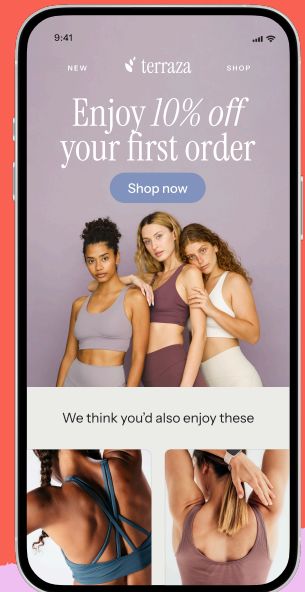
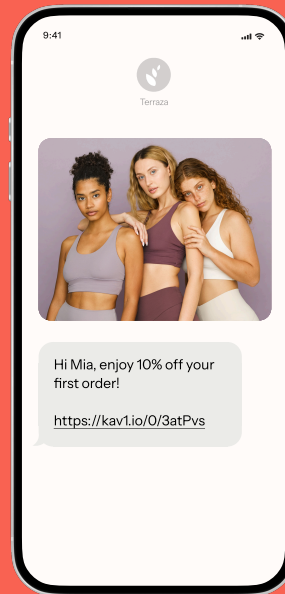




3 reasons marketers are leaving Attentive for smarter omnichannel marketing



Learn how Klaviyo unifies email, SMS, and more in one B2C CRM

Fragmented platforms create fragmented experiences. When your email and SMS platforms aren't built to work together, you're forced to figure out workarounds to simple tasks. But every sync delay, duplicate send, or missing data point costs you revenue.

That's why businesses are switching from Attentive. Klaviyo B2C CRM offers everything you need, all in one place.

”

We can manage every single piece of the customer's lifecycle. We're able to target them on the appropriate channel because of all the data that Klaviyo collects and stores.

ALI MCCONNELL, MARKETING DIRECTOR
MAGNOLIA BOUTIQUE

30K

BRANDS THAT ARE
CURRENTLY USING
KLAVIYO SMS

19%

AVERAGE GROWTH AFTER
CONSOLIDATING EMAIL
WITH SMS IN KLAVIYO

01

Built for omnichannel. Powered by data.

Email and SMS were never meant to live in silos.

Attentive might integrate into your stack, but it doesn't unify it. With Klaviyo, your marketing channels work together, not on top of each other, so you can orchestrate seamless journeys across SMS, email, mobile push, reviews, and WhatsApp.

- Use one automation builder to design flows across every channel
- Automate across channels and personalize messages in real time using Channel Affinity and dynamic content blocks
- Deliver rich, interactive content using RCS (beta)

”

Being able to have both emails and SMS in one calendar view, vs. me having to go back and forth between the platforms and our creative management platform as well—that was really helpful.

FLORENCIA GILARDONI, DIRECTOR OF MARKETING
FRANCES VALENTINE

02

A unified customer view for superior segmentation

Klaviyo gives you insight into complete customer histories as well as their latest real-time activity, so you can drive higher customer lifetime value for your brand—and we make accessing data easy, so you never have to ask to export it.

With Klaviyo, it's not just segmentation—it's data activation.

- Turn customer data into actionable audiences with Klaviyo's built-in CDP and real-time segmentation tools
- Get an unparalleled understanding of performance with detailed deliverability insights and peer benchmarks
- Create personalized experiences using real-time and historical data from 350+ pre-built integrations

03

No smoke and mirrors, just attribution you can trust

Attentive's reporting often inflates performance with generous attribution windows and incomplete views of customer behavior that make it difficult to understand what's actually working.

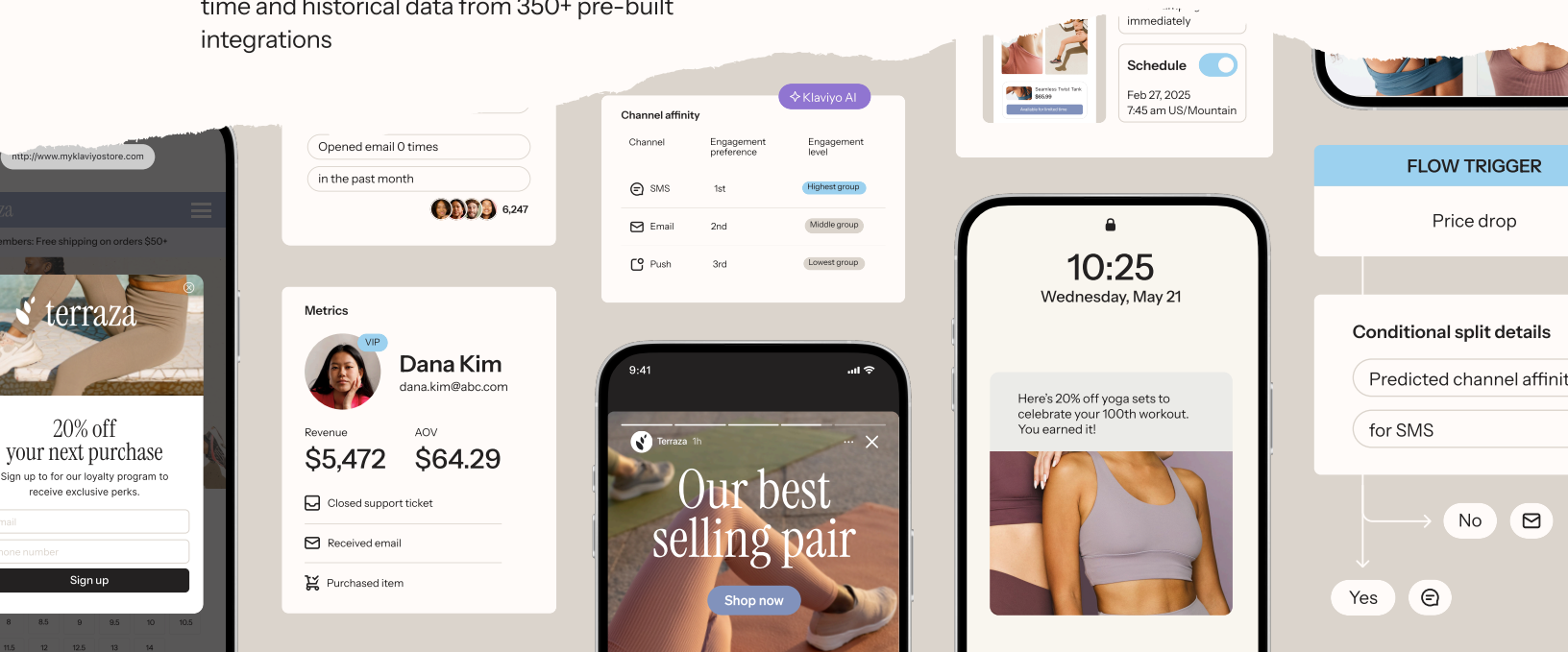
Klaviyo's attribution is customizable, transparent, and channel-specific, so you quickly and easily assess performance.

- Customize attribution windows by channel and campaign type
- Leverage multi-touch performance to unearth full customer lifecycle insights and identify which channels are contributing the most to revenue
- Measure the combined impact of your marketing by understanding how email, SMS, push, and WhatsApp drive conversions

”

Knowing how SMS is contributing to revenue helps me make a case for the health of the business, and more bandwidth in retention channels.

MIKE SWANSON, RETENTION MARKETING MANAGER
FILSON



Only Klaviyo checks all the boxes

Compare Attentive to Klaviyo: features and capabilities

	Klaviyo	Attentive
Optimization across email, SMS, mobile push, and WhatsApp	✓	✗
Channel affinity	✓	✗
350+ pre-built integrations	✓	✗
Multi-touch attribution*	✓	✗
Easily customizable email and SMS attribution	✓	✗
RCS (beta)	✓	✓
SMS compliance tools built in	✓	✓
Enterprise-level support and services	✓	✓
Enterprise-scale, processing & sending billions of events/messages daily	✓	✓

* Coming soon

The bottom line?

Attentive was built for SMS. Klaviyo was built data-first for customer connection. Don't settle for stitched-together channels and murky attribution. Choose the platform that powers data-first, revenue-driving experiences across the entire customer journey.

Ready to consolidate and grow? Learn more about Klaviyo.

Sign up with Klaviyo SMS today