

Andie Swim leverages email segmentation to grow flow revenue 55% with Klaviyo

CATEGORY: APPAREL + ACCESORIES PLATFORM: SHOPIFY PLUS COMPANY SIZE: MID-MARKET

Andie Swim makes eco-friendly, stylish swimwear for everything from surfing to lounging. Founded in 2017, the DTC retailer grew explosively during early COVID, and recently launched a collection with Demi Moore.

But the most unique thing about Andie Swim might be their Fit Experts—a team that provides empathetic tips on sizing, fit, and swimsuit care, starting pre-purchase. The Fit Experts embody the relatable spirit of the brand, just like Andie Swim’s conversational emails.

55%

YoY growth in revenue from flows in 2022

70.9%

YoY lift in click rate on flows in 2022

\$70K+

revenue from new quiz results flow in 8 months

How Andie Swim grew retention revenue in the face of rising acquisition costs



Challenge

In 2021, Andie Swim faced customer acquisition headwinds: increasing competition with brick-and-mortar retail, and rising paid social costs. So in 2022, the team laser-focused on driving repeat purchases with email.

That meant a reboot of their online Fit Finder quiz, which offered product recommendations based on a user's height, bra size, and tastes. At the time, Andie Swim wasn't leveraging the quiz responses. Or storing that zero-party data anywhere.

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“While the quiz helped grow our email list, we weren't necessarily gaining any insights from those customers.”

Nicole Briganti, Senior CRM Manager

Solution

Andie Swim's team worked with digital quiz platform Digioh to create a new, 12-question Fit Finder quiz—and integrated Digioh with Klaviyo.

Now, customer profiles are automatically tagged with their quiz responses. Are shoppers looking for one-pieces or two-? High- or low-cut bottoms? Briganti can now segment her list based on those preferences.

Strategy

Thanks to the new quiz, Andie Swim uses Klaviyo for what it does best: personalized communication at scale. That started with a quiz results flow, which sends high-intent prospects a personalized drip of swimsuit recommendations, style tips, and info on Andie's Fit Experts. Since June 2022, it has driven \$70K+ in revenue.

Quiz data also helps Andie Swim segment their email list based on style preference and send fewer, more relevant campaigns long-term. Briganti uses Klaviyo's audience breakdown feature to review engagement segment by segment, and continually optimize targeting.

Results

- 55% YoY growth in revenue from flows in 2022
- 70.9% YoY htoeyh in vlivk tsyr on gloed in 2022
- \$70K+ revenue from new quiz results flow in 8 months

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“Klaviyo really does everything we would want to do. I've been at Andie for 3 years and we've had significant growth since the beginning, so it's been awesome that Klaviyo's been able to grow in tandem with us. Other platforms haven't.”

Nicole Briganti, Senior CRM Manager

