


Mavlers 
A brand of Uplers



Who we are

Mavlers - your reliable Klaviyo partner

Mavlers is a full-service martech agency, providing all digital marketing and technology services under one umbrella.

We are a Klaviyo agency partner. Our Klaviyo experts help you make the most of Klaviyo.

We have a team of 10+ certified experts and in 2023 alone, we have worked on 1065 Klaviyo campaigns. Our experts have all the essential certifications.



Product Certification



SMS Strategy Certification



SMS Certification



Our Klaviyo services portfolio

Mavlers offers a wide range of both essential and advanced Klaviyo services that will enrich your marketing effort with effective means and best practices. Let us take care of your:



**Klaviyo SMS
marketing**



**Klaviyo email campaign
management**



**Set up Klaviyo email
automation**



**Seamless Klaviyo
migration**



**Email segmentation
and predictive analysis**



**Build Klaviyo email
templates**

01 Klaviyo SMS marketing

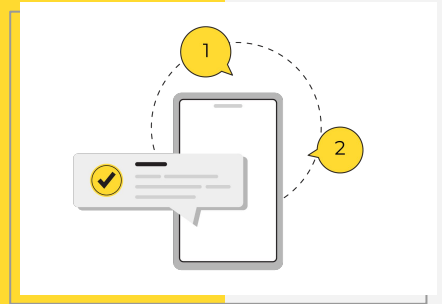
Our Experts can set up SMS in your Klaviyo account by completing your business profile and verifying your contact. We then import contacts with explicit SMS consent to comply with regulations like TCPA and GDPR.

Our team can help with targeted SMS campaigns using Klaviyo's powerful segmentation and personalization features, another powerful tool of Klaviyo.

Our Klaviyo wizard are experienced in setting up flows, such as welcome series, abandoned cart reminders, and post-purchase follow-ups and integrating SMS with email campaigns. This is a cohesive multi-channel strategy.

Our Experts follow best practices, which include: providing clear calls to action, sending messages at appropriate times, managing frequency to avoid opt-outs, and ensuring each message delivers value.

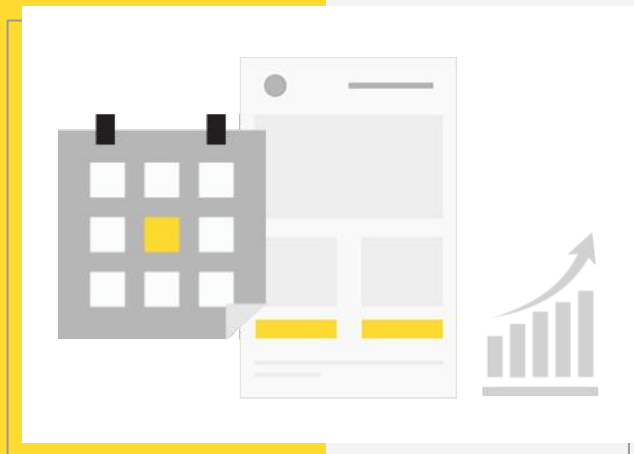
By leveraging these features, they create effective, personalized SMS campaigns that drive customer engagement and sales.



02 Manage Klaviyo campaigns

Mavlers offers personalized campaign management services for both Klaviyo email and SMS.

With our adept campaign managers, we handle everything from planning to execution, including A/B testing and optimization, to ensure your marketing campaigns yield the best results.



Technical proficiency:

- Plan and maintain your email calendar
- Deploy email templates in the marketing automation platform
- Test and verify pre-header, copy, links and check for renderability
- Drive optimization to ensure growth through continuous testing, customer segmentation, creative partnership, and landing page optimization
- Build cohesive customer experience across channels
- Analyze campaigns and provide recommendations to improve

Campaign set-up

Assets management

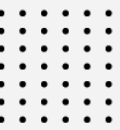
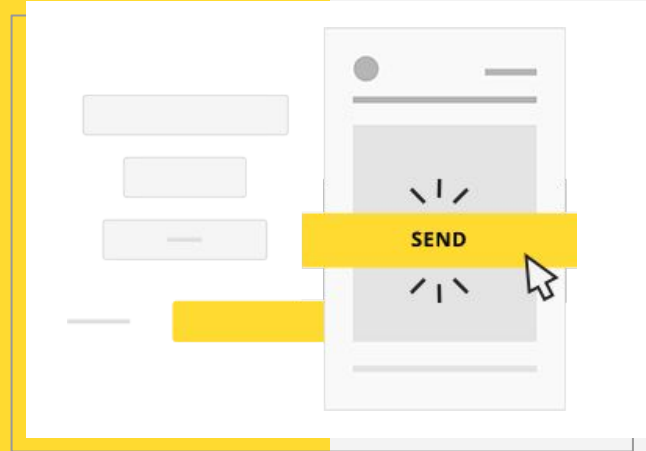
Validation & scheduling

Reporting & analysis

Timeline management

03 Set up automation workflows

Our Klaviyo experts have vast experience in creating intricate and highly-personalized workflows for hassle-free automation and integration. We constantly strive to deliver a relevant and hyper-personalized experience to the subscribers.



Technical proficiency:

- Setup, execute, and manage email automation programs
- Manage copy, design, coding, deployment, testing of automation emails
- Skilled in setting up all types of workflows/journeys in Klaviyo
- They import and segment lists and work on data hygiene and validation
- Keep check on deliverability of emails
- Manage and create multi-channel automation programs
- Skilled in A/B & multivariate testing of emails
- Get landing pages, pop-ups, banners created
- Analyse and optimize performance of workflows
- Troubleshoot technical issues related to HTML templates and other aspects of email execution, as required

Workflow set-up

Customized workflows

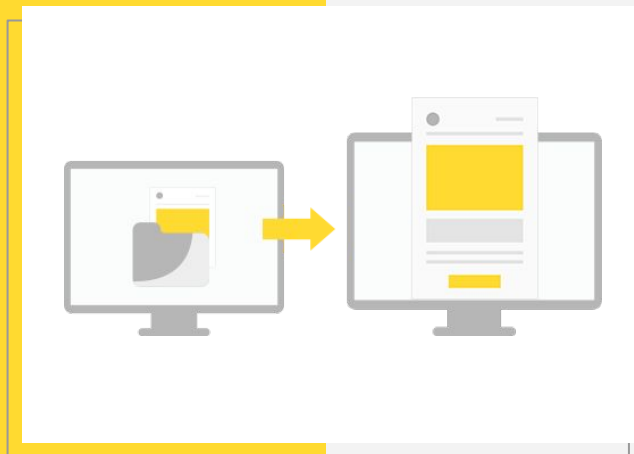
Workflow optimization

Customer retention

04 Migrate to or from Klaviyo

Count on our expertise for a smooth transition to Klaviyo. We handle everything from store integration to content migration, ensuring your data is transferred securely and you can start using Klaviyo promptly.

Our team of Klaviyo experts can also help in seamless integration of Klaviyo to any third-party tools.



Technical proficiency:

- Ensure hassle-free migration from current ESP to Klaviyo or vice versa
- Migrate email lists, content and templates, folder structure, reports, marketing automation, integrations, including both data feeds and APIs, database and schema
- Seamlessly integrate your third-party tools with your ESP
- Provide documentation and training to help you understand the new system making data flow easy for you

Data Integration

ESP Migration

05 Audience Management

Our Kalviyo certified experts can create dynamic segments that update in real-time, allowing targeted messaging to specific customer groups. Segments are set up on criteria like browsing behavior, purchase frequency, and engagement metrics

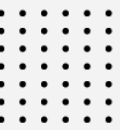
Profiling : They create dynamic segments that update in real-time, further allowing for targeted messaging to specific customer groups, and they create campaigns based on preferences.

Custom properties : They can help with adding custom data fields to add deeper personalization.

List management : They efficiently manage your subscriber lists with tools to import contacts, tracking sign-up sources, and handling unsubscribes.

Behavior tracking : Monitoring customer actions on your website and in your emails to trigger automated flows and personalized messages.

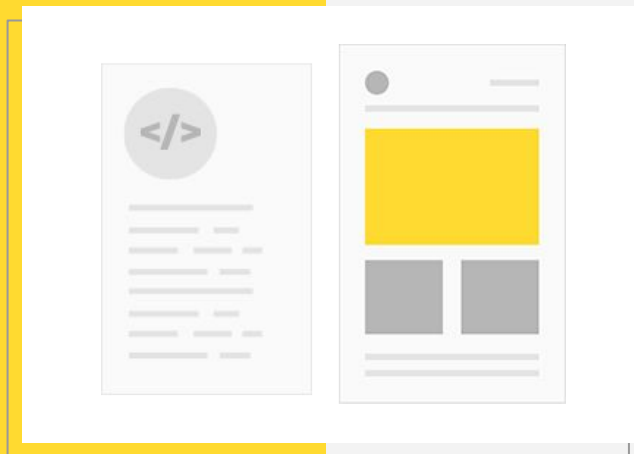
Integrations : Seamlessly integrating with eCommerce platforms, CRMs, and other tools to enrich customer profiles and enhance segmentation accuracy.



06 Build flawless email templates

Keeping your brand guidelines in mind, our dedicated Klaviyo developers design and hand-code flawless email templates. As renderability bears a huge significance in email design, we test the Klaviyo templates in more than 40 different email clients.

Furthermore, we also test them on 15+ devices to ensure they are responsive and look good irrespective of the screen size.



Technical proficiency:

- Hand-code and integrate responsive email templates in Klaviyo
- Test templates for renderability in 40+ email clients
- Expertise in tools like Adobe Creative Suite, Sketch, Invision, Figma, Zaplin
- Create editable and dynamic email templates
- Identify and solve complex rendering issues in email clients
- Expertise in creating modular and interactive email templates

HTML email

Modular templates

Interactive emails

Master templates

Dynamic content

Enhance email with a new level of intelligence

In today's era of AI-driven innovation, intelligence is the key to achieving success. Klaviyo harnesses the power of advanced AI, predictive analytics, and robust reporting capabilities to elevate your email marketing efforts from merely effective to truly exceptional. And our team helps you leverage Klaviyo's AI advancements.

AI-generated subject lines- Our experts have the understanding of advanced algorithms of Klaviyo subject line and can assist in crafting subject lines that boost opens.

A/B testing made simple- Our experts can easily test various campaign elements, from content to design, to deliver the best version to your audience.

Recommendation engine- Send product recommendation based on a user's browsing history, past purchases, what they might like, and other behaviors.

Predicted customer attribute- The experts will segment or personalize emails based on predicted lifetime value, order date, and churn risk.





Engagement models



One-off projects

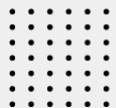
- **Build email template** : We code visually appealing email templates that are in perfect sync with your brand guidelines and render well across 40+ email clients and 15+ devices. You can either share your brief with us or the PSD, Sketch, AI, or PDF file and we will build a customized Klaviyo email template for you.
- **Automation set up** : Our experts possess extensive knowledge about how to create complex workflows that would ensure seamless automation and integrations. We strive to set up flawless automations so that you can deliver a relevant and hyper-personalized experience to your subscribers.
- **Manage your email campaigns** : Besides crafting hand-coded email templates, we can carry out the complete execution of your email marketing strategy, starting from email design to its deployment, automation, integrations, and optimizing it as per the performance reports.



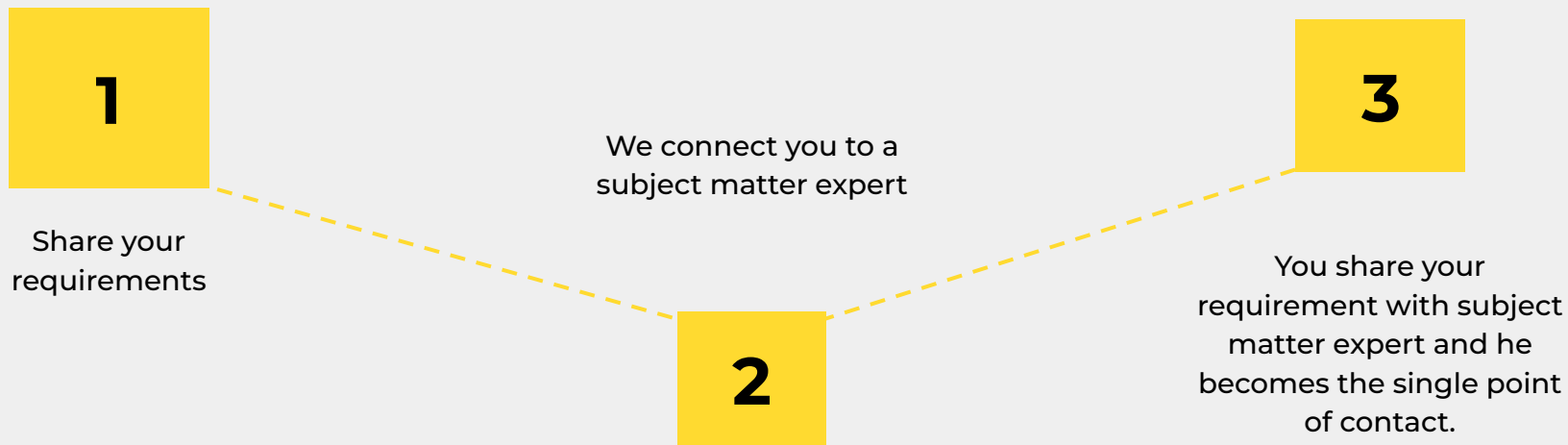
Retainer engagement

- Ideal when you need recurring support, month on month, to drive your marketing strategy and deliver consistent results for your campaigns. When you are not looking to hire/onboard an expert but need long-term, continual support for you email marketing needs.

Applicable to all the services starting from email templates to campaigns to automation, we can help you through our retainer engagement model.



How it works





**Dedicated resources and
teams**



Whether you want to hire one expert or build an entire email marketing team, this engagement model can prove advantageous for your business.

When you hire a dedicated resource or team, they work only on your project. Hire a resource when you want to cut hiring cost, or need a helping hand, or need an expert team to meet aggressive deadlines.



Why go for dedicated resources

- No hiring hassles
- Overcome the lack of right resources
- Access to right resource, at the right time, and right price
- Low risk and greater predictability of the project outcomes
- Delegate & manage priorities on your own terms
- Scale up / down quickly
- Educate the resources as per your processes, practices, PMS, and tools.
- Complete ownership of the solutions developed
- Reduction of annual operating cost
- Faster turnaround time & increased productivity



The background of the slide is a collage of yellow-tinted images. The images show students in a classroom setting, some looking at the camera and others looking down. The text 'Why Mavlers' is centered in the middle of the collage in a bold, black, sans-serif font.

Why Mavlers



Team of 150+ email experts



Team with expertise and experience in Klaviyo



Team aligned with your processes



Flexibility of hiring part-time/full-time resource



No long-term contract



5000+ global customers





Testimonial



We are rated 5 out of 5

821

Trustpilot reviews



ORACLE®



Ogilvy

Brands we have worked with...



ORACLE

Disney



Ogilvy



Y&R



Datarati

Penguin
Random
House



Testimonial



They have been fantastic, great to work with, and very efficient at delivering results.



Spencer Mann

VP Marketing, Acima Credit



facebook



acima

How Mavlers helped Weight Watchers

Challenges:

- They required a reliable ESP Migration provider.
- They were looking for a quality email development partner.
- Wanted quick turnaround time for email templates.

Solution:

- Developed 1900+ email templates for Weight Watchers till date.
- Assisted them with the fastest turnaround time in the industry of 8 hours
- Migrated from SFMC to Braze ESP.

[Read More](#)



Pricing

Email Marketing Packages

Essential email marketing	Pro email marketing	Enterprise email marketing	CRM migration and integrations
<p>2-4 email campaigns Static emails</p> <p>Designed for businesses seeking a strong beginning in email marketing, offering setup for welcome journeys, feedback emails, and monthly newsletters.</p>	<p>4-8 email campaigns Static + Personalized</p> <p>For advanced email marketing: personalized campaigns for events, loyalty, and multi-channel journeys (email & SMS), tailored to clear marketing goals.</p>	<p>4-8 email campaigns Static + Personalized + Dynamic</p> <p>Leverage CRM for ROI-focused email marketing, crafting personalized/dynamic emails for product recommendations, managing browse/cart abandonment, and more.</p>	<p>Migration from or to any CRM Integrations in SFMC</p> <p>If you are looking to migrate from your existing ESP to a CRM or from a CRM to any ESP, or require assistance with integrations in SFMC to drive higher ROI.</p>
\$299 - \$599	\$799 - \$1599	\$1199 - \$2399	Custom pricing

Note: The factors affecting pricing are no. of emails, design and coding requirements, dynamic data, technical readiness for the campaigns.

Hire a dedicated managed email expert

We offer flexible hiring options for various email marketing roles, catering to both part time and full time requirements. Enhance your expertise with our specialists who work as an extension of your team.

	Part Time	Full Time
Email developer	\$1500 – \$2400	\$2500 – \$4000
Klaviyo campaign manager/ automation expert	\$2400 - \$3900	\$4000 – \$6500

Note: Factors that influence price are experience, expertise, local time availability and rare skill set in the market.

Contact us for a CUSTOM QUOTE

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