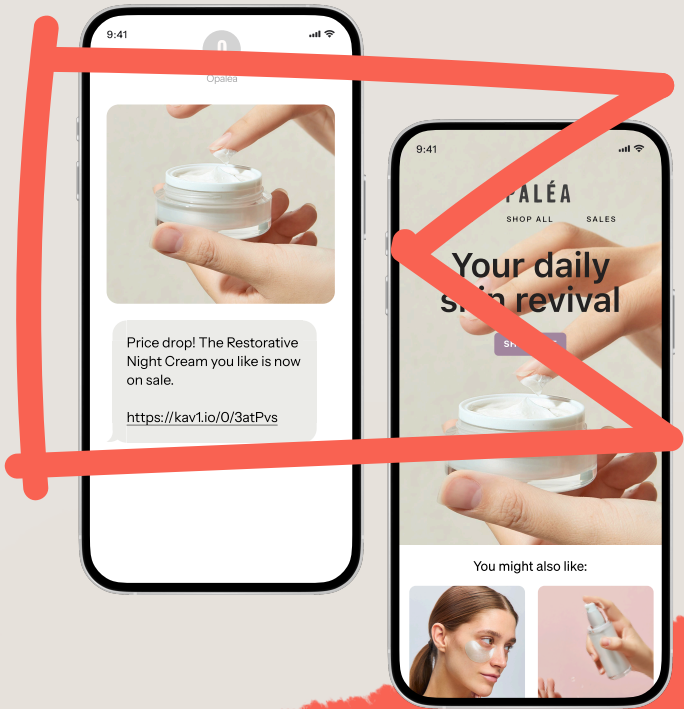# klaviyo

3 ways Klaviyo surpasses point solutions like Postscript

Over 30K brands choose Klaviyo to deliver integrated, omnichannel customer experiences across email, SMS, push, and more.

Postscript's 19K customers are confined to an SMS-only point solution that keeps critical data siloed and marketing efforts fragmented.

Klaviyo is the only CRM built specifically for B2C brands. It unifies all your marketing channels and customer data, giving you a complete understanding of your customers—so you can create more personalized journeys, build lasting relationships, and drive higher revenue across every touchpoint.

> **It was a consistent issue that we were overcommunicating to our customers because we were using two different platforms that were not talking to each other.**
>
> **BRITAIN BUTCHER, DIRECTOR OF ECOMMERCE COFFEE BEANERY**

Streamline your marketing efforts and drive real revenue growth—without limiting your teams' access to invaluable insights. When you consolidate with Klaviyo, you can expect:

- Deeper personalization
- Omnichannel optimization
- Insights that drive revenue

01

Go deeper with personalization efforts

When data is siloed across platforms, it can be challenging to deliver relevant experiences. You shouldn't have to piece together your own data. Instead, send relevant, targeted messages with an all-in-one platform that gives you full access to cross-channel data.

On Postscript, limited access to data means you could be missing crucial insights. With Klaviyo's rich customer profiles and granular segmentation, you can create more personalized experiences that resonate with your audience. Plus, with over 350 pre-built integrations and a robust Shopify integration, you can easily bring all your ecommerce data together to enhance your marketing efforts.

02

Effortlessly optimize for omnichannel

Managing email and SMS separately can result in poorly timed messages and fragmented journeys—creating a broken customer experience.

Coordinated customer journeys are Klaviyo's bread and butter. And because there's always room for improvement, AI optimization accounts for the full customer journey so you can optimize across email, SMS, push, and WhatsApp (currently in beta)—not just a single channel.

When you're working in an SMS-only platform, you can only account for the success of that single channel. Consolidating email and SMS in Klaviyo allows you to deliver omnichannel automations and campaigns that maximize engagement.

"

Having everything in one place is a game changer. Everything is just so much more tailored to the customer, which then increases loyalty, increases purchase frequency, and will also affect our lifetime value.

**RACHEL FAGAN, VP OF MARKETING
HAPPY WAX**

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When you have email & SMS running from different places, it's a nightmare. Your data isn't in one place, so you're reducing the power of the data you own.

**KATHERINE CABE, SENIOR DIRECTOR OF RETENTION
AS BEAUTY GROUP**

03

Drive revenue, without juggling multiple platforms

You already have too many marketing tools to manage. Postscript's integration with Klaviyo doesn't solve the issue of managing two separate systems. With Klaviyo, you have everything you need in one place.

But saving money isn't good for much if you aren't making money. Klaviyo arms you with true-cross channel attribution, so your team can make smarter decisions that drive more revenue. Clear deliverability insights and peer benchmarks from over 30K businesses like yours are also available to tell you exactly where to focus your efforts.

Klaviyo allows you to uncover cross-channel insights that put your marketing dollars to work—without creating more work for you.

Send coordinated experiences across channels, all from a single platform

It's time you see the full picture. Klaviyo is more than SMS—it was built data-first for customer-driven growth. Make the switch to Klaviyo and send smarter with an integrated, omnichannel approach that drives results. Ready to consolidate and grow? Learn more about Klaviyo.

Sign up with Klaviyo SMS today