

What we back up for Klaviyo

Backup and export

Restore on request

Profiles		
First & last name, email address, phone number, location, address, time zone, organization & title, email subscription & suppression details, SMS subscription details, custom properties (name & value), unique ID, list & segment memberships	● Yes	● Yes
Profile created date, profile updated date & last active date	● Yes	● No
“How they found you” details, first active date, metrics, predictive analytics, coupon details, events	● No	● No
Lists		
List name	● Yes	● Yes
Created & updated dates	● Yes	● No
Member count (# profiles), members (profiles) tags	● No	● No
Segments		
Segment name, created & updated dates	● Yes	● No
Member count (# profiles), members (profiles), tags, segment definition (criteria)	● No	● No

Campaigns		
Name, status, archived (yes/no), recipients, send options (e.g. Smart Send), scheduled at date & send time, channel (email or SMS)	● Yes	● Yes
Created & updated at dates, tags	● Yes	● No
Campaign Content		
Subject line, preview text, sender email address, reply-to email address, email content (text and HTML)	● Yes	● Yes
Analytics (open & click rates, active on site)	● No	● No
Flows		
Name, status & archived status, created & updated at dates	● Yes	● No
Logic, flow trigger, trigger & flow filters, timing	● No	● No
Flow Messages		
Name, channel, subject line, preview text, sender email address, sender name, created at & updated at dates, references to its template	● Yes	● No
References to its flow action	● No	● No
Flow Actions		
Name, groups the tag is in	● Yes	● No
References to parent flows	● No	● No
Tags		
Name, groups the tag is in	● Yes	● Yes
Segments, campaigns & flows the tag is used in	● No	● No

Tag groups		
Name, tags within the group	● Yes	● Yes
Templates		
Name, HTML, text	● Yes	● Yes
Created at and Updated at dates	● Yes	● No
Other		
Sign up forms, conversations (SMS), analytics, reviews, images & brand, products, coupons	● No	● No

Note: Not every item backed up will be visible in the Rewind Vault. The complete list can be viewed by downloading your data via the export button in your Rewind account.

Don't see an item on this list that you want us to back up? Reach out to sales@rewind.com for more information or to book a demo. For the most up-to-date information, visit our [Help Documents](#).

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