



**FOR IMMEDIATE RELEASE**

16745 West Bernardo Drive  
Suite 400  
San Diego, CA 92127

**Contact**

Miva, Inc.  
Hannah Steffensen  
hsteffensen@miva.com

**Miva, Inc., Arctic Leaf, and Klaviyo Announce Klaviyo Connector for Miva**  
*Connector by Arctic Leaf brings Miva merchants access to Klaviyo email marketing tools.*

**San Diego, CA – November 17, 2020** – Miva, Inc., ecommerce software and service provider for mid-size and enterprise merchants for 22 years, Arctic Leaf, UX Design and Implementation Agency, and Klaviyo, the world’s leading owned marketing platform known for accelerating revenue for online businesses, announced today that Arctic Leaf has launched the Klaviyo Connector for Miva, a connector between Klaviyo’s marketing platform and Miva’s ecommerce platform.

As the ecommerce landscape evolves and shopper habits change, having the ability to send optimized communications to customers and test the effectiveness of those communications can be key to success as an online seller. This new connector makes it easy for sellers on the Miva ecommerce platform to connect their Miva store to Klaviyo’s segmentation, automation, and email marketing tools.

“This Connector represents a deepening of our relationship with our partners at Miva and Klaviyo—one which will benefit our clients immensely,” said Josh Garellek, CEO at Arctic Leaf, “By combining the power of the Miva and Klaviyo platforms, this Connector helps our clients get the most out of their email marketing efforts.”

“We know that building relationships with online shoppers requires merchants to listen to their customers, understand their preferences and behaviors, and in turn, communicate back to customers leveraging that data. Those communications must feel



**FOR IMMEDIATE RELEASE**

like they were uniquely crafted for the customer, but done at scale for hundreds of thousands of customers at a time” said Rich Gardner, VP, Strategic Partnerships with Klaviyo, "Connecting to Klaviyo can help Miva merchants build strong, data-based relationships with their customers—those relationships are what drive long-lasting growth."

With the Klaviyo Connector for Miva, Miva merchants can collect qualified leads, increase open and click-through rates, and grow their online revenue with Klaviyo’s advanced email marketing platform.

“Understanding customer behavior is foundational to a successful data-driven ecommerce strategy,” says Brennan Heyde, VP of Product at Miva. “The Klaviyo Connector for Miva offers Miva merchants leading-edge functionality for saving time and money while driving revenue growth through automation. We greatly appreciate Arctic Leaf’s contribution to the creation of this Connector and are confident that it will help our merchant customers drive meaningful growth.”

To learn more about the Klaviyo Connector for Miva, visit: <https://apps.miva.com/klaviyo-for-miva-by-arctic-leaf.html>

### **About Arctic Leaf**

Arctic Leaf is a UX design and implementation agency that takes e-commerce businesses from mid-market to enterprise. With relationships at their core, Arctic Leaf was born in 2017 when two companies with a strong working partnership decided to come together as one. Their suite of custom e-commerce design and development services and integrations allow for bespoke web and mobile solutions that are thoughtfully designed to meet the unique needs of every client. The importance Arctic Leaf places on genuine and long-lasting client relationships is really what makes their team different. That key component paired with their robust expertise in UX design, conversion rate optimization (CRO), software development, and email marketing has



**FOR IMMEDIATE RELEASE**

established Arctic Leaf as an innovative leader in the e-commerce and mobile development market. Learn more at [arcticleaf.io](http://arcticleaf.io).

### **About Klaviyo**

Klaviyo is the world's leading owned marketing platform known for accelerating revenue for online businesses using the channels they own like email, web and mobile. Enabling brands to leverage these owned marketing channels, Klaviyo makes it easy to store, access, analyze and use transactional and behavioral data to power highly-targeted customer and prospect communications. And unlike other marketing platforms, Klaviyo doesn't force companies to compromise between advanced functionality or ease of use, so companies of all sizes are able to maximize their sales quickly. That's why over 50,000 innovative companies like Unilever, Custom Ink, and Huckberry sell more with Klaviyo. Learn more at [klaviyo.com](http://klaviyo.com).

### **About Miva**

Miva offers a flexible and adaptable ecommerce platform that evolves and changes with businesses, helping online sellers drive sales, maximize average order value, cut overhead costs, and increase revenue. Miva has been helping businesses realize their ecommerce potential for over 20 years, empowering retail, wholesale, and direct-to-consumer sellers across all industries to transform their business through ecommerce. Learn more at [miva.com](http://miva.com).