

## Elevate Customer Engagement with the Klaviyo App

2024-06-04 - Lara Proud - Commentaire (1) - Product (Admin)

We are thrilled to announce the launch of the new [Klaviyo](#) app, designed to enhance how you manage your marketing automation for e-commerce.

Klaviyo, a leading platform in the marketing automation space, offers unparalleled capabilities in personalized email and SMS campaigns, segmentation, automation, and analytics, all aimed at boosting sales and customer engagement.



With the new Klaviyo app, you can seamlessly integrate your account with Deskpro to manage your customers' personalized experiences across various channels including email, SMS, mobile push, and more. Here's a glimpse into what this integration offers:

- **Match Deskpro Users to Klaviyo Contacts:** Seamlessly link your customers across both platforms to access their mailing information while managing their support tickets. This ensures a unified customer experience and efficient data synchronization.
- **Create Klaviyo Contacts:** Easily add new customers to your Klaviyo database directly from Deskpro, ensuring no new contact is missed. This feature guarantees that your marketing list is always up-to-date with the latest customer information.
- **View Subscribed Lists:** Quickly see the specific Klaviyo lists to which your users are subscribed. With this visibility, your support team can provide more informed and personalized interactions, enhancing customer satisfaction and engagement.

To get started go to **Admin > Apps & Integrations > Apps**, open the **Available** tab, select Klaviyo and follow the setup instructions.