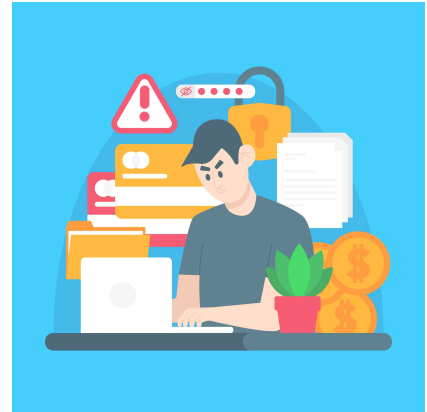


CASE STUDY

Revolutionising Email Marketing with Custom
Data Pipeline

Challenge

Our client, a leading e-commerce brand, was struggling to keep track of their email campaign performance on Klaviyo, their email marketing platform. Despite having a wealth of data, they were unable to efficiently analyse and visualise their email campaign data to make informed business decisions.



Solution Approach

Our team developed a customised data pipeline using Klaviyo API, Google Sheets, app script, and bigquery to capture all the required metrics of each campaign on a daily basis. The data was stored in Google Sheets, and technical queries were run daily to move the data to BigQuery and delete the Google Sheets to avoid storage limitations.

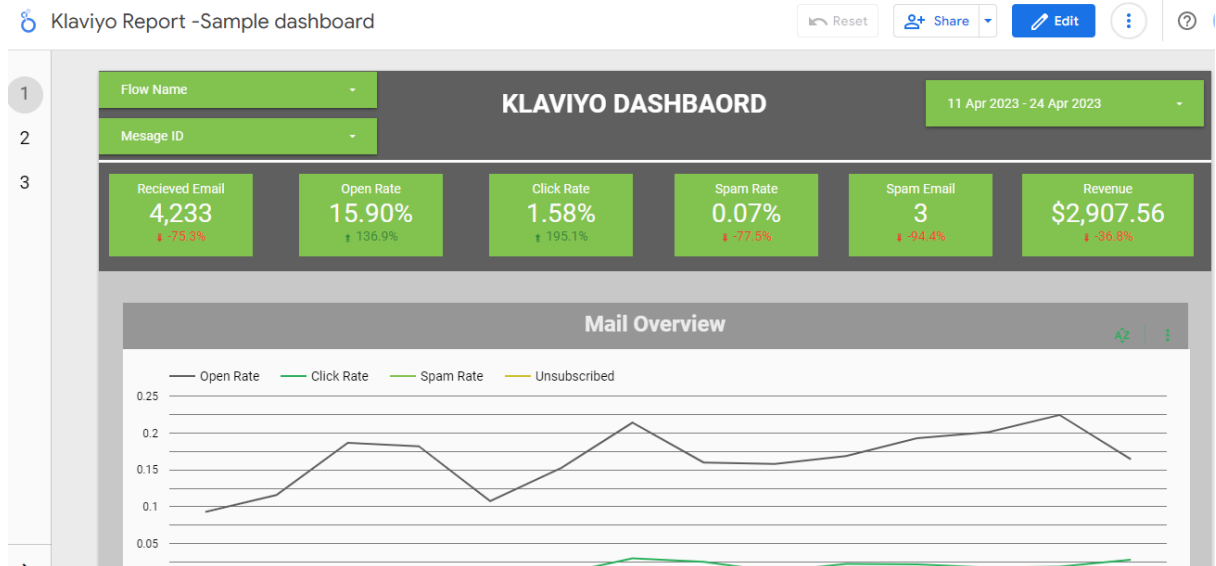
```
function klaviyocampaign() {
  var ss = SpreadsheetApp.openById('16f6WIHG8j3P_0ePa0pyQSyj1bD0_Qt4sbYYF9EhXhsg');
  var sheet = ss.getSheetByName("old");
  var sheet1 = ss.getSheetByName("Sheet1");

  //sheet.clear(); // Clear all data in Spreadsheet
  sheet1.clear();

  sheet1.appendRow(["Date", "Flow Id", "Flow Name", "Message", "Message ID", "active-on-site", "added-to-cart",
    "added-to-cart-value", "bounced-email", "clicked-email", "clicked-email-unique", "dropped-email", "marked-email-as-spam",
    "opened-email", "opened-email-unique", "conversion", "revenue", "received-email", "subscribed-to-list", "unsubscribed",
    "updated-email-preferences", "viewed-product"]);

  var date = new Date();
  date.setDate(date.getDate() - 1);
  const formatDate = (date) => {
    let d = new Date(date);
    let month = (d.getMonth() + 1).toString().padStart(2, '0');
    let day = d.getDate().toString().padStart(2, '0');
    let year = d.getFullYear();
    return [year, month, day].join('-');
  }
  var dt = [[formatDate(date), formatDate(date)]];
}
```

We then built a dynamic dashboard that visualises all the metrics captured in the Google Sheet in various charts and tables. This dashboard provided a holistic view of the email campaign performance, including open rates, click-through rates, conversion rates, and revenue generated.



Result

The dashboard enabled our client to make data-driven decisions and optimise their email marketing campaigns, resulting in increased engagement, higher conversion rates, and improved ROI. Our solution not only saved time and effort but also provided the client with valuable insights that helped them achieve their marketing goals.