

Agency Growth Review Generator

What is a Growth Review?

A Growth Review is a look back on your clients' performance within Klaviyo. The report pulls together a high level overview of campaign & flow performance, revenue and industry benchmarks at the monthly or quarterly level..

The Growth Review generator automates the process of pulling data and formatting it to create an in-depth review that your agency can present to your clients.

Key Feature Benefits

- Customizable Slide Deck
- Linked Spreadsheet With Raw Data
- Monthly or Quarterly Time Horizon
- Peer Benchmarks
- Deliverability Information

What is the purpose of this tool?

We built the Agency Growth Review generator to add an additional level of presentation-ready reporting for our agency partners.

Here at Klaviyo, we want to ensure that we're supplying you with the right tools to report back on your clients successes. The Growth Review generator allows you to do this with the click of a button, allowing our partners to save time, be more efficient, and gain new insights into your clients' businesses.



How do I generate a Growth Review?

Our team worked diligently to ensure generating a Growth Review would be simple and straightforward. As a Klaviyo agency partner, your team will have access to a unique link within the Klaviyo platform.

*Please note this link is **not** client facing and will only work for our designated agency partners.*

The first step is to log into the client's account that you're pulling the report for. From there, enter the following link into the URL bar: www.klaviyo.com/partners-qgr

You will then be prompted to select the following:

- **Quarter or Month:** The quarter or month you want to pull the report for
- **Conversion Metric:** The metric used for conversions and revenue in the report
- **Currency:** Used for display of revenue numbers; this will **not** automatically convert any currency amounts

Lastly, press 'Generate Files' and you're done! In 5-10 minutes, you will receive an email directly to your inbox from partners-qgr@klaviyo.com including a link to your Growth Review files.

How to prepare prior to your presentation

The Growth Review deck includes slides to add personalization, strategic insights and recommendations based on the data collected.

Be sure to analyze the data beforehand and choose which information you feel is important for your clients to see.

Allow this report to be a tool to talk to your clients about their business goals and how you can help them. This is an opportunity to reinstall value in your services and remain their trusted partner.

As a valued partner of Klaviyo, we are requesting feedback on your experience with this tool. Please email partners-qgr@klaviyo.com with any feature improvement requests, general feedback or questions.