



Marketing and support shouldn't be separate

Here's what it's costing you in LTV

A GROWTH GURUS GUIDE





Picture a good salesperson

You walk into a store. You're browsing, and a staff member notices. They don't disappear and email you a discount code an hour later. They walk over, ask what you're after, help you find the right size, answer the one question that was actually stopping you from buying.

You spend more than you planned. You come back, because you remember how good it felt to have that personalized shopping experience.

That's the kind of experience most e-commerce brands have spent heavily to replicate as retail shifts away from in-store shopping. Marketing gets the timing, segmentation, and offer exactly right, but then the customer clicks through with a genuine question, waits, and leaves. Not because the offer was wrong. Because nobody was there to help at the moment it mattered.

This happens thousands of times a week, at brands doing everything else right.

"The customer doesn't experience your business as 'marketing' and 'support.' They experience one interaction with your brand, and it either builds confidence or kills it."

Why the gap exists

Most brands run marketing and support as two separate departments. Different goals, different systems, different people, and critically, no shared view of the customer. Marketing's job is to drive people toward purchase. Support's job is to answer questions after the fact. With different KPIs and different dashboards to work from, they rarely have a reason to talk to each other, and most of the time, they don't.

That split made sense a decade ago, when email marketing and support tickets were simpler, lower-stakes systems. But today, customer expectations have totally changed; the way people research and buy has moved. And a support question that arrives mid-journey isn't really a support problem at all. It's the exact moment a sale is either won or lost.

Most brands are still handling that moment reactively, if they're handling it with any real intention at all. They wait for the customer to abandon, then send a discount. They treat every question as identical, when each one actually represents a different point of friction in the funnel. And underneath all of it, they're missing the data that would let them fix the root cause instead of the symptom.

Three places you're losing the sale

Gap 1: You're solving the wrong problem.

A customer lands on your product page with a genuine question, whether it be about sizing, fit, or whether this is really the right product for what they need. Here's what most brands do: nothing for about an hour, and then an automated email lands. "Don't forget your order!" Sometimes with a discount code attached.

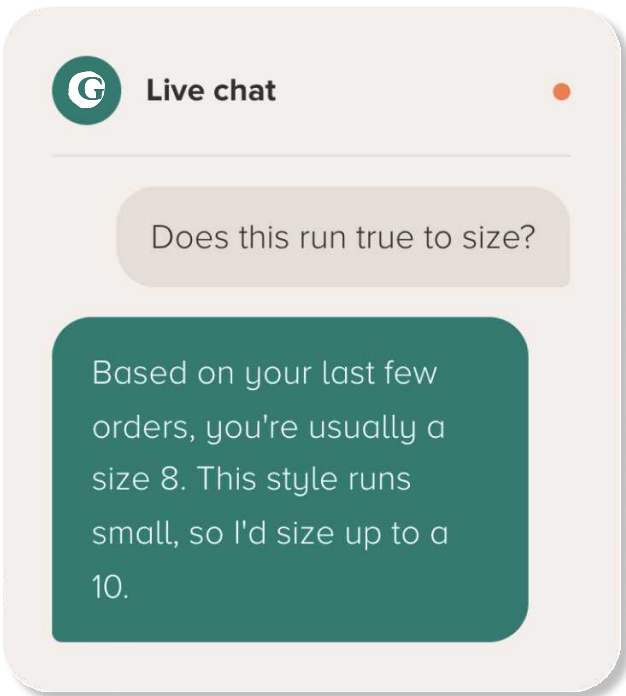
The customer reads that and thinks: that's not my problem. I don't need 10% off. I need to know if this actually fits.

They leave. They buy from whoever answers that one question first, which is often a competitor.

This is the core mistake sitting underneath most abandoned-cart flows: **brands treat every hesitation as a price problem, when the overwhelming majority are actually confidence problems.** The customer isn't price-sensitive. They're uncertain, and a discount doesn't resolve uncertainty.



The brands getting this right answer instantly, and specifically: "Based on your last few orders, you're usually a size 8. This style runs small, so I'd size up to a 10." Instead of pushing a discount, customers are delivered that missing piece of information exactly when it's needed. The sale completes because the actual objection got handled, not papered over.



And there's a second layer most brands miss entirely: **that question is data**. If 40% of the people asking about a product are asking about fit, that's a signal your product photography, your sizing copy, and your marketing should already be addressing fit before the question ever gets asked. That only happens if support and marketing are looking at the same information.



Gap 2: Your customer journey has a blind spot exactly where it matters most

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Then they have a question. Maybe they've forgotten exactly how the product works. Maybe their situation has changed and they're not sure it's still the right fit. Maybe a review gave them pause.

Here's the problem: your support team has no idea any of this is happening. They don't know this customer just re-engaged with a win-back campaign. They don't know this is a churn-risk customer taking a rare second look. They just see another ticket, and they answer it the way they'd answer any ticket: generically, and often hours later.

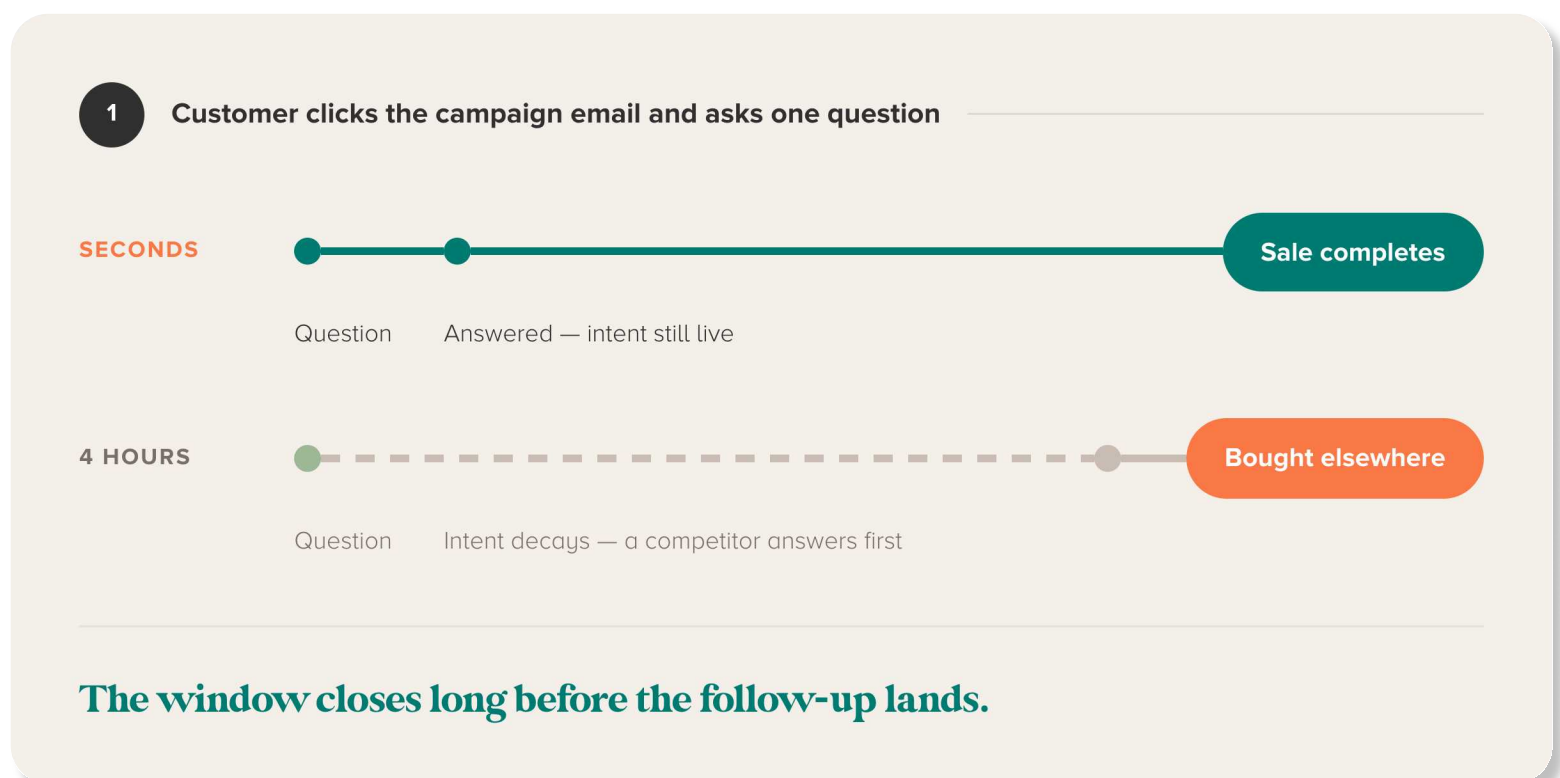
"The campaign that successfully re-engaged them gets credited as a failure — when the actual failure happened one step later, in a completely different system."

By the time the response lands, the customer's gone.

When marketing and support share the same customer view, this looks completely different. Support sees the incoming question already knowing this customer is mid-reactivation, and responds with that context, and sometimes even proactively: "Hey there, it's great to see you exploring our collections again! Is there anything holding you back from ordering today?" That's no longer a support interaction. It's a continuation of that initial winback campaign.

Gap 3: Your response time is already your retention strategy, whether you've chosen that or not.

A customer clicking a campaign email has a short window of real intent, often measured in seconds, not hours. Answer their question in that window, and you keep them. Answer four hours later, and you've lost them to whoever answered faster, even if that competitor's product is objectively worse.



At real volume, this compounds quickly. A brand sending meaningful weekly email volume, with even a modest click-through and question rate, is losing real, trackable revenue every single week purely to response lag.

This is also where most brands assume the fix is headcount, and it usually isn't. The fix is speed on the easy 70–80% of questions, like stock, sizing, order status, and policy, so a human's time goes to the genuinely complex 20% instead of being burned on the same handful of repeat questions all day.

If you're not sure which of these three is costing you the most, look at your support queue for one week. Tag every ticket as "price," "confidence," or "logistics." Confidence and logistics almost always outnumber price, and neither is solved by a discount.

What this actually costs

Most e-commerce brands are leaving somewhere between a fifth and a third of potential customer LTV on the table because of this structural gap between marketing and support. For a brand with an average LTV of \$500 and 5,000 customers a year, that gap is the difference between a good year and a genuinely great one, and it's money that's already been spent on acquisition, never fully realised once the customer arrived.



It rarely shows up as one clean number on a dashboard, instead appearing as a handful of metrics quietly drifting the wrong direction at the same time, each with a plausible-sounding, but unrelated explanation:

1 Returns creep up

because customers bought without real confidence in the first place, and unresolved doubt at checkout becomes a returned parcel three weeks later.

2 Support costs creep up

because the same questions get answered from scratch every time, with nothing learned or fed back into the product or the marketing.

3 Email engagement quietly erodes

because customers learn over time that clicking your campaigns doesn't actually lead anywhere useful, and they stop bothering.

4 Churn ticks up

because customers feel handed between departments with no continuity, and the next brand that makes them feel known wins them instead.

Together, these metrics compound into a slow leak, and it's one of the few revenue problems that's almost entirely fixable without spending another dollar on acquisition.

What the brands getting this right actually do

They've stopped treating support as a cost centre, and started treating it as the same retention channel marketing is already running, just further downstream.

Naked Wardrobe, the shapewear and streetwear label known for its loyal Instagram following, had a problem familiar to a lot of premium DTC brands: a chatbot that could handle a handful of pre-set questions and not much else, in a business built on making customers feel confident and looked after. The goal for them was the ability to create a concierge experience to mirror the standard of attentive, expert help you'd get walking into a boutique, translated online.

They layered **Klaviyo's Customer Agent** onto their existing Klaviyo marketing setup, trained on their product catalogue and documentation, handling everything from order status to genuine styling and fit advice. Over a 90-day window, it resolved 86% of customer queries without a human involved, and 94% of product recommendation queries specifically: the exact category of question that used to send customers straight to a competitor while they waited. Klaviyo now accounts for 48% of the brand's e-commerce revenue.

NAKED WARDROBE

48%

of ecommerce revenue attributed to Klaviyo in 2025

86%

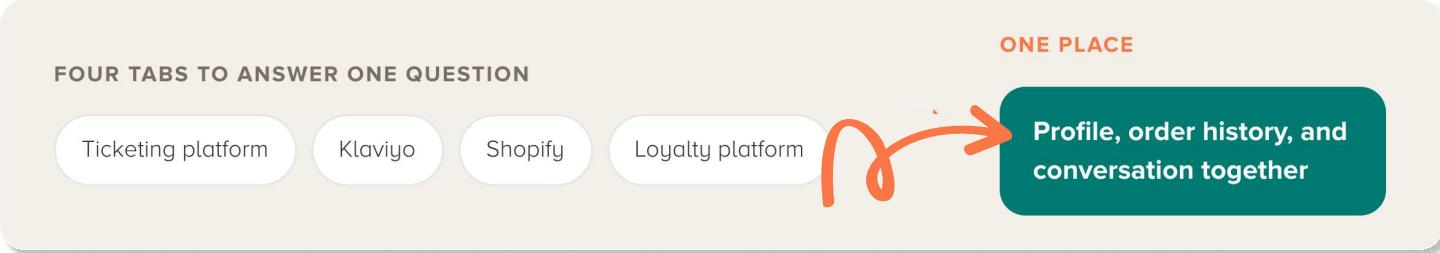
of Customer Agent queries in 90 days resolved by AI

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of Customer Agent product recommendation queries in 90 days resolved by AI

[Full Klaviyo case study](#)

Harney & Sons, a family-run tea company selling 300-plus varieties worldwide, had the opposite problem: not too little support infrastructure, but too much of it, scattered across disconnected tools. Their support team was toggling between a separate ticketing platform, Klaviyo for customer data, Shopify for orders, and a standalone loyalty platform just to answer one question.



Consolidating onto **Klaviyo's Customer Hub**, **Customer Agent**, and **Helpdesk** meant the support team could finally see a customer's profile, order history, and conversation in one place instead of four. Average ticket resolution time dropped 25% in the first 30 days. Customer Agent resolved 77% of product recommendation queries in 60 days. And in their first quarter using Customer Hub, it had already generated over \$120K in attributable revenue, with customers who engaged with it spending 12% more per order than average.



"Two very different brands, two very different starting problems, but the same underlying fix: stop making customers wait, and stop making support guess at context marketing already has."

It's the same pattern we see across the 350+ e-commerce brands Growth Gurus has worked with. The businesses **treating support as part of the retention** conversation consistently outperform the ones still running it as a separate department – because their customers never fall through the gap in the first place.

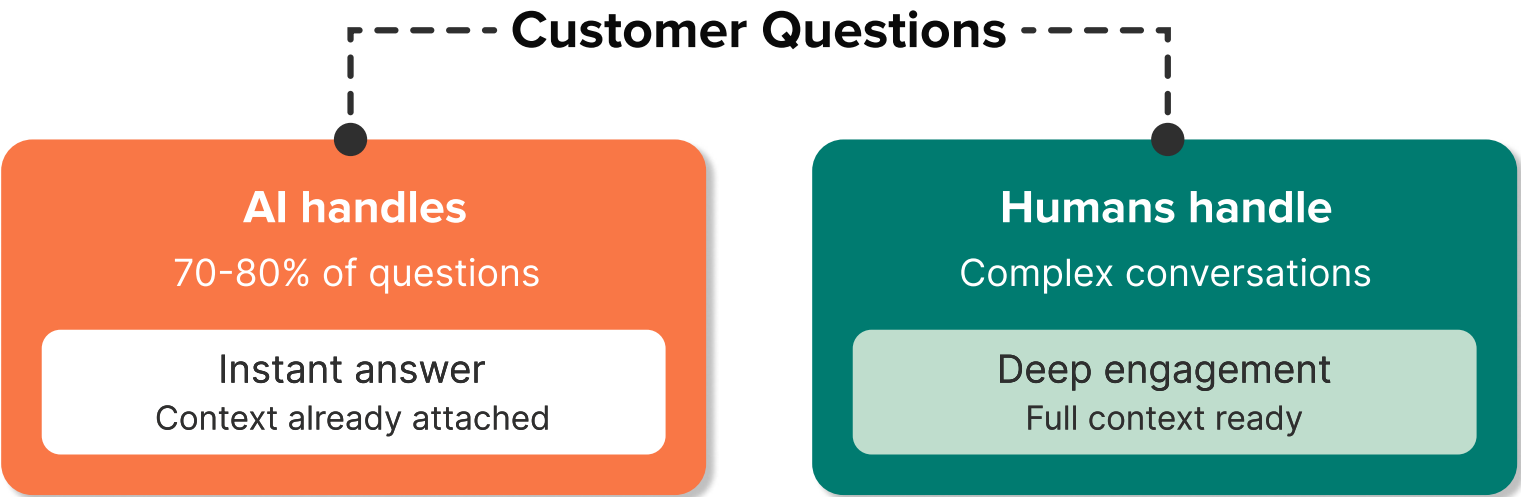
Why this needs to be AI-powered, not just faster humans



The instinct, when this problem gets identified, is usually "we need more support staff" or "we need faster support staff." Both help a little, but neither solves the actual structural problem, because the issue is really about the gap between when a question gets asked and when marketing's context is available to answer it well.

A human agent has to open a ticket, look up the customer, piece together what campaign they came from, and then respond, and every one of those steps takes time you don't have in a thirty-second attention window. AI-powered support collapses that entirely: the context (purchase history, campaign source, browsing behaviour) is already attached to the conversation before a response is even generated, so the "instant and specific" answer isn't a best-case scenario, it's the default one.

Instead of replacing your team, it's about giving the routine 70–80% of questions to the system best equipped to answer them instantly, so your humans are freed up for the conversations that actually need a human. A well-trained AI agent knows the difference, recognising the moment a conversation moves past stock, sizing, or order status into something complex and hands it off immediately, with the full context already attached. Your team isn't starting from zero on a cold ticket; they're picking up exactly where the conversation needs them, with everything they need to actually help.



The tool behind this: K:Service

If you're already running retention marketing in Klaviyo, K:Service is built specifically for this gap. It's Klaviyo's customer service agent, but the more useful way to think about it is that it's retention infrastructure that happens to also handle support tickets.

INSTANT, CONTEXTUAL ANSWERS.

K:Service answers them immediately, in your brand's voice, using real context about that specific customer and where they are in their journey, rather than a generic script.

INTELLIGENT ROUTING.

Anything genuinely complex gets handed to your team, but only after the easy volume has already been cleared, so your people spend their time where judgement actually matters.

A CLOSED LOOP BACK TO MARKETING.

Every question K:Service handles is a data point: what customers are confused about, what your product pages aren't answering clearly enough, where the real friction sits in the funnel. That feeds straight back into how you write campaigns and product copy, instead of sitting locked in a support inbox nobody in marketing ever reads.

WHAT SEPARATES K:SERVICE...

...from a standard support tool is what it's built to optimise for. It's designed to move your retention numbers by keeping personalised customer conversations going – closing tickets efficiently is just what happens along the way.

What this looks like on your numbers

In the first few months, the friction that's costing you the most tends to move first: cart abandonment eases, click-to-purchase conversion improves, and your support team stops burning out on the same fifteen repeated questions every day.

Over the following few months, that turns into fewer returns (because customers bought with genuine confidence the first time) and noticeably stronger performance from campaigns you're already sending. Same list, same offers, just layered in with contextual support based on individual moments of doubt.

Longer term, it compounds: churn eases because the overall experience genuinely improves, support costs come down because more of the volume runs on autopilot, and you get headroom to scale marketing spend without needing to scale support headcount at anything like the same pace.

For a brand with 5,000 customers a year and a \$500 average LTV, even a modest lift in retention is worth real money. Not from spending more on acquisition, but from keeping more of what's already been earned

A quick way to check if this is happening to you

You probably don't need a full audit to know if this gap exists in your business. A few honest questions usually surface it fast:

- * Does your support team know which customers are **mid-campaign** when a ticket comes in, or **are they starting from zero every time?**
- * When a customer asks the same question repeatedly across hundreds of tickets, **does that pattern ever reach the person writing your product descriptions?**
- * If you pulled your last 20 abandoned carts and cross-referenced them against your support inbox, **how many would have a matching unanswered question?**
- * Could your support team, today, tell you **which customers are churn risks re-engaging through a win-back campaign without you telling them first?**

If more than one of those made you pause, the gap is costing you more than you've been tracking.

The actual question

Your customers are already telling you exactly where this is broken. It's sitting in your abandoned carts, your return reasons, your support inbox, your churn numbers. Think of it as a map of precisely where LTV is leaking, built from data you already have.

The only thing missing is a system where marketing and support are reading the same map, instead of two different ones that never get compared.

Ready to close that gap?

Book a free 15-minute demo: We'll sit down with your unique setup and walk through what merging marketing and support would look like for your brand specifically: where the gaps are, what a connected version looks like, and what closing it could be worth. No pitch, just a clear, brand-specific picture.

[Book your demo →](#)

Or join the free webinar: Run in partnership with Klaviyo, so you're seeing it straight from the people building the product. Expect a behind-the-scenes look at how Customer Agent and Customer Hub actually work, plus real examples of how it's performing for other brands.

[Register for the webinar →](#)

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