# Klaviyo launches AI-powered analytics tools for B2C marketers



Klaviyo, a prominent player in the marketing automation space, has unveiled a suite of artificial intelligence-powered analytics capabilities aimed at enhancing its offerings for business-to-consumer (B2C) marketers. The announcement highlights the company's commitment to providing tools that not only personalise marketing efforts at scale but also optimise performance across various communication channels, fostering improved results for clients.

The recent upgrades to Klaviyo’s analytics feature several key components. One notable addition is the RFM Action Center, which implements recency, frequency, and monetary value (RFM) analytics to pinpoint high-value customer segments. This tool offers instant, actionable recommendations aimed at boosting customer retention, encouraging repeat purchases, and fostering overall loyalty.

Another significant feature includes the Product Analysis capability, which delivers real-time insights into product performance, such as identifying frequently bundled items and tracking repeat purchase trends. This transparency can aid marketers in tailoring their strategies to enhance sales.

The implementation of AI-Powered Campaign Personalization is also noteworthy. Klaviyo AI analyses the preference patterns of individual subscribers, determining the most effective version of an email or SMS campaign based on each user’s likelihood to engage. Upon completion of this analysis, the winning version is sent out immediately, maximizing the chances of customer interaction.

In addition to these tools, Klaviyo introduces Real-Time Form Optimization, which utilises AI to evaluate multiple versions of pop-up forms in order to ascertain the most effective display timing. The system automatically selects the highest-performing version and activates it, streamlining the user experience and potentially increasing conversion rates.

To facilitate a deeper understanding of business performance, Klaviyo has rolled out a Conversion Overview Dashboard. This dashboard provides a consolidated view of both business and marketing performance, enabling clients to identify peak marketing impacts and discern seasonal trends.

Furthermore, the SMS Performance Dashboard has been enhanced to illustrate the revenue generated from SMS campaigns, complete with detailed reporting on conversion rates and revenue attribution, thus giving marketers clear insights into their messaging strategies.

Lastly, the Subscriber Growth Report enriches users' understanding of their audience acquisition by highlighting the most effective channels for attracting subscribers, ensuring that marketing efforts can be fine-tuned to achieve optimal results.

The developments at Klaviyo reflect a broader trend in the industry's integration of advanced analytics and artificial intelligence, equipping businesses with innovative tools to navigate the increasingly complex landscape of customer engagement and retention strategies.

Source: [Noah Wire Services](https://www.noahwire.com)

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