

Klaviyo Reporting Solution

Automated Email Marketing Analytics

[Client Logo Placeholder]

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Why Manual Klaviyo Reporting Hurts

- **Time-consuming:** 5-8 hours per week spent on manual exports
- **Error-prone:** Copy-paste mistakes lead to incorrect decisions
- **Inconsistent:** Different team members use different metrics
- **Limited visibility:** No real-time access to performance data
- **Difficult collaboration:** Siloed reports not easily shared
- **No historical trends:** Point-in-time snapshots miss patterns

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Automated Pipeline Architecture

Klaviyo → Fivetran → BigQuery → Looker Studio

[Architecture Diagram Placeholder]

- **Automated:** Scheduled syncs keep data fresh
- **Reliable:** Enterprise-grade data pipeline
- **Secure:** Compliant with data privacy regulations

- **Scalable:** Handles growing data volumes

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Interactive Dashboard

[Dashboard Screenshot Placeholder]

- **Real-time metrics:** Opens, clicks, revenue, conversions
- **Campaign comparison:** Identify top performers
- **Trend analysis:** Track performance over time
- **Customizable:** Filter by date, campaign, segment

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Value & ROI

- **Time savings:** 75% reduction in reporting time
- **Improved accuracy:** Eliminate manual errors
- **Better decisions:** Data-driven campaign optimization
- **Team alignment:** Single source of truth

Pricing Options

- **Basic:** \$X/month - Dashboard only
- **Standard:** \$Y/month - Dashboard + Google Sheets export
- **Premium:** \$Z/month - Custom metrics + email alerts

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Next Steps & Resources

- **Technical assessment:** 1-2 days
- **Setup & configuration:** 3-5 days
- **Testing & validation:** 1-2 days
- **Training & handoff:** 1 day

Resources

- Looker Studio Template: [QR Code Placeholder]
- Google Sheets Template: [QR Code Placeholder]

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