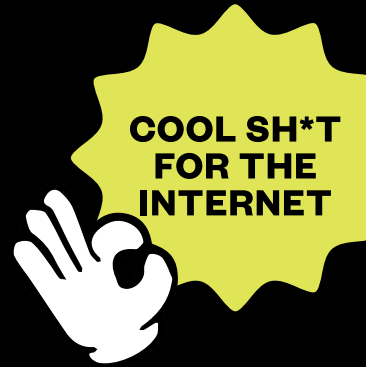


DECODING THE WORLD OF EMAIL MARKETING: CHOOSING THE RIGHT EMAIL MARKETING PLATFORM FOR YOU

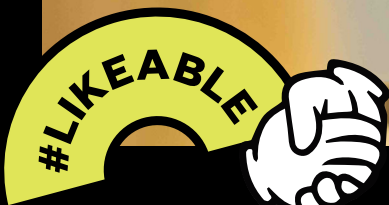


Are you navigating the world of email marketing platforms? Dive into our breakdown of Klaviyo, Omnisend, and Mailchimp to find the perfect fit for your business needs.

Are you up-to-speed with the best email marketing platforms for your business?

Without further ado, here is the good, the bad and the ugly on our 3 faves, Klaviyo,

Omnisend and Mailchimp.



1 **KLAVIYO: THE OVERACHIEVING BFF**

What we love:

Klaviyo isn't just an email platform; It's so much more and here is why. Klaviyo is like your friend who loves to overachieve. It has all-in-one capabilities encompassing email, SMS, and mobile app notifications which means your email marketing is streamlined. We love making things a little easier, right? From seamless omnichannel automation to deep data insights and personalised product feeds, Klaviyo empowers you to engage customers at every touchpoint, driving sales and loyalty and when it comes to functionality and comprehensiveness, Klaviyo takes the crown as our top choice.

But is it a perfect match?

If you're a small business still sending one-size-fits-all emails, or need advanced B2B functionalities, Klaviyo might be a bit over the top for you. However, for those ready to embrace the future of e-commerce marketing and seeking a powerful toolkit to propel their growth, Klaviyo is your ultimate partner in crime

2 **OMNISEND: THE QUIET ACHIEVER**



What we love:

Omnisend is your reliable friend who gets things done without shouting it from the rooftops. Like Klaviyo, Omnisend, allows for a seamless integration of email, SMS, and web push notifications allowing you to connect with your audience on multiple channels. We are all about the pre-built automation workflows that are specifically designed for e-commerce, like welcome series, abandoned cart recovery, and post-purchase follow-ups, simplifying lead nurturing and conversion processes.

Plus, Omnisend's advanced segmentation capabilities enable businesses to target specific customer segments accurately. But the real star of the show is its smooth integration with major e-commerce platforms like BigCommerce, Shopify, WooCommerce, and Magento, which streamlines operations and provides a cohesive experience.

The ability to connect with popular tools like [Google Analytics](#) and [Facebook](#) is another tick on the list, providing valuable insights for optimising your performance. Basically, if you're an e-commerce business owner, Omnisend deserves a spot on your shortlist.

Why you might say no thanks:

While Omnisend has many advantages, it's important to note a few potential drawbacks. Higher-tier plans come with additional features and capabilities but at a higher cost, which may not fit every budget. The platform offers customisation options, but its collection of built-in email template libraries is not as extensive compared to other alternatives.

Additionally, mastering Omnisend's functionalities may require a bit more time and effort than a user-friendly platform like Mailchimp.

3

MAILCHIMP: THE DOWN-TO-EARTH FRIEND

What we love:

Finally... Mailchimp is your trusty companion in the email marketing world.

Mailchimp's perks include its user-friendly interface, making it accessible even for less tech-savvy users. Dive into Mailchimp's robust testing features, including A/B testing, to ensure your campaigns are performing at their peak.

With Mailchimp, you can segment your audience with laser focus using segmentation and behavioural targeting, turning leads into customers using their built-in conversion tools. And importing contacts? Made easy with seamless integration from platforms like Salesforce, Squarespace, and Shopify. But the real MVP here is the user-friendly interface...because who said email marketing had to be hard?

Mailchimp gets our vote for its user-friendly interface, making it a solid all-rounder.

Is it the one?

While Mailchimp excels in ease of use, its integration capabilities aren't as deep as Klaviyo or Omnisend... The segmentation features, while good, might not be as extensive as what other platforms offer. Additionally, Mailchimp's e-commerce functionalities and analytics are a bit more basic compared to its advanced competitors like Klaviyo and Omnisend.





OUR THOUGHTS/ KEY TAKEAWAYS?

At the end of the day, you need to pick the platforms that best suits your marketing needs.
Our advice... pick the friend you love working with, that makes life easier for you.

If you are ready to jump into the world of email marketing, [let's chat!](#)