORS

Personalize communication to secure partnerships with influencers, brand ambassadors & affiliates in your existing customer base.



### 6 END-TO-END MANAGEMENT WITH UPFLUENCE IRM

Manage the entire influencer marketing process, from start to finish, all in one place.

## TOP TIP



Creators who already love your brand are **7x more likely** to accept a **free collaboration**.

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