

How True Classic Reduced Klaviyo Data Costs by 95% by Migrating to Saras Daton

The Challenges



The MAR-based pricing model of other ELT platforms significantly increased costs due to Klaviyo's high-frequency, event-level data ingestion



Cost of integrating Klaviyo alone crossed \$3,600/month, accounting for 20% of total data integration cost



Every Klaviyo email event (open, click, bounce, conversion) created a new row, inflating monthly active row volume



Full-table scans and historical syncing led to unnecessary BigQuery processing charges



Industry: Apparel

Tech Stack Used :

klaviyo

Google
Big Query

The Solution

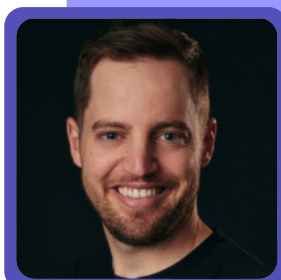
In August 2024, True Classic transitioned its Klaviyo integration to Saras Daton to reduce rising data pipeline costs and improve efficiency.

- ✓ Klaviyo's connector was configured with API-level filters to ingest only the most recent 30 days of data, significantly reducing data volume.
- ✓ Append-only ingestion was implemented to avoid full-table scans, lowering BigQuery processing charges.
- ✓ Historical syncs were excluded to limit unnecessary warehouse usage and control costs.
- ✓ Schema and model consistency ensured existing dashboards remained intact with no rework.
- ✓ BigQuery savings directly attributable to Klaviyo integration were estimated at over \$48,000 annually.



"I'm constantly inspired by the expertise Saras team brings to the table. It's truly rewarding to work with such skilled professionals and to continue learning and exploring from them."

Nadine Elway (Maloney) | Director of BI & Data Engineering



"Before Saras, our P&L website was built on estimates and pieced together from various tools. Saras integrated our ERP in record time, consolidated financials from all channels, and eliminated unnecessary third-party tools. Not only did we gain full visibility into our financial health, but this also freed up our team to focus on what really matters—growth."

Ben Yahlom | CEO, Trueclassic

The Results

95%

Reduction in Klaviyo integration cost post migration

\$42,120

Saved through Klaviyo data pipeline migration to Daton

\$38,400

Saved annually in BigQuery warehouse costs

Still overspending on Klaviyo data?



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