

LiveMeUp Announces New Integration with Klaviyo to Enhance Shopify Merchants' Marketing Capabilities

[London, February 14th, 2024] – LiveMeUp, a leading Video Commerce Software-as-a-Service (SaaS) platform known for bringing dynamic live and shoppable video content to Shopify merchants, is excited to announce its upcoming integration with Klaviyo, the renowned marketing automation platform. This strategic partnership is set to revolutionise how Shopify merchants engage with their customers, offering a seamless blend of live video marketing and advanced automation capabilities. Here are the top three benefits Shopify merchants can look forward to with this integration:

1. Enhanced Customer Engagement through Personalized Live Video Content:

With LiveMeUp's integration into Klaviyo, Shopify merchants can now leverage the power of live video content in their marketing strategies. This means merchants can create personalised, engaging live video broadcasts that speak directly to their audience's interests and preferences. By utilising Klaviyo's sophisticated segmentation and targeting features, merchants can ensure that their live video content reaches the right audience at the right time, increasing engagement and building stronger customer relationships.

2. Streamlined Marketing Automation for Live Events:

This integration simplifies the marketing process for live events and promotions. Shopify merchants can now easily set up automated emails and SMS messages within Klaviyo to notify customers about upcoming live video events, special promotions, or exclusive launches. This direct communication channel not only boosts attendance and participation in live events but also enhances the overall customer experience by keeping shoppers informed and engaged with the brand.

3. Increased Sales through Shoppable Video Features:

One of the most exciting benefits of the LiveMeUp and Klaviyo integration is the ability to drive sales directly from live video content. Shopify merchants can incorporate shoppable links within their live videos, allowing viewers to make purchases instantly as they watch. This seamless shopping experience, combined with Klaviyo's powerful analytics tools,

enables merchants to track the effectiveness of their live video content in real-time, optimising their sales strategies for maximum ROI.

About LiveMeUp

LiveMeUp is a cutting-edge SaaS platform dedicated to enhancing the e-commerce experience for Shopify merchants through live and shoppable video content. By making it easy for merchants to connect with their customers in real-time, LiveMeUp aims to transform the way online shopping is experienced, making it more interactive, engaging, and personal.

About Klaviyo

Klaviyo is a leading marketing automation platform that provides businesses with the tools they need to deliver more personalised experiences across owned marketing channels like email, SMS, in-app notifications, and the web. With a deep focus on leveraging data for customer segmentation and targeted communications, Klaviyo helps brands drive more sales and build lasting customer relationships.

For more information about the LiveMeUp and Klaviyo integration and how it can benefit your Shopify store, visit livemeup.io or klaviyo.com

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