

Case Study: Migration to Klaviyo marketing software

Trinity migrated our partner to an extensive, automated email marketing solution.



Elk Springs Resort

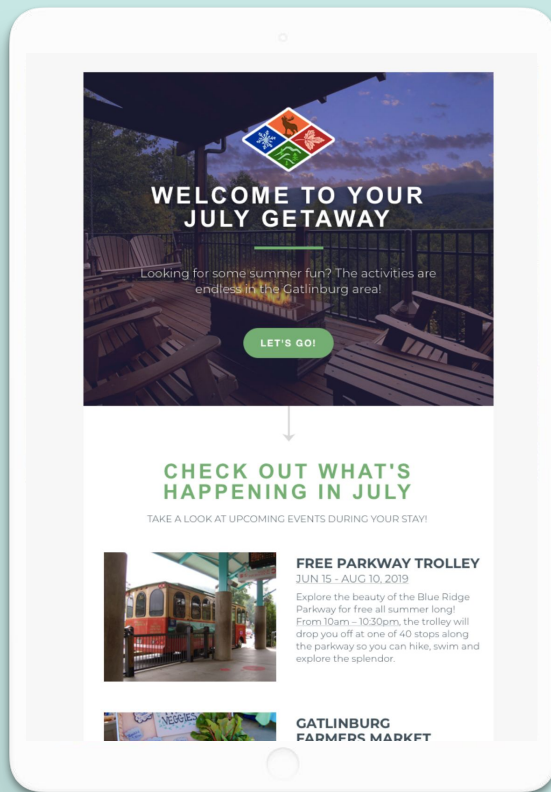
Industry: Tourism
Location: Gatlinburg, TN
Size: 121 Cabin Rentals

Problem

Limited Email Capabilities

Elk Springs Resort lacked the ability to deliver personalized emails to their customers and subscribers. They were using disparate email solutions for delivering limited, text based messaging.

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Solution

Migration to Klaviyo Email Platform

Trinity migrated Elk Springs Resort to Klaviyo, a robust email platform. In doing so, Trinity drove the following email enhancements and solutions:

- Extensive automation and personalization features
- Design and build custom on-brand email templates
- Provided account setup and data strategies to allow for advanced personalization and segmentation



Results

- Cohesive brand experience and messaging from site to inbox
- Ability to deliver personalized emails to their customers and subscribers
- Leverage website behavioral data for countless targeting possibilities
- Powerful automated email flows
- A/B testing email campaigns and triggered flows

Trinity Email Platform Support

Klaviyo is an elite email marketing program is no longer out of reach. Klaviyo is a cloud-based ecommerce marketing automation platform for personalized 1:1 email that drives results.

The image shows a Klaviyo customer profile for John Smith and a performance summary for an email campaign. The profile includes a timeline of customer actions such as 'Order shipped', 'Opened ticket', and 'Ordered "Harvey Jacket M"'. The metrics table shows performance for the last 30 days and all-time. The campaign summary shows a 'BACK IN STOCK / JACKETS' email with 23,000 delivered, 46.7% opened, 23.4% clicked, 2,200 purchased, and \$198.0k in revenue.

	30d (Δ)	All-Time
Revenue	\$89.98 (+\$9.98)	\$89.98
Placed Order	1 (+1)	1
Active on Site	2 (+2)	2
Opened Email	+1 (+1)	1
Opened Ticket	+1 (+1)	1

BACK IN STOCK / JACKETS				
DELIVERED	OPENED	CLICKED	PURCHASED	REVENUE
23,000	46.7%	23.4%	2,200	\$198.0k

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What Our Partners Say

“Trinity and Sure Fit have partnered over the last 5 years, helping us better understand our customers and improve their experience on our site. Their group of dedicated analysts, designers, and engineers have been agile and responsive to our team’s needs, and have always been willing to ‘go the extra mile’ for us. We value our relationship as an extension of our team and look forward to continuing growing our business together.”

-Brian Barth | Sure Fit

SUREFIT

About Trinity

Trinity is an web agency dedicated to optimizing online engagement and experiences. Since 2006, Trinity has helped hundreds of brands grow their business.

[More success stories at trinity.one](#)

About Elk Springs Resort

With breathtaking views of the Great Smoky Mountains, Elk Springs Resort features 121 cabin rental sites on 68 acres. With the objective of preserving the natural beauty of the property, the roads and cabin rental sites have been carefully integrated into the environment while maximizing the views of the Smoky Mountains.

