



RechargeSMS & Klaviyo SMS

Empowering merchants with a holistic SMS strategy

Take subscription notifications to the next level. RechargeSMS and Klaviyo SMS can be used in harmony to provide an integrated SMS marketing strategy for better results. Since there are different, complimentary use cases for marketing and transactional notifications, the two products work seamlessly together.

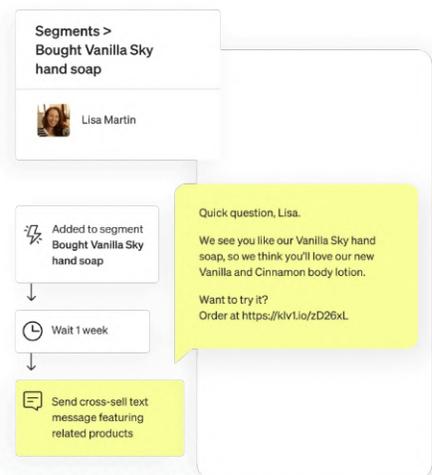
RECHARGESMS

RechargeSMS has been developed to optimize the customer experience by allowing subscribers to manage their subscription orders with a quick text—no logging-in required. This makes it easy for subscribers to skip or reschedule a delivery, improving retention and reducing churn. With RechargeSMS, subscriptions are as flexible as the customer needs.



KLAVIYO SMS

Klaviyo SMS was built to send targeted, hyper-personalized text messages at scale that drive sales and build brand loyalty. With Klaviyo, merchants can rapidly grow their SMS list and send texts that drive actions for new products or special offers. They can also create multi-channel flows that are triggered by each individual shopper's behaviors and preferences.



When used together, RechargeSMS and Klaviyo SMS are a powerful combination for increasing average order value (AOV), decreasing churn, and improving customer lifetime value (LTV).

Benefits of using both RechargeSMS & Klaviyo SMS

✓ Increase AOV & brand loyalty with Klaviyo SMS

- Send customers a text message reminding them they have items in their shopping cart
- Create VIP incentives that drive retention and revenue for your top customers
- Promote new products and send special promotions
- Stand out in text inboxes and help people recognize your brand with virtual contact cards
- Solve problems and build relationships with two-way messaging

✓ Drive retention & reduce churn with RechargeSMS

- Allow customers to swap products with a quick SMS response
- Provide customers with the flexibility to delay or skip a shipment
- Give the option to add one-time products to upcoming subscription orders
- Include updated billing information and shipping addresses for full SMS subscription management

✓ Increase LTV when implemented together

- Offer two-way SMS subscription management once your shoppers turn into customers
- Create personalized flows powered by subscription metrics, such as people who started a subscription, canceled a subscription, or have an expired subscription
- Text quick response links that let customers easily perform a variety of actions, like reactivating their canceled subscription or applying a discount to their next order
- Build a customer segment for top subscription customers, so you can send them special deals and offers
- Keep customers engaged and loyal by empowering them with subscription flexibility, shopping notifications, and personalized communication from both products