

# Wunderkind vs Klaviyo Decision Sheet

For Shopify brands on Klaviyo reviewing a Wunderkind proposal.

## START HERE

Keep Klaviyo either way. Sign Wunderkind only after a **randomized holdout** pays back the fee and the **300ms** stack still fits your pages.

## Quick answers

Replaces Klaviyo? **No**

Wunderkind blocking time **180ms**

Klaviyo blocking time **120ms**

## Is Klaviyo already working?

Is a browse abandonment flow live on the Viewed Product metric? **Yes: A**

Do your Klaviyo flows already convert for recognized visitors? **Yes: A**

## Can your pages carry it?

Is product page TBT already over 200ms before Wunderkind? **Yes: B**

Wunderkind adds 180ms; Klaviyo adds 120ms

## Does the money work?

Will the contract include a random holdout of 10% or more for 4 weeks? **Yes: A**

Does quote divided by margin give a revenue target you can beat? **Yes: A**  
40% margin: each \$1,000 a month needs \$2,500 extra

Is the rep's 3x number attributed revenue, not a holdout result? **Yes: B**

## Your numbers

Monthly quote: \$ \_\_\_\_\_

Contribution margin: % \_\_\_\_\_

Break-even (quote / margin): \$ \_\_\_\_\_

**Mostly A answers: test Wunderkind with a holdout. Any B answer: fix that first, then revisit.**

### Choose Wunderkind when

- Klaviyo flows are built and converting
- A holdout is written into the contract
- Pages have blocking-time room left

### Choose Klaviyo alone when

- Browse abandonment isn't live yet
- Product pages already fail the 200ms target
- The vendor won't run a holdout

Cost of being wrong with Wunderkind: a fee paid for orders Klaviyo would have won, plus 180ms on every page.

Cost of being wrong with Klaviyo alone: missed revenue from shoppers Klaviyo never recognizes.

Default: Klaviyo alone until a holdout proves the lift.

**Want a second opinion on a Wunderkind proposal? [kaspianfuad.com/contact](https://kaspianfuad.com/contact)**

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WD Electronics: fixed a Klaviyo popup leak in a sprint that cut JS errors 11.7% to 5.5%.