THE ECOMMERCE MARKETER'S GUIDE TO ZERO-PARTY DATA

How to collect and use zero-party data to create marketing campaigns that convert

Foreword by Eddie O'Brien
SVP of Global Partnerships & Alliances at Klaviyo

Digioh x **klaviyo**

FOREWORD

At Klaviyo, we believe in powering smarter digital relationships through personalized email, SMS, and push notification experiences. To do this successfully requires using the right tools and integrations to personalize at scale—and that's where our partnership with Digioh shines.

Together, we've enabled hundreds of DTC brands to connect with their shoppers in meaningful ways—whether through personalized email campaigns, engaging text messages, or targeted onsite interactions.

When paired with Klaviyo's powerful segmentation and automation capabilities, Digioh's platform (with tools like zero-party data pop-ups and product recommendation quizzes) unlock opportunities for personalization across every touchpoint.

Why does this matter? Because today's shoppers expect more. They want marketing that gets them, and unlocking zero-party data is an important step to meeting these expectations.

This playbook will give you tactical tips, proven strategies, and real-world examples to help you collect and activate zero-party data

We're excited to see how you'll take these strategies and make them your own. With Klaviyo and Digioh, the opportunities are endless. Here's to smarter marketing, happier customers, and bigger wins for your brand!

Eddie O'Brien

SVP of Global Partnerships & Alliances
Klaviyo

Build smarter marketing funnels in minutes with Digioh

Digioh is the industry-leading marketing efficiency platform used by over 2,000 DTC brands like Knix, Death Wish Coffee, and Dollar Shave Club.

We help increase conversions across the entire marketing funnel with customizable product recommendation quizzes, next-gen pop-ups and forms, and identity resolution for increased onsite personalization out of the box.

Brands using Digioh see, on average, a **300% increase in conversions, 500% increase in identified site visitors, and 10% of total online revenue** driven by Digioh.

Founded by ecommerce experts who were fed up with the way SaaS platforms performed and charged, the Digioh team has over 100 combined years of experience working with leading platforms like Klaviyo, Wunderkind, and Attentive.

Trusted by over 2,000 DTC brands

Why Digioh and Klaviyo are *better together*

Digioh and Klaviyo are the ultimate pair for marketing success. Think of us like peanut butter and jelly: independently impactful, but together we deliver an unbeatable experience.

Digioh helps you collect the data that matters most—preferences, interests, and insights your shoppers willingly share. Klaviyo helps you turn that data into personalized, automated email and SMS campaigns that connect with shoppers in all the right ways.

Together, these tools amplify your ability to drive engagement, boost conversions, and maximize customer lifetime value (CLTV).

What to expect:

This playbook is your guide to making Digioh and Klaviyo work for you, while showcasing what "great" looks like in action. Inside, you'll find a mix of tactical steps to unlock the full potential of these tools and real-world examples of eCommerce brands using them to improve their marketing.

You'll learn how to:

- Use Digioh to collect zero-party data that fuels personalization.
- Turn that data into highly effective email and SMS experiences with Klaviyo.
- Build experiences—from quizzes to popups—that drive engagement and boost conversions.

Along the way, we'll highlight success stories and strategies from brands that are leading the charge, helping you connect the dots between great ideas and actionable steps.

Whether you're here for inspiration, guidance, or both, this playbook will equip you to create smarter, more personalized marketing that converts.

Brands who use Digioh + Klaviyo:

- Grow their Klaviyo email & SMS lists up to 10% faster with Digioh
- Increase automated email and SMS flow revenue by 20%
- Identify 5x more site visitors with Digioh's Owned Identification Suite
- Drive 60-80% open rates on automated email flows
- See 10-20% CTRs on email/SMS flows
- Significantly reduce unsubscribes and increase subscriber LTV

CREATING ZERO-PARTY DATA POP-UPS WITH DIGIOH & KLAVIYO

Digioh

Think popups are just for collecting emails? Think again.

Pop-ups aren't just for growing your Klaviyo email and SMS lists—they're a powerful tool to connect with shoppers at every stage of their journey and take your marketing from cookie-cutter to customized.

How? By gathering zero-party data that shoppers willingly share—like their preferences and needs—in exchange for value, whether that's a discount, personalized product recommendations, or exclusive content.

And don't limit yourself to welcome pop-ups. With Digioh, you can use exit-intent pop-ups to catch shoppers before they leave, cart abandonment pop-ups to recover potential sales, teaser sliders to pique curiosity, and more.

By strategically placing pop-ups throughout the customer journey, you can create meaningful touchpoints that drive engagement and action both onsite and in future remarketing.

With Digioh pop-ups, you can:

- Gather valuable insights in exchange for something your customer finds worthwhile (e.g., a discount or personalized recommendations).

- Create personalized experiences from the start, building stronger customer relationships.

- Redirect shoppers to the PDP or Collections page that is most relevant to them based on their first click.

- Fuel Klaviyo segmentation and email & SMS flows with actionable data for more impact.
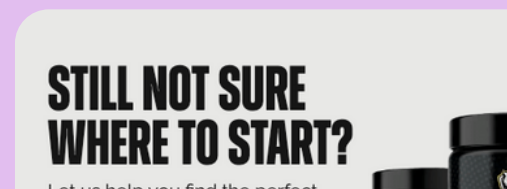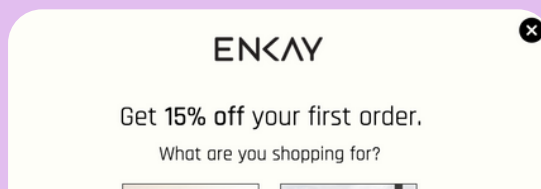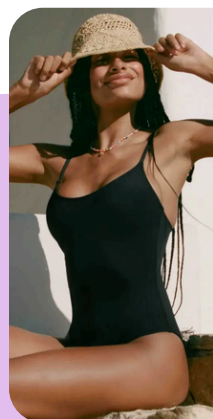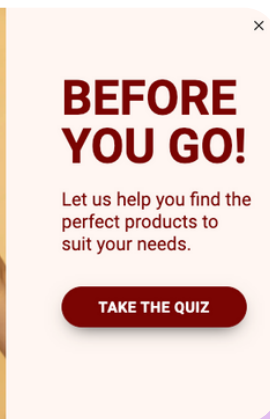
Examples of zero-party data you can collect beyond an email

To fully unlock the potential of **pop-ups and zero-party data**, you need to think beyond just email addresses.

With Digioh pop-ups, you can ask the right questions, enrich customer profiles, and use the data to drive personalized marketing efforts. Here are some examples:

1. Product preferences

Ask visitors about their style, favorite products, or color preferences to guide personalized email and SMS campaigns. For example, if a shopper selects "sporty" on your pop-up, you can send them follow-up emails featuring your latest activewear line.

2. Feedback on shopping experience

Use pop-ups to ask, "What's one thing we could do better?" or "How easy was it to find what you needed?" Responses can guide site updates or inspire future email and SMS campaigns.

3. Shopping challenges

Behavior-based pop-ups can uncover roadblocks like pricing or sizing concerns. Exit-intent pop-ups asking, "What's stopping you from checking out?" can inform remarketing flows in Klaviyo, such as exclusive discount alerts for price-sensitive shoppers.

4. Purchase intent and needs

Pop-ups featuring a mini-quiz like "What are you shopping for today? Gifts or skincare?" allow you to tailor on-site content and marketing. Shoppers looking for gifts might receive curated gift guides, while skincare shoppers see content for their specific concerns.

Download the full playbook here

Turn "no, thank you" into engagement

Ashland Leather's welcome pop-up takes personalization to the next level. Shoppers answer a mini-quiz about their purchase interests, and based on their responses, they're redirected to a curated best-sellers page.

But here's the clever twist: even when shoppers click "No, thank you" instead of entering their email, they're still redirected to the best-sellers page.
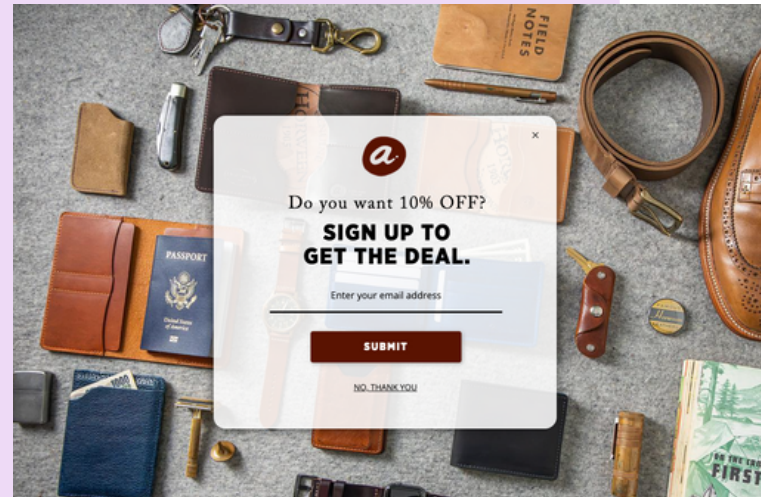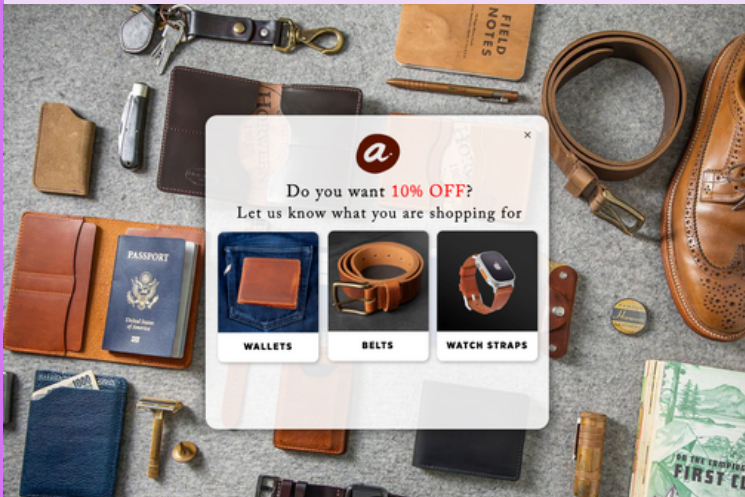
Why this works:
- Keeps shoppers engaged: Shoppers skip the email step but still get guided to relevant products.
- Reduces friction: No dead ends—just a seamless path to explore top items.
- Adds value without pressure: It's helpful, not pushy, creating a positive experience.

How to try this:
Use Digioh's button metadata mapping to redirect "No, thanks" clicks to a curated page, like best sellers or featured collections. Even without email collection, this strategy keeps your customers engaged and your conversions moving forward.
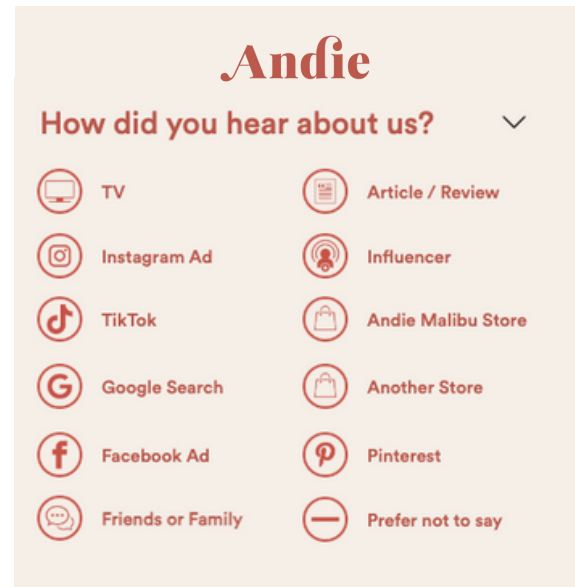
5. Lifecycle insights

Identify where shoppers are on their journey. For example, a maternity brand can ask, "Are you expecting or shopping for a little one?" Answers inform lifecycle email flows, like weekly tips for expecting parents or tailored product suggestions for newborns.

Download the full playbook here

6. Post-purchase insights

Follow up after checkout with questions like "How did you hear about us?" or "What are you shopping for next?"

Shoppers referred from Instagram might receive exclusive social promotions, while others might get SMS updates featuring complementary products.

Andie

How did you hear about us?

- TV
- Instagram Ad
- TikTok
- Google Search
- Facebook Ad
- Friends or Family
- Article / Review
- Influencer
- Andie Malibu Store
- Another Store
- Pinterest
- Prefer not to say

Why does zero-party data matter?

This isn't guesswork or inference—it's real, specific information that enables you to create personalized, meaningful experiences across email and SMS. When your marketing feels personal, the results speak for themselves: better engagement, higher conversion rates, and stronger customer loyalty.

Setting up pop-ups in Digioh

Let's dive into how to set up effective zero-party data pop-ups.

User Tip: Use Digioh's Quick Start Themes

Digioh offers many themes in our gallery as a starting point for your new pop-up. The fastest way to get a campaign launched is by using one of our Quick Start Themes. They come with preset best practice conditions to take the guesswork out of how your box should display. **Check out this help doc** for more information or to get started.

Audience targeting: understanding who you want to reach

An effective pop-up starts with understanding your audience and what motivates them. Digioh's robust targeting features allow you to create tailored experiences that speak directly to each shopper's needs and behaviors.

Download the full playbook here

Examples of audience-specific pop-ups:

- **First-time visitors:** Greet them with a warm welcome and collect basic preferences or interests (e.g., "What brings you here today? Gifts, skincare, or both?"). Use their response to personalize their experience and follow-ups.

- **Cart abandoners:** Keep them engaged by addressing hesitation points. Offer help, such as "Need help choosing the right size?" or incentives like "Enjoy 10% off your first purchase— complete your checkout now!"

- **Returning visitors:** Re-engage shoppers with tailored pop-ups that highlight new arrivals, complementary products, or exclusive perks based on past purchases.

- **VIP customers:** Show appreciation with exclusive offers, like early access to sales or invites to loyalty programs. For example: "Welcome back, VIP! Be the first to shop our new collection."

User Tip: Targeting Digioh pop-ups based on Klaviyo profile data

Check out this help doc to learn how to use Klaviyo profile data to show or suppress pop-ups based on specific attributes. For example, show returning customers personalized recommendations or hide discount offers for high-value segments.

Incentives that drive action

Shoppers are far more likely to engage with a pop-up when they feel they're getting something valuable in return. The right incentive not only boosts participation but also encourages meaningful interactions, such as data-sharing or completing purchases.

Examples of impactful incentives:

- **Discounts:** Offer a percentage or dollar amount off, such as "10% off your first purchase" or "$5 off when you sign up."

- **Free shipping:** Eliminate a common hesitation by offering free shipping on their first order.

- **Giveaways:** Enter participants into a prize drawing when they engage with your pop-up (e.g., "Win a $100 gift card when you share your preferences!").

- **Exclusive content:** Provide access to helpful resources, such as a "Styling Guide" or "Top Skincare Tips."

- **Early access:** Give VIP customers early access to a sale or new product launch.

Download the full playbook here

Examples of impactful incentives, continued:

- **Loyalty points:** Offer bonus points for joining your rewards program or completing a survey.

- **Personalized recommendations:** Frame the pop-up as a value-driven interaction: "Answer 3 quick questions to get your tailored product picks."

- **Free samples:** Offer a complimentary product sample with their order after they engage.

Match your incentives to your audience. For first-time visitors, focus on low-barrier rewards like discounts or free shipping. For repeat shoppers or VIPs, emphasize exclusivity, such as early access or loyalty points.

Chapter 1 takeaways

☐ **Zero-party data popups are a win-win.** Customers get a tailored experience, and you get insights that enhance marketing efforts.

☐ **Think beyond email.** Preferences, feedback, and behaviors are just as valuable and open new doors for personalization.

☐ **Offer real value.** Make it worth their while to engage, whether it's a discount, giveaway, or personalized recommendations.

☐ **Target with purpose.** Tailor popups based on the visitor's stage in the journey (new vs. returning).

Recommended further reading:

Blog Post: How to Turn Ecommerce Pop-Ups Into Zero-Party Data Gold

Relevant Help Docs:

How To Use Quick Start Themes
Targeting and Personalizing Boxes Using Klaviyo Profile Data and Subscriptions

Download the full playbook here