From Signal to Send

How Intent Data Drives Multi-channel Marketing

swym x klaviyo

A Note from the Editors

Open rates are declining. Inboxes are crowded.

What's happening to email marketing?
The truth is most email programs are built on assumptions: Scheduled sends, generic triggers, calendar-driven blasts. The brands still outperforming the market have solved this simple problem: **they listen before they send.**

In other words, **their sends are triggered by real behavior.**

This guide shows how to do that. The arc moves from data collection to activation to cross-channel coordination. It is structured around three high-impact strategies that any brand can implement, whether you are setting up your first wishlist integration or optimizing an existing intent-driven stack.

Throughout, you will see how brands across furniture, fashion, auto parts, luxury jewelry, and activewear have applied these strategies in practice, with the results to prove it.

Let's go.

swym

klaviyo

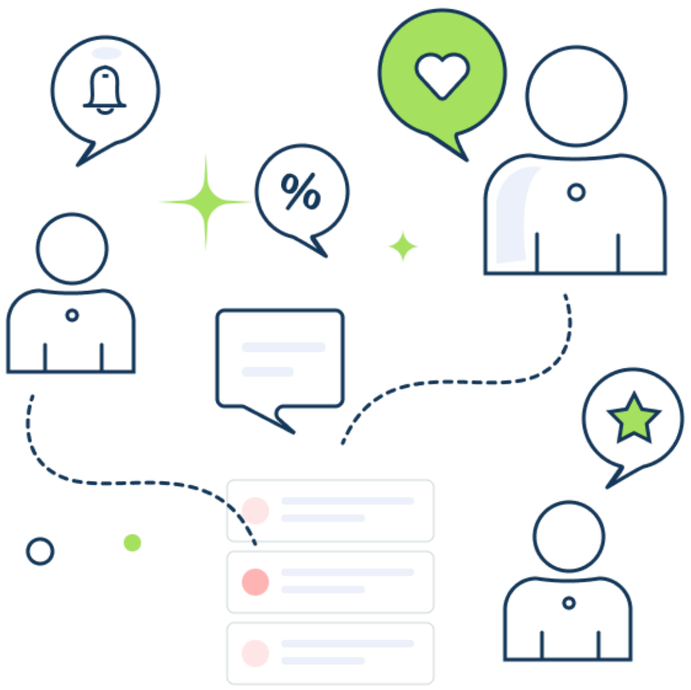
THE CHALLENGE

Email marketing is not broken.
But the way most brands do it is.

The average marketing inbox receives dozens of emails a day. Open rates are declining. Click-through rates have flatlined. Unsubscribe rates are climbing.

And yet brands keep sending:
Tuesday blasts, seasonal promotions, abandoned cart sequences timed to a clock rather than to anything the shopper actually did.

The problem is not volume. It is relevance. And relevance has a data problem.



What is Zero Party Data and how it can help

Information a shopper deliberately and explicitly gives you. This is what Zero Party Data is.

When a shopper adds a product to a wishlist, they are telling you: **I want this.**

When they register for a back-in-stock notification, they are telling you: **I want this, and I am willing to wait.**

When they move a cart item to a save-for-later list, they are telling you: **I am not ready yet, but I have not given up.**

These are all signals. And they are one of the most powerful inputs an email program can have.

Why this matters now

It's widely accepted across ecommerce that the vast majority of shoppers, roughly 97%, don't convert on their first visit. They browse, compare, get distracted, and leave.

Most email programs try to win them back using assumptions: scheduled blasts, generic triggers, calendar-driven sends that bear no relationship to what the shopper actually did or wants.

The math is straightforward:
triggered campaigns built on declared intent data consistently outperform batch-and-blast programs on open rate, click rate, and conversion.

Just because the signal is stronger.

swym klaviyo

Swym and Klaviyo solve this together.

Explore the Swym x Klaviyo integration

Swym is a Customer Engagement Platform built on Shopper Intent.

Swym is a Customer Engagement Platform that captures the moments shoppers signal real interest: saving a product to a wishlist, requesting a back-in-stock alert, moving a cart item to a saved list. Each of those actions is a declared signal.

Swym collects those signals, stores them, and makes them available to every tool in the merchant's stack. The intent data layer it builds is what makes personalized, well-timed marketing possible at scale.

Klaviyo is a marketing automation platform built for ecommerce.

It manages email, SMS, and push notification flows for thousands of brands globally. Klaviyo connects to your store, listens for events, and uses those events to trigger personalized communication at the right moment.

The quality of those events determines the quality of the output. Generic behavioral data produces generic emails. Declared intent data produces messages shoppers actually want to receive.

Why This Guide Matters to You

This guide is built for merchants who want to run email programs strategically.

It walks through three simple steps:

Capturing intent on-site

Connecting intent to Klaviyo flows, and

Coordinating those flows across email, SMS, and push.

swym

klaviyo

Strategy 1: **Capture Intent**

swym

Why it Matters

There are two categories of data that high-performing email programs rely on.

The first is behavioral inference:
your ESP tracks clicks, opens, and site visits and draws conclusions about what a person might want.

The second is zero-party data:
explicit signals a shopper deliberately creates.

Zero-party data is not inferred. It is declared. When a shopper saves a product to a wishlist, requests a back-in-stock alert, or adds an item to a save-for-later list, they are telling you something. **They are expressing intent to buy.**

Triggered campaigns built on this data perform better because the underlying signal is stronger.

How to Implement it: Collecting Intent On-Site

Three on-site touchpoints capture the highest-quality intent signals:

Wishlist

A shopper who adds a product to a wishlist is not lost. They are paused. They may be comparing options, waiting for payday, or building a list for a gift occasion. A wishlist well displayed on your store captures that pause and turns it into a trackable, actionable event. Every item saved becomes a data point: what the shopper wants, when they saved it, and how many times they returned to view it.

Back in Stock

A back-in-stock registration is one of the strongest intent signals in commerce. The shopper found the product, wanted it, and was willing to give you their contact details to be notified when it returned. Sending a timed relevant notification the moment it comes back in stock can help you recover revenue that would otherwise have been permanently lost.

Save for Later

Save for Later captures a different moment: the shopper who was in the cart but not ready to check out. Rather than abandoning, they move the item to a saved list. That signal is qualitatively different from a standard cart abandonment. The intent is higher. The shopper made a deliberate choice to preserve the item rather than discard it.
Each of these touchpoints feeds a shared intent data layer. That layer is what makes the next two strategies possible.

Strategy 2: **Connect with Your Customers**

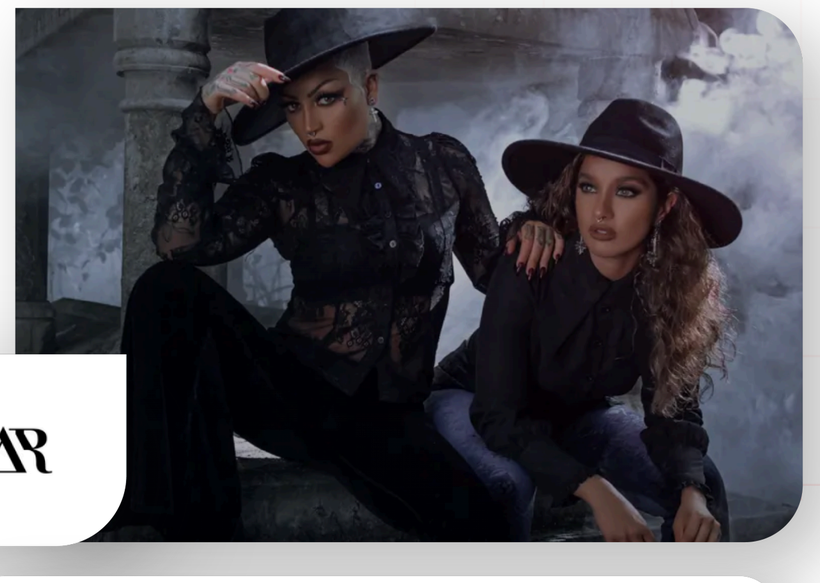
Why it Matters

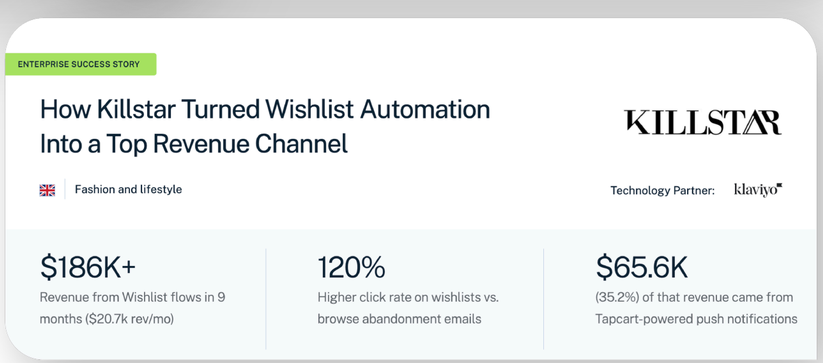
The difference between a triggered email and a batch campaign is not necessarily technical but contextual.

A batch campaign says: it is Tuesday, and we have something to say.

A triggered email says: something happened that you care about, and here is what to do next.

Shoppers respond to context.





Killstar, the UK-born alternative fashion brand, made this shift in practice. Once Swym was integrated and wishlist events began flowing into Klaviyo, Killstar built six intent-driven flows.

Wishlist emails outperformed browse abandonment on click rate by 120%. The Wishlist Shared flow converted at 4.73%, higher than most standard automation flows.

Read full story →

How to Implement it: The Core Flows to Build First

Not all flows deliver equally. Four flow types consistently produce the strongest outcomes:

Wishlist Reminder

Send when:

A shopper has saved items but has not purchased within a defined window.

Trigger logic:

first email within 24 hours, second at 3 days and 3rd at 7 days. Exclude shoppers who have purchased the item.

TOV Furniture's Wishlist Reminder flow, delivered via Klaviyo, generated $19.39 in revenue per email, approximately ten times the industry standard for triggered emails.

Read full story →

*Timing windows above are recommended starting points. Adjust based on your category, audience behavior, and send frequency.

Price Drop Alert

Send when:

A product in a shopper's wishlist drops in price.

Trigger logic:

Price drop to get triggered as soon as it happens. Uncheck Skip recently emailed profiles.

Subimods, a specialty auto parts retailer, drove a 4.1% conversion rate on price drop emails delivered via Klaviyo. Open rates on those emails hit 59.1%.

Read full story →

Low Stock Alert

Send when:

a wishlisted product drops below a defined inventory threshold.

Trigger logic:

Set logic to map against inventory threshold to trigger.

For Killstar, the Low Stock flow generated $45K+ in revenue!

Read full story →

Back-in-Stock Notification

Send when:

a product a shopper wishlisted for returns to inventory. This is the most transactional trigger in the stack. The shopper asked to be told. Telling them quickly closes the gap between intent and purchase.

Trigger logic:

Send as soon as the product is back in stock.

TOV Furniture found that Swym users were 4.6 times more likely to complete a purchase than the average site visitor, with Swym-attributed activity accounting for 20% of total revenue.

Read full story →

*Timing windows above are recommended starting points. Adjust based on your category, audience behavior, and send frequency.

swym × klaviyo

Strategy 3: **Convert Anywhere**

klaviyo

Why it Matters

Email is not the only channel your shoppers use. A shopper who saved a product on desktop may be scrolling their phone when your price-drop alert fires. A customer who received a back-in-stock email may prefer to act via app.

You should stop thinking in channels and start thinking in signals.

A shared intent data layer means one pool of behavioral and zero-party data that informs decisions across email, SMS, and push simultaneously.

Swym captures the signal. Klaviyo routes it. Every channel knows what the shopper has expressed interest in, and no channel sends messages that contradict or duplicate the others.

How to Implement it: Channel Routing

The routing decision should factor in two variables: how time-sensitive is the trigger, and how much product context does the message need to carry.

High urgency, low context → SMS or Push

Lower urgency, high context → Email

swym — klaviyo

Strategy 3: **Convert Anywhere**

A simple framework for routing:

Email:

Wishlist Reminders
(contextual, benefit-led, suited to longer consideration cycles).

Price Drop Alerts
(product-level detail renders well in email format).

SMS or Push:

Low Stock Alerts
(urgency is the mechanism; short-form push works better than a full email).

Back-in-Stock Notifications
(shoppers prefer SMS as the first touch, followed by email after a delay).

Flash Price Drops
(time-sensitive events where speed matters more than content depth).

Both:

Wishlist Shared
(gifting occasions benefit from multi-touch reach).

The routing framework above is a recommended starting point. The right configuration depends on your audience, category, and the channels your shoppers are most active on.

Now, expanding your trigger library introduces a real risk: over-messaging. Here are two practices to keep intent-driven programs relevant:

Daily Send Caps

Set a maximum number of automated emails any single contact can receive in a 24-hour window. The exact number depends on your audience and category.

Klaviyo's Smart Sending feature skips sends if a contact has received an email within a configured window. Use it as a backstop for flows that fire frequently.

Signal Priority Logic

When multiple triggers fire simultaneously for the same contact, prioritize by purchase proximity.

For example: A low-stock alert for a product a shopper saved yesterday outranks a wishlist reminder for something saved six months ago.

Build this logic into your flow suppression rules: if a low-stock or price-drop flow is active for a contact, suppress the generic wishlist reminder for the same product.

WHAT TO DO NEXT

From Your First Signal to Your First Send

You've seen the strategies. You've seen the math.

But results didn't just happen.

All the brands in this guide started with one decision: to **treat expressed shopper intent as something worth acting on.**

And all took the same shared first step: connecting **Swym** and **Klaviyo.**

If you are optimizing an existing intent-driven program, audit your signal priority logic. Check whether your flows are competing with each other for the same contacts. Add daily send caps if you have not already. Evaluate whether push or SMS can extend the reach of flows where email delivery alone is the bottleneck.

As you've seen, the operational investment is low while the reward is high: You are building a program that improves automatically as your list grows and your shoppers save more.

Every new wishlist item is a new signal.
Every new signal is a potential send.

Ready to build your first intent-driven flow?

Swym captures shopper intent at the moment it happens. Klaviyo turns those signals into personalized, high-converting communication across email, SMS, and owned channels.

Get Swym

Get Klaviyo

Explore the Swym x Klaviyo integration

swym × klaviyo