



their positioning + messaging

"A unified customer platform for email, SMS, and more"

"Own your data. Own your growth"

"intelligent marketing automation platform"

"Personalized" eCommerce marketing automation platform

the TLDR

Klaviyo has a free option, but overall, loses in price compared to **Constant Contact**. Our packages are overall more affordable and come with phone support at every level. While Klaviyo focuses heavily on supporting eCommerce businesses, **Constant Contact** excels at being the right fit for a variety of customer types.

where they win

- Offers a Free plan (up to 250 contacts)
- Large focus on ecommerce
- Ratings are higher than **CTCT** across the board on G2 (including ease of use, quality of support, and ease of setup), Capterra, and TrustRadius

where we win

- Offers a more affordable starting price at \$12 for **CTCT's** Lite plan vs. \$20 for Klaviyo's email plan (500 contact tier)
- **CTCT** is more affordable past 15,000 contacts across all package levels
- **CTCT** offers more marketing channels beyond Email and SMS like social posts and ads
- **CTCT's** AI Content Generator functions across multiple channels (email, SMS, social) and is offered at all package levels
- **CTCT** offers phone support at all package levels

notable differences

Klaviyo

CTCT

Social Posting & Ads		✓
AI Content Generator	Email & SMS	Email, SMS, & Social
Phone Support		Offered at all package levels
Personalized Product Recommendations	✓	
Send Time Optimization	✓	
Primary Business Focus	eCommerce	Small and Midsize Business & Non-Profits

handling a competitive conversation

- **Acknowledge** - show them we understand our competitors and their positive attributes
- **Position** - use soften statement to then transition into telling them there are differences
- **Differentiate** - describe a benefit that takes on a pain point or a challenge the customer is facing
- **Redirect** - ask an open ended question based on the initial objection