

CATEGORY: APPAREL & ACCESSORIES

PLATFORM: SHOPIFY

Roverlund boosts Facebook Ads ROAS by 128% with Klaviyo

Klaviyo's CDP, audience segmentation capabilities and Facebook integration enabled significant advertising platform growth gains for Roverlund; leading to expanded client-agency partnership between Roverlund and Labyrinth Digital.

+272%**Conversion Rate**

Observed increase in Facebook ads conversion rate using Klaviyo's audience segmentation

+128%**Facebook ROAS**

From using Klaviyo's integration with Facebook for targeted ads

+17%**Ads Revenue**

Facebook YoY growth since switching to Klaviyo

How Labyrinth Digital leveraged Klaviyo to drive performance gains and strengthen their client relationship with Roverlund

Challenge

Roverlund hired Labyrinth Digital in May 2021 for Facebook advertising. At the time, all email marketing was done exclusively in-house using MailChimp. Labyrinth knew this needed to change.

Solution

Labyrinth recommended Roverlund migrate from MailChimp to Klaviyo in October 2021.

When the Klaviyo transition was complete, the marketing transformation began. Labyrinth integrated Facebook Ads with Klaviyo and launched a new full-funnel, paid social strategy paired with audience segments created within Klaviyo.

The top-of-funnel campaign included a customer look-alike model, interest-based audiences and a broad audience driven by Facebook algorithms. The middle-of-funnel campaign retargeted website visitors, email subscribers and social media engagers. The bottom-of-funnel campaigns focused on cart abandonment and product cross-sell opportunities from current customers. Roverlund's marketing KPIs skyrocketed.

Despite iOS 14.5 updates, this new paid social strategy improved Facebook Ad campaign performance, overall sales, and helped Labyrinth build trust with Roverlund.

Contract Expansion

Today, Labyrinth Digital and Roverlund continue to work closely together. Recommending the switch to Klaviyo made such an impact on revenue and profitability, Labyrinth now also manages email flow optimization, newsletter template design, and Google Ads for Roverlund.

Results

Since migrating to Klaviyo:

- Roverlund email subscribers increased by 1389% and holiday season email revenue has increased 74% YoY.
- Klaviyo-enabled Facebook Ad campaigns saw a 128% ROAS increase and 272% higher conversion rate vs non-Klaviyo campaigns.
- Roverlund grew overall brand revenue in 2022, a key aspect being the 17% increase in Facebook Ads revenue.



Klaviyo is a powerful and user-friendly marketing platform. Klaviyo's CDP capabilities allowed Labyrinth Digital to easily create high-value prospecting and retargeting audiences for Facebook. Within email, its segmentation capabilities helped us increase relevancy and personalization within flows. Bottom line, Klaviyo was a key factor in helping Roverlund grow.

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